

Successful Growth with Strategic Acquisitions

Add Value to Your Business Faster with SpringSmart on Your Team

Acquisitions can increase revenue and profits and create competitive advantage. But capturing the value – while keeping your business moving ahead – takes more than making a deal. Add experience and expertise from SpringSmart to your team for faster, more successful strategic acquisitions.



Growing by Acquisition?

Add SpringSmart to Your Team

- **Make the right acquisition**
- **Acquire faster**
- **Capture more value**
- **Reduce your risk**

Make Acquisitions that Deliver Growth

You can get faster, more positive acquisition results with SpringSmart. We add experience, capacity and perspective to your team at a time when extra hands—and extra brainpower—have a big impact. Make sure acquisition is the right approach, then target the best company to add value to yours. Verify that the deal structure and integration deliver the value you expect. And, minimize distractions that negatively impact your business so your growth strategy doesn't set you back.

Improve Your Success Rates

More than 80% of acquisitions fail to achieve their goals and most acquirers dig deep into 10 deals and review up to 90 more deals for every one they close. So while acquisitions can enable a big leap forward they can also cripple a company. It's easy to lose perspective, "fall in love" or have your best people distracted from closing business while they help vet a candidate company or work out "what if" sales estimates for a transaction. And transactions often get bogged down, taking far longer than expected, burning resources and killing your business momentum. When you acquire, you want to be sure that you've got the best possible opportunity for success.

Add Experience and Perspective to Your Team

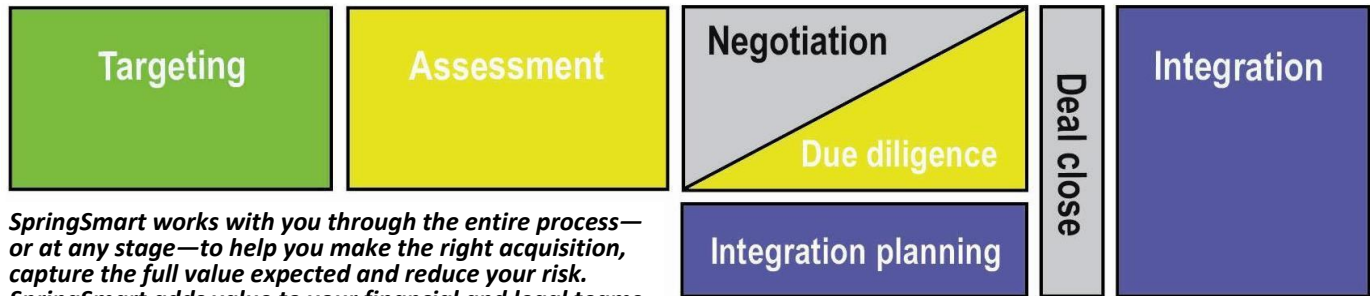
SpringSmart professionals bring extensive experience in making acquisitions successful with a sharp focus on results, a proven methodology and an objective view of the opportunities and risks. We work with you through the entire process or at any stage. We've completed dozens of acquisitions and evaluated hundreds more, both as trusted advisors to technology executives and as professionals responsible for delivering business results. Our process and tools reflect our own experience and best practices of successful acquirers like Cisco, IBM and Google.

Realize Faster, More Profitable Acquisitions

With SpringSmart on your team, you can achieve faster, more profitable growth with acquisitions that are precisely targeted, accurately evaluated and effectively integrated.

If you're considering a strategic acquisition – or are in the midst of an acquisitions program – give us a call at +1.708.488.0915. We'll talk with you confidentially about your plans and what you can do to ensure that your transaction results in faster, more profitable business growth.

Strategic Acquisition Services



SpringSmart works with you through the entire process—or at any stage—to help you make the right acquisition, capture the full value expected and reduce your risk. SpringSmart adds value to your financial and legal teams by focusing on your business success beyond the close.

Realize Value, Reduce Risk

SpringSmart identifies, evaluates and integrates strategic acquisitions for technology-based businesses so they can execute faster and more successfully.

Identify and prioritize

- Define goals and requirements
- Scan market
- Research targets (preliminary)
- Prioritize candidates

Evaluate and measure candidate firms

- Business vision and strategy
- Sources of value
- Technology
- Market presence
- Sales strength
- Development team and process
- Customer relationships
- Pipeline
- Financial and operational strength
- Distribution channels
- Leadership team
- Cultural fit
- Risk factors
- and more...

Build relationships and understanding

- Provide introductions
- Provide insights into deal structure and incentives
- Eliminate obstacles to success

Plan and manage integration

- Post-transaction business model
- Integration design and planning
- Integration management
- Announcement planning
- Risk assessment
- Measuring and reporting progress

Relevant Experience

Strategic Acquisition Services Practice Leaders are Elan Long and Louise Rehling. SpringSmart brings a multi-disciplinary approach to strategic acquisitions to ensure that all aspects of the business are considered. Collectively we have:

- Evaluated over 800 potential acquisitions
- Participated in over 30 completed transactions
- Led cross-functional integration teams
- Coached executives through acquisition and integration of strategic businesses
- Developed and tested processes and tools for identifying, evaluating, and integrating acquisitions
- Led development, marketing and business development
- Launched over 250 new products
- Launched 50 new business ventures

About SpringSmart

SpringSmart Inc. specializes in helping new ventures succeed faster through smart strategy and effective execution. SpringSmart validates business opportunities, develops market strategy and go-to-market programs and advises on strategic acquisitions. Founded in 2000, SpringSmart brings experience, perspective, and focus on results to ventures seeking fast, profitable growth whether they are start-ups or new initiatives at established businesses. SpringSmart principals have delivered growth in management and operational roles in technology companies from start-ups to public companies.

Succeed with your strategic acquisitions

To schedule meeting to review your strategic acquisitions process, call us today at (708) 488-0915.

SpringSmart Inc.
www.springsmart.com

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