



Renaissance Capital

Case Study



With assistance from PTS Consulting, Renaissance Capital expands in the Middle East.

The Client:

Renaissance Capital was founded in 1995 as a Moscow-based investment bank. It has expanded significantly this decade to become the pre-eminent specialist in high opportunity emerging markets, with a presence in Sub-Saharan Africa and the Middle East as well as Russia and the CIS. The firm also offers its clients access to these markets through financial centres such as London and New York. Renaissance Capital delivers innovative financial and investment solutions to government, corporate and institutional clients in high-opportunity emerging markets around the world.

Its unique strength is in combining hard-won and detailed local market expertise with very high standards of operational and regulatory efficiency and integrity – applying international banking standards and practices to the world’s financial frontiers. The organisation is a trusted advisor in its core investment banking offerings: Mergers and Acquisitions, equity, debt, structured solutions and derivatives. Renaissance Capital is part of the Renaissance Group, an independent group of finance and investment companies specialising in high-opportunity emerging markets. Renaissance Group consists of investment banking, asset management, merchant banking and consumer finance.

The Challenge:

Renaissance was keen to extend its network in the Middle East and the Dubai International Finance Centre (DIFC) was the focus. Dubai was selected for its low barriers to entry, tax free status and competitive start up costs. Due to lack of space available to let within the DIFC, Renaissance was granted a trade licence but had to seek space outside the central banking complex. Seeking space outside the DIFC is a long and challenging process, space is at a premium and availability is very limited. Park Place was selected as the building of choice, however, this in turn created design challenges as the development is designed around residential requirements and is partially occupied by residents.

Renaissance Capital sought PTS Consulting’s assistance with the design and project management of the new office. Prior to this, PTS Consulting’s relationship with the bank had been long-standing. PTS Consulting had previously worked on projects with Renaissance in London and Moscow and in doing so, had assisted Renaissance to develop a global standard for the bank’s IT infrastructure. This meant that PTS Consulting had a comprehensive understanding of what was required to ensure the new office would meet the global standard.





The Solution:

IT Infrastructure Design: Whilst the Renaissance Capital global standard is explicit at a high level, the local level requirements are more flexible. PTS Consulting therefore assisted Renaissance to go out to the market to find the closest possible solutions/alternatives. PTS then proceeded to design an infrastructure system based around these. With limited power and cooling available, the design had to be flexible and scalable, but within very tight constraints.

Project Management: With the closest IT personnel for the bank situated thousands of miles away, PTS assumed the local on-the-ground project management role in Dubai during the implementation phase. This involved the procurement, detailed co-ordination and delivery of the packages. PTS co-ordinated the procurement of the WAN services including a 10MB link to a remote local Data Centre and all the other voice and data requirements. The bank also supplied hardware that was purchased in another continent, so PTS was on-hand to ensure safe delivery and arrangement of the equipment warranties and support contracts. Video conferencing systems were implemented to allow the bank the ability to communicate globally without leaving the office and wireless connectivity was provided throughout. The Central equipment room was designed with both fire suppression and remote monitoring to protect the critical systems. A high performance LAN infrastructure was implemented, incorporating a fully functional VoIP solution.

The Benefits:

PTS Consulting was able to focus on the project detail on behalf of the bank to closely manage the programme and the contractors. PTS Consulting provided regular liaison with both the client and design teams. Weekly reporting in a concise and clear format was regimentally adhered to. With the lack of client presence in the region and the international differences in time and working weeks, it is without question very tough to manage a project such as this remotely. The value that PTS Consulting brought to the project was local knowledge, coupled with a close understanding of the clients' needs and standards. Specific benefits to Renaissance Capital included:

- Project management of set up for new branch office in Dubai in line with global standards
- Design of IT infrastructure including Data Centre connectivity, wireless networking and VoIP
- Swift procurement with the best contractors in the region
- Co-ordination of telecommunication providers
- Local liaison with end users to ensure the implementation, migration and post migration periods were seamless and without issues

About PTS Consulting: PTS Consulting Group PLC (PTS) is one of the world's leading IT consultancies with a reputation for innovation and thought leadership. PTS is also renowned for its project management expertise. As the global leader in IT relocation projects, working with some of the world's largest companies, PTS has earned a world-wide reputation for independence, professionalism and quality of service. Headquartered in the UK and founded in 1983, PTS has worked in 43 different countries, 113 cities and employs 330 staff in the Americas, EMEA and Asia-Pacific. www.ptsconsulting.com