

Cavell Case Study

Independent Due Diligence Study for a Leader in Peer to Peer Caching



A leading provider of access caches for ISPs chose the Cavell Group to conduct an independent due diligence exercise for potential investors. Having recognized the market opportunity in digital asset delivery, and having the necessary expertise within the organisation, the company intended to expand its product offering from caching devices into the development and marketing of a global Content Delivery Network. Cavell conducted a thorough and efficient review of the technical solution, operational readiness, ease of deployment, scalability, and supportability of this new venture and provided a report and presentation to the firm's Board of Directors.

The report described the proposed product development including a functional explanation of each element of the service, a network overview, and technical details. A scalability appraisal was provided, commenting on the degree to which the CDN would be able to scale up quickly enough to meet predicted growth in demand. A deployment analysis described the rollout plan and evaluated its feasibility. A complete operational assessment examined the areas of provisioning, fault monitoring/resolution, maintenance, network upgrades, performance monitoring, and billing. In all these areas, potential issues were highlighted and solutions were recommended.

Cavell consultants were able to bring to the project an existing knowledge of the market opportunity, plus engineering, management and operational expertise specifically related to the network development. Cavell understood the issues involved in the move from a hardware company to a service company, and were also able to identify operational and support issues potentially arising from rapidly increasing demand. The report supplied was useful not only for the immediate investor requirement, but also as a basis for future investment rounds as well as a tool for the company's development team.

With this level of expertise to hand, Cavell were able to deliver the due diligence report and presentation in a short timescale, meaning that the client could quickly move forward with the investment round and network development.

The Cavell Group is a highly qualified, innovative and creative team of individuals with extensive backgrounds running global telecommunications businesses. Cavell associates have a wealth of knowledge in designing, implementing and managing networks and developing and managing services to run across them. Cavell's consulting arm can provide market analysis and positioning, develop strategic plans for business transformation, develop and implement competitive strategies, make recommendations regarding market positioning and product portfolios, and generate supporting financial models. Additionally, Cavell's expertise in environmental networking allows us to recommend and advise on the environmental efficiency of telecoms and IT infrastructures, thereby achieving a greener footprint.

For more information regarding the project described here and how Cavell might be able to help your company maximise its telecommunications network efficiencies and revenue-generating possibilities, please contact:
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