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capSpire

C O N N E C T I O N

## capSpire Announces New Allegro Platform Service Offering

capSpire announces a new service offering focused on assisting its clients with the Allegro commodity trading and risk management software platform. capSpire will leverage their deep domain knowledge around trading and risk solutions used in the commodity industry to establish a high level of consulting expertise around the Allegro solution.

To ensure success with the new service offering, capSpire recently added knowledgeable senior technical and functional consultants with extensive experience developing in core Allegro software as well as implementing Allegro at the client site. The combination of resources will allow capSpire to deliver expert level consulting support for the Allegro platform all while creating high value, blended teams capable of consulting around commodity industry-specific issues, yet also able to deliver innovative technical solutions. With deep industry knowledge around multiple commodities, capSpire CEO Lance Laubach says the move to add an Allegro consulting division is a natural expansion for capSpire.



“The new Allegro service offering will follow the same approach that made capSpire’s other consulting divisions a hit with customers. We focus on making our customers successful with their projects and have processes in place that ensure our management team has transparency into project progress. When we partner with a customer we take pride in the fact that we deliver on time, transfer critical knowledge to their internal team, and enable them to be more self-sufficient supporting the solution after we leave,” Laubach says.

Laubach added that the new Allegro division will maintain the same high standard of quality offered through the firm’s current RightAngle consulting practice.

“Adding new, experienced resources gives capSpire more expertise in commodities like natural gas and power. We work with a number of natural gas liquid (NGL) companies that have internal divisions focused in natural gas. The addition of capSpire’s new Allegro service offering allows us to assist our current clients with other divisions involved in different commodity groups,” Laubach says.

capSpire wasted no time moving forward with the new Allegro service offering. A team of employees is actively engaged with one of the nation’s premier Fortune 500 energy companies on an Allegro project.

## capSpire Q & A

As capSpire marks its fourth anniversary and celebrates impressive growth in 2012, the firm's co-founder Mike Scharf takes time to share his perspective on capSpire's expansion plans in 2013 as well as what makes capSpire stand uniquely apart from other CTRM solution providers.



**Q** Tell us about capSpire's CTRM consulting services.

**A** Our consulting group takes pride in its ability to create pragmatic and easy relationships with our clients that produce elegant solutions to hard problems. We also believe in constantly challenging the status quo, which is why our approach and offerings are atypical for a conventional consulting company.

**Q** What sets capSpire's consulting offering apart from other consulting organizations?

**A** Simply put – we seek partners, not projects. We don't believe in bloating projects, we don't believe in one-and-done relationships, and this philosophy has led to a lot of long-term partnerships with a lot of our customers. We strive to do what's right on every engagement, even if it means less work for us, because we believe client success results in our own success.

**Q** Tell us about capSpire's focus on commodity portals.

**A** We are noticing a trend in the market as energy companies look to extend their return on data. Solutions like our commodity portal, Gravitare, allow those companies to leverage their existing systems to get more value out of their data and make better business decisions. The days of faxing invoices and interacting with clients through email tag are nearly gone for commodity trading companies. These organizations must keep pace with a business environment that moves at web speed. capSpire launched two commodity portal projects in 2012 and we just delivered two commodity portal projects in early 2013. We're thrilled that our partners are as excited about Gravitare as we are.

**Q** As capSpire forges ahead with new technology solutions, the firm isn't losing its unique culture. Tell us more about capSpire's award-winning culture.

**A** We try to create an environment where people can continually grow their skills, work extremely hard and make their own day-to-day decisions that are in the best interest of both the employee and our company. Work-life balance is hard to achieve within a growing company like capSpire, but we offer motivational perks like the option of working remotely from home on certain week days to help our employees find that delicate balance between family life and their career. Last fall, we were awarded the 2012 Alfred P. Sloan Award for our creative work environment. Recognition for our efforts to maintain a unique office culture reaffirms to us that we have something special at capSpire.



***“Congratulations to NGL Energy Partners and capSpire for a successful implementation of Gravitare 3.0! Great company-wide effort and collaboration from both organizations!”***

# What's going on at capSpire?

## capSpire's Fourth Anniversary and Exceptional Growth

As capSpire marks its fourth anniversary in early 2013, co-founder Mike Scharf reflects on the company's success.

“True sustainability is best achieved by continuously improving the quality and value of capSpire's services. Our goal from day one has been to build long-term, mutually beneficial relationships with clients that share our drive and passion for problem solving and innovation. The last four years have been a testament to the dedication of our capSpire team and the trust our clients have given us to find innovative solutions,” Scharf says.

Today, capSpire is located in Fayetteville, Arkansas, and Tulsa, Oklahoma, and serves over two dozen clients across North America and Europe. Within the past year, capSpire added multiple clients in Europe and Houston, Texas, including some of the most prominent players in the energy market. Future plans for the growing firm include establishing additional offices in Houston, Texas, and in Europe.

In an economic climate where many businesses are downsizing, capSpire grew by 50% in 2012. The firm's service offerings continue to expand – as does capSpire's employee base.

Last fall, capSpire, in partnership with the Oklahoma Department of Commerce and the Tulsa Metro Chamber, announced plans to bring 30 new jobs to Tulsa over the next three years through the state's 21st Century Quality Jobs Program.

## Focus on Commodity Portal Solutions

capSpire continues to expand its flagship product, Gravitare. The commodity portal platform streamlines communication between wholesale commodity marketers and their clients and gives on-demand access to vital information. Gravitare delivers dashboards, real-time prices, and online order execution while providing quick access to contract data, bills of lading, and invoices. capSpire launched two commodity portal projects in 2012 and finished a large project with a major NGL marketer in early 2013.

“We are excited to expand our focus on capSpire's commodity portal, Gravitare. We know energy companies want to maximize the return on existing data. Solutions like Gravitare allow commodity trading companies to leverage existing systems to get more value out of their data and automate communications with their customers,” Scharf said. “Gravitare is truly a dynamic way for commodity trading organizations to empower their customers, guarantee instant access to business tools, and offer full transparency into the commodity trade life cycle.”

## ECM Expansion

capSpire will also continue investing in its newest division, an Enterprise Content Management (ECM) practice allowing capSpire to help both large and small companies define and implement ECM solutions that optimize data processes and data governance, while also providing clients better visibility and access to their own corporate information. Last year, capSpire hired Enterprise Content Management (ECM) expert to launch the new division.

“The expansion into ECM over the last year has been an exciting new venture for capSpire that is highly complementary to our thriving CTRM practice. Our extensive knowledge of the commodities industry combined with our deep systems expertise made this a logical service offering for our team,” said capSpire co-founder Jeff Hardcastle.

## Award-Winning Company Culture

As the firm grows and expands, capSpire works to maintain its unique company culture. In the fall of 2012, capSpire was recognized with the prestigious Alfred P. Sloan Award for the use of creative ideas to help employees achieve the best of both worlds — a quality family life along with a satisfying career.



The Sloan Award for Excellence in Workplace Effectiveness and Flexibility placed capSpire among the top one percent of employers for policies, programs, and culture that create a flexible workplace. Since capSpire's inception in early 2009, the company has offered its employees motivational perks like flex time, a generous vacation policy, work-from-home options, and an innovative office culture normally found in technology hubs like Silicon Valley.

“We ask our employees to use creativity and innovation, so it's only natural that we do the same thing when it comes to our office and culture. Over the last four years, we have worked to create an environment where people can continually grow their skills and make their own day-to-day decisions that are in the best interest of both the employee and our company. The award recognized all the hard work put into creating that special environment,” said Hardcastle.

## capSpire Encourages a Corporate Culture of Giving Back to Local Communities

capSpire recently awarded several donations totaling over \$10,000 to Tulsa, Oklahoma, and Fayetteville, Arkansas, charity organizations. capSpire's employee charity donation program largely contributed to the firm's latest donations. Each year five capSpire employees are randomly chosen to identify a non-profit organization of their choice to receive a monetary donation from the firm. Charities were selected by employees based on cause, need, and personal experience or involvement.

The program is one way capSpire encourages employees to pursue charitable giving and volunteerism. capSpire co-founder Jeff Hardcastle says giving back will always be a part of the culture at capSpire.

“We have created a stronger company by supporting each of our employees' philanthropic causes. From improving local education to championing for those less fortunate, capSpire is committed to giving back to our local communities through volunteerism and monetary support throughout the year,” Hardcastle says.

To follow through on the firm's focus on improving local education, capSpire recently created three scholarships to be awarded to computer engineering, computer science, and industrial engineering students at the University of Arkansas. capSpire leadership and employees have also participated in local elementary school charity runs and have made monetary donations on behalf of the firm.

In an effort to help less fortunate individuals in the community, each year capSpire sends a team to the Good Samaritan House in Springdale to serve Thanksgiving dinners to local members of the community in need of a hot meal. capSpire also foregoes annual client gifts and instead sends monetary donations to charity groups on behalf of the firm's clients.

capSpire CEO Lance Laubach currently serves on the Youth Services of Tulsa Board of Directors. capSpire recently sponsored Youth Services of Tulsa's annual Black Canvas chef cook-off event. The event raised financial support for Youth Services of Tulsa to maintain local runaway and homeless services, counseling, delinquency prevention, and youth development programs.

