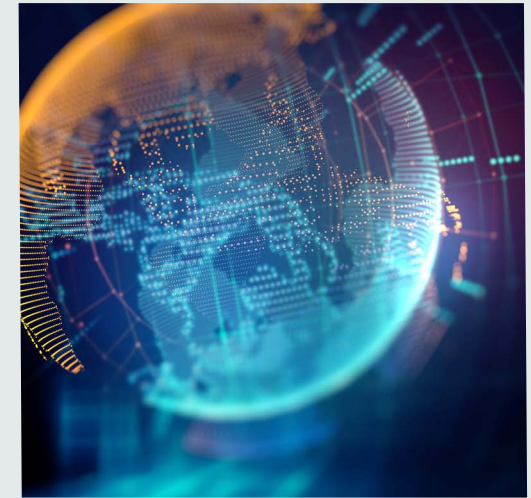


SOHO  
SQUARE

assured  
data protection

RAPID GROWTH & REALISATION



**LOCATION**

Leeds (UK) and Herndon, Virginia (US)

**DATE OF INVESTMENT**

2023

**SECTOR**

Technology

**INVESTMENT TYPE**

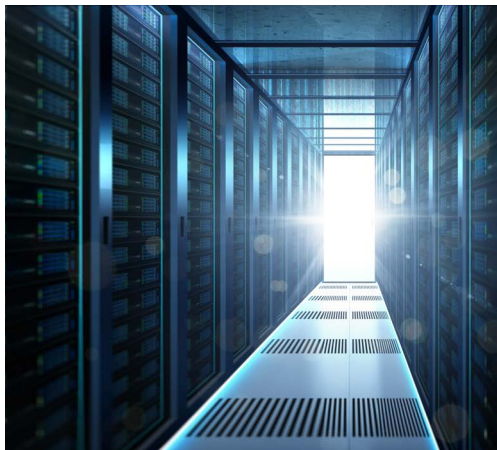
Growth Capital

## Growth metrics



**97% IRR**  
ON SOHO SQUARE'S  
INVESTMENT

\*forecast for January 2025



SOHO  
SQUARE

assured  
data protection

RAPID GROWTH & REALISATION

“ We chose the right partner in Soho Square to support us with capital and their expertise as we accelerated our growth plans, while retaining control of our business. Soho Square’s capital structure was far less dilutive and far more appealing than other equity alternatives. We are thrilled with the growth we have achieved together, and now look forward to the next chapter for Assured.

**Simon Chappell**  
CEO  
Assured Data Protection



“ Assured Data Protection is a high quality business and we are proud of the growth achieved, delivered well ahead of plan. We’re looking forward to backing more great UK and European businesses with Soho Square’s flexible capital solutions, designed to work perfectly for ambitious leaders. Our bespoke financing solution helps entrepreneurs like Simon and his co-founders to stay in control of the businesses they created, whilst securing capital and know-how to accelerate growth.

**James Smallridge**  
Director  
Soho Square Capital



## ABOUT ADP

Assured Data Protection is the only exclusive Rubrik managed service provider globally, their knowledge set truly differentiates and sets them apart from other MSPs.

Assured’s aim is to simplify data protection.

Assured teamed up with Rubrik to offer Backup, Disaster Recovery and Business Continuity Solutions to large SME and Enterprises. Assured believe that Rubrik has transformed the data protection industry. Bringing simplicity, speed and ease of use to the market space.

Their service allows organisations to install and use Rubrik’s industry leading technology through flexible Capex / Opex models with a fully managed service that offers tailored 24/7 support.

**Q** Why did ADP choose to partner with Soho Square?

**A** Simon Chappell: “Soho Square’s flexible approach to investing made them the ideal partner for Assured. We were looking for investment and expertise to accelerate our growth, and importantly we wanted to retain control of our business. We wanted to capitalise on the exciting growth opportunities as companies continue to invest in IT and data protection, so finding the right partner to provide capital and their expertise and support were important.”

**Q** How did ADP deliver such extraordinary growth?

**A** SC: “Our backup and disaster recovery services, powered by Rubrik software, are best-in-class, making us the go-to choice for the growing number of businesses that are investing in IT and data protection. Thanks to Soho Square’s investment, we’ve accelerated our growth plans on all fronts. We’ve strengthened our presence in our core markets - the UK and the US - and successfully expanded into the Middle East, Canada, and Latin America. It’s truly been an extraordinary period of growth for the business.”

**Q** What support did Soho Square provide?

**A** SC: “Soho Square have been incredibly supportive, providing valuable insights and expertise at Board level whilst letting us get on with running the business. They’ve been especially helpful in supporting us as we strengthened our finance function and improved data management and resilience. Their capital investment also enabled us to rapidly build out our US sales team.”

**Q** What made Assured Data Protection a good investment for Soho Square?

**A** James Smallridge: “It’s been a pleasure working with Simon and his team at Assured. From our early interactions pre-investment, it was clear they had built a high-quality business in a rapidly growing industry. We seek out strong businesses that can benefit from our capital and expertise and Assured fit that mould perfectly. In the short time we’ve partnered, they’ve achieved remarkable growth, and we have no doubt they will continue with their growth and prove to be a great success.”

