

VIRTUAL DATA ROOM

— Solutions

V-Rooms provides a cloud-based customisable virtual data room (VDR) solution designed to streamline document management, collaboration, exchange and archiving for financial, legal and corporate professionals.

● Founder and Chief Executive Officer, D R Bradbary, talks to Acquisition International about the company.

CAN YOU TELL US A LITTLE MORE ABOUT THE COMPANY?

V-Rooms was founded in 2006. The solution facilitates the secure exchange of sensitive information providing compliant and auditable transactions. V-Rooms enables the secure acceleration of complex, information-intensive processes while reducing the time and expenses associated with data distribution, courier, printing and travel.

WHO IS A TYPICAL V-ROOMS' CLIENT?

“*Low-to-mid-market segments across numerous industries including but not limited to investment banking/M&A, life sciences, legal services, private equity, venture capital, hedge funds, enterprise collaboration and Board portals for corporate board meetings.*”

HOW DO YOU STAND OUT AS A LEADING PROVIDER OF DATA ROOM SOLUTIONS?

V-Rooms Virtual Data Rooms provide an economical pricing alternative with a “high touch” level of customer support that allows users to upload, manage and share sensitive documents in a secured environment among numerous recipients including cross-border transactions. The platform facilitates watermarking of documents, file level permissioning and report tracking that shows who viewed what content and when while maintaining document control at a file level.

DO YOU FEEL THAT VIRTUAL DATA ROOMS HAVE REVOLUTIONISED M&A DUE DILIGENCE?

Rapidly assembling critical information into a secure, shared central document repository is crucial for any transaction, but for turnaround or restructuring

situations, speed is absolutely essential. The various parties who need this information should be focusing on management and execution.....not on searching for information. Sell-side VDR's for disposing of assets, especially distressed real estate are in high demand. Likewise, by using VDR's to manage the drafting, revisions and execution of the legal transaction documents between multiple parties deals may be completed quickly.

VDR's have become essential for cross-border transactions due to the logistics involved. V-Rooms is recognising the approximately 20% of our projects fall into this cross-border category.

HOW CAN THE DATA ROOMS THAT V-ROOMS PROVIDE ADD VALUE TO A TRANSACTION?

V-Rooms provide a platform for assembling critical information and documents. Within a couple of hours we can have a new client up and operational. Ease-of-use continues to be one of our most important attributes.

This is why we have implemented bulk uploading of files from the client's desktop computer, whereby the client is able to quickly “drag and drop” folders with thousands of files. Also, using our automated system, hundreds of confidential usernames may be immediately set up and distributed..... In less than 1 day a project may be fully made available.

“*For use typically at the conclusion of a project, we also offer a no-cost archive function, which allows the client to download a full copy of all folders, files, users and administrative reports for historical purposes.*”

ON A LIGHTER NOTE, WHAT IS THE BEST PIECE OF ADVICE EVER GIVEN TO YOU?

To address the growing need for secure, online document exchange portals, well beyond virtual data rooms for the M&A industry, V-Rooms™ is providing a variety of cloud-based document exchange portals

whereby organization may share sensitive documents with external parties, partners, regulatory agencies, legal and financial advisors.

These document exchange portals are software as a service (SaaS) based solutions for confidential external collaboration scenarios. Although some requirements are needed for short-term projects, most serve ongoing situations. These secure platforms provide workspaces for active collaboration on a variety of documents, without the security concerns associated with allowing external parties' access to the organization's internal network. Examples include:

- Legal Portals – Sharing litigation information with outside counsel, experts, etc.
- Client Portals – Keeping clients informed about project status
- Board Portals – Providing collaboration between Board of Director members
- Investor Portals – Informing investors of financial status under new transparency rules
- Vendor Portals – Communicating with vendors and suppliers on a global basis

Cloud-based portals integrate collaboration, security and flexibility into services that support the controlled sharing of sensitive information outside of organizations' computer servers.

They are quite appropriate for functions that may need to share possibly several thousand pages of confidential information with groups of 10 to several hundred people who may be geographically dispersed, as well as being located partially or fully outside the enterprise.



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