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# BEYOND M&A

**VALUE CREATION**

# TABLE OF / CONTENTS

About Us	<b>01</b>
Value Creation	<b>02</b>
Challenges	<b>03</b>
How We Can Help	<b>04</b>
Outcomes	<b>05</b>

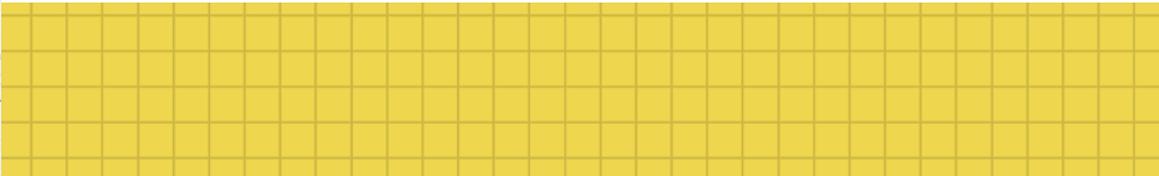
# BEYOND M&A IS A TECH ADVISORY FIRM WORKING FOR INVESTORS

We help investors and their portfolio firms make the most of their investment in  
technology.



# VALUE CREATION

Increased and sustained portfolio firm value includes improving products, providing lower-cost services, or creating new markets. Today, these value-creation levers **depend on technology** in some way or form.



# LACK OF RIGOUR

*A lack of financial rigour is typical when we assess firms during technology due diligence. Leadership struggle to articulate the value technology can bring.*

The problem is much of this technology spend is wasted. Poor discipline and planning are evident in most of the assessments we undertake. Teams struggle to align financial spending and day-to-day activity.

# OVERSPENDING

*Firms are also overspending on cloud technology, and spending in the cloud ramps up fast.*

According to a recent Couchbase survey of 650 Tech Leaders, enterprise firms are overspending by more than \$8.75m on cloud services.

We often spot overspending through analysis of the IT budget. And the teams may not be aware they are wasting money while chasing new functionality.

# POOR ADOPTION

*Firms waste money on expensive software which isn't used properly.*

40-50% of salespeople still resist CRM software. In addition, consulting firm ZSA report that 72% of sales leaders don't believe their people spend enough time in CRM.

Simply put, a lack of adoption by users is a significant hidden cost that needs addressing.

# HOW WE HELP CLIENTS

Beyond M&A's technology advisory practice helps investors and their portfolio firms derive better value from the team and technology. This is achieved by working through oversight, accountability and a high level of collaboration as we translate between leadership and the board.



## DO MORE WITH LESS

- Improve Strategy, Roadmap and Financial Planning
- Reduce 'shadow IT'
- Minimise cyber security risks
- Regular review of value creation opportunity

## REDUCE SPENDING

- Cloud cost optimisation
- Ensure the team is right-sized for the environment
- Assess IT Vendor Licensing
- Review & reduce cloud application useage

## INVEST & INNOVATE

- Co-locate and reduce servers
- Migrate legacy technology
- Move to the cloud
- IT Integration for Bolt-Ons

# OUTCOMES

**#1**

Better cyber-security protection

**#2**

Increased employee productivity

**#3**

Reduced spending across IT and vendor support

**#4**

Improve business sustainability and relevance in respective market

**YOU DON'T GET PAID  
FOR THE HOUR. YOU GET  
PAID FOR THE VALUE  
YOU BRING TO THE  
HOUR.**

**—JIM ROHN**

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# CHEERS.

**CONTACT US:**

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