

Leading “Mission Impossible” Investment Returns



Boston - Dallas - Raleigh - San Francisco - Tampa

Global Embedded Software Company

Situation: When called on by one of the largest and most established private equity firms, VERTO leadership found a directionless high-tech company bleeding cash. In the prior 16 months, the company had mounted losses of nearly \$85 million and was sustaining a cash burn at an alarmingly and exceedingly high rate. With merely four months of cash on reserve and four of the company’s five distinct product divisions hemorrhaging, the company was heading swiftly toward demise.

Actions: Immediately, VERTO leadership seized an opportunity to streamline an excessive worldwide office space portfolio, which spanned the Pacific Rim from Tokyo to the Silicon Valley. At the same time, VERTO leadership proceeded to shut down two product divisions deemed strategic misfits, and led the comprehensive operational turnaround of two remaining loss divisions. Meanwhile, an extensive repositioning of the marketing and engineering functions spawned an invigorated and diversified base of Fortune 100 customers, as the software sales division was also grown through enhanced profitability.

Results: Under VERTO’s leadership, who inherited a company facing imminent collapse, the company surmounted its cash crisis, doubled the top line, achieved the companies all-time high EPS, and has enjoyed years of sustained positive free cash flows.