MERGERS & ACQUISITIONS
with NetSuite + PKF Digital

"70% - 90% of acquisitions are abysmal failures", Harvard Business Review.

Onboarding a new business usually involves the purchased company adopting the systems of the purchaser, which is of course vitally important to gain accurate and reliable visibility into that business as quickly as possible.

However, there is a problem with that approach. Enterprise systems can actually cause irreparable damage to mid market acquisitions.

Their adoption requires major changes to process and BAU - often negatively impacting the key attributes that made the acquired business successful and attractive to buy. This results in losing key talent along the way and over burdening the newly acquired business with often unnecessary process bureaucracy.

The acquired business loses its entrepreneurial nimbleness.

Telstra + The NetSuite Solution

Nowhere was this more evident than at Telstra. A large enterprise running SAP, acquiring mid-market businesses at a rate of one a quarter.

As part of the onboarding process Telstra would migrate these much smaller, much more nimble businesses onto the behemoth that is SAP. This process typically took 15-18 months per acquisition, with migration costs over $1m.

Telstra

The results were often dire. Acquisitions frequently underperformed and failed to provide the anticipated ROI.

Then Telstra bought one of PKF Digital's customers, O2 Networks.

O2 were already running NetSuite, and we pitched an alternative approach to Telstra. Rather than burdening the successful business with new enterprise-level systems, we instead enable them to keep the systems that helped them to become so successful in the first place.

We worked with Telstra to develop a mid-market acquisition platform, not just for this acquisition but for all acquisitions going forward. This provided:

- 100% visibility and onboarding complete within 3 months
- Huge cost savings in both time-to-value and software licences
- Substantially improved user adoption and systems adherence

We developed PKF Digital's 2-Tier ERP Platform:
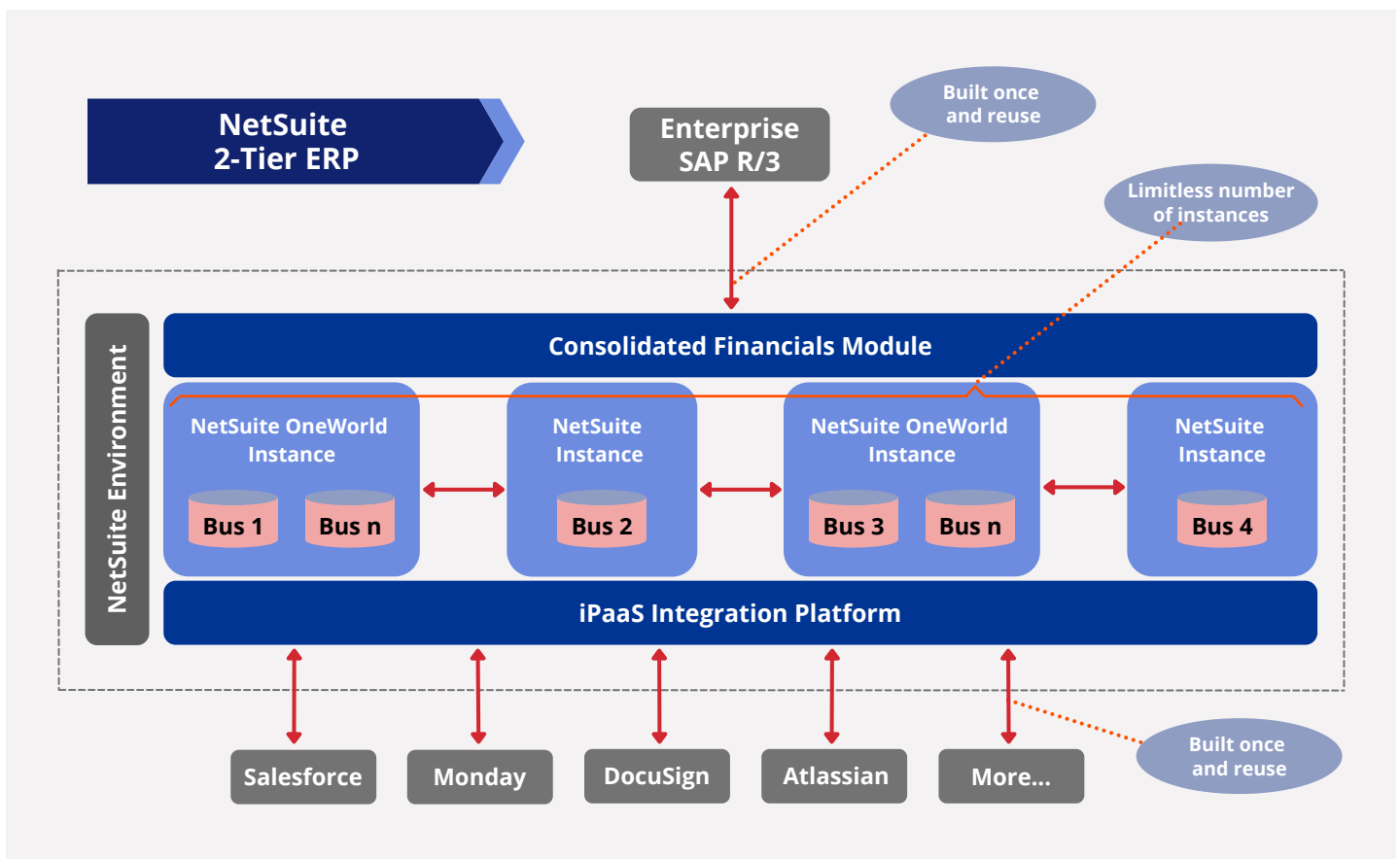
PKF Digital's 2-Tier ERP Platform is a pre-built M&A platform with reusable integrations to SAP and other key applications. In conjunction with this, we have a **Standard Onboarding Process** to further simplify the repeatable process of onboarding within 90 days.

| Initiate | Analyse | Configure | Deploy | Optimise |

Day 1   **Day 90**
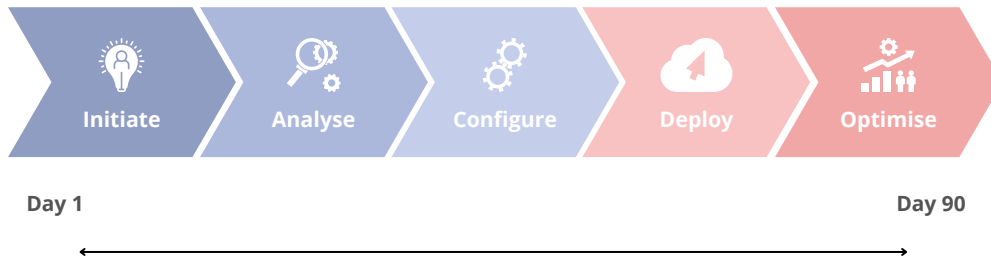
We've used this platform to help Telstra and other companies maintain the qualities of the acquired businesses, enabling them to turn their focus to growth, with systems that support and adapt to the needs of nimble & entrepreneurial mid-market businesses. In fact, **NetSuite customers make up 65% of tech IPOs since 2011** demonstrating what a great fit NetSuite is for nimble, fast growing companies.

NetSuite Increases Acquisition Success:

EMPOWERED TEAM

- Role focused, simple & intuitive UI
- Any device, anytime, anywhere
- 360˚ view - fast decision making
- Built-in workflow engine
- Fast time to value

FAST ONBOARDING

- Flexible extendable architecture
- Consolidated reports
- Minimises change mgmt & training
- Reuse of all integrations
- Similarly fast off-boarding (for future sale)

SINGLE PLATFORM

- Keep smaller entities nimble
- Scalable (10 - 1,000+ users)
- No version lock - always latest
- Improvements deployed online with no downtime
- Significantly less reliance on IT

Contact **info@pkfdigital.com.au** to find out
how we could apply our solutions to your business