

## Fast-Growing Fastor Relies on Global Upside for Finance Support

Silicon Valley storage startup **Fastor Systems** is at the early stage of a rapid growth curve in a hot technology sector. To position the company to grow quickly and seamlessly, Fastor has implemented the scalable systems, processes, and financial infrastructure of a large company today. As Fastor's outsourced accounting provider, Global Upside plays a key role in that infrastructure.

**BACKGROUND** **Fastor Systems, Inc.**, a Silicon Valley startup, has developed a revolutionary storage technology for hyperscale datacenters. Unlike traditional storage devices, Fastor's software defined solid state storage delivers high throughput and low latency methodologies to address the needs of today's hyperscale datacenters, including more capacity and higher performance to store and analyze ever-increasing data sets.

Founded in 2011, Fastor has 30 engineers working in R&D. The company is currently qualifying sample products and plans to begin shipping product for revenue later in 2013. Robert Barker, a member of the company's Board of Advisors, has a unique philosophy for managing the finance function of a startup, based on his previous experience, which includes serving as CFO at two semiconductor manufacturers, Micrel and Waferscale Integration. Barker believes that startup finances should be as solid and reliable as those of a public company. And he has a strategy to achieve that easily and cost-effectively.

**That strategy relies on Global Upside to manage the company accounts, including payables, receivables, and the monthly close.**

### EXECUTIVE SUMMARY

#### CLIENT

Fastor Systems, Inc.

#### MARKET

Software-defined SSD storage systems

#### BUSINESS CHALLENGES

- Build a quality finance function with small team/limited budget
- Provide cost effective quality finance information to Fastor management team

#### SOLUTION

Retained Global Upside for accounting support

#### BENEFITS

- Accuracy—accurate, reliable accounts
- Accessibility—complete reports available anytime via cloud-based system
- Speed—monthly reports delivered quickly and accurately
- Scalability—scalable, flexible service to accommodate growth



**Robert Barker**

Board of Advisors,  
Fastor Systems, Inc.

**QUALITY** Global Upside provides Barker and Fastor with accounting services with a focus on high quality and personal service. Global Upside uses the latest cloud-based technology to ensure that financial statements and accounts are instantly available to any authorized user anywhere in the world. With headquarters in Los Altos, California and operations in Los Altos and Noida, India, the Global Upside accounting team provides services literally while the Fastor team sleeps—updated accounts and answers to queries are dealt with overnight and typically on Barker’s desk when he wakes up the next morning. “With Global Upside, I always get answers the next day,” says Barker. “Global Upside ensures that processes are followed and requirements like signature and approval authority are properly enforced.”

Barker believes that small companies should equip themselves to prepare GAAP financials, and can do so efficiently, using a service provider like Global Upside. Solid financials are not only important to position a company for future investment and customer activity, they can help build confidence among current and prospective employees and investors that a company is well managed. Barker says a company should be in a position to pass an audit before bankers or acquirers require one. “An audit is like a report card. You don’t know until you have an audit that your company and your finance function is operating correctly. With Global Upside at our side, I’m confident we will pass any audit with flying colors.”

With more than 30 years experience in finance at small and large technology companies, Barker believes startups could benefit from Global Upside’s services. “Many startups are underserved in finance and are paying too much for inadequate results. With the right service provider, like Global Upside, you can have very good quality financials at a reasonable price.”

*“With Global Upside at our side, we will pass any audit with flying colors.”*

**TWO CLICKS AWAY** Speed and ease of use are other advantages of working with a scalable organization like Global Upside. “When everything is cloud-based, you are only two clicks away from getting the answer to any question,” says Barker. With Global Upside’s support, Fastor completes the monthly close in a matter of days, just like a public company would.



**About Global Upside, Inc.** Global Upside is a specialist in finance, accounting and human resources services headquartered in Los Altos, California. Global Upside’s team of finance and HR professionals delivers quality, timely, and responsive service to clients in more than 40 countries worldwide. For more information, visit [www.GlobalUpside.com](http://www.GlobalUpside.com).

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