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**S&P Global**

Market Intelligence

## CASE STUDY

# An Investment Bank Leverages Aftermarket Research to Stay Competitive

### THE CLIENT:

A large financial services company serving the Middle East & North Africa (MENA) region

### USERS:

The investment banking division

Competition is fierce among and between international and regional banks for investment banking business in MENA.<sup>1</sup> Year-over-year activity as of the third quarter of 2021 illustrates M&A appetite and activity in spite of COVID-19 flare-ups due to the Delta variant.<sup>2</sup> The Middle East alone experienced a 250% increase in M&A deal value over this 12-month period, going from \$2.5 billion USD to \$8.9 billion.

The investment banking division of this large financial services firm in the region needed more in-depth analyses of companies, products, and industries to maintain a competitive edge given the market dynamics. Analysts within the division thought better access to in-depth brokerage reports would help them with their ongoing M&A and advisory activities.

<sup>1</sup> "Investment banks in MENA region suffering from shortage of talent – HSBC exec", S&P Global Market Intelligence, July 20, 2021, [www.spglobal.com/marketintelligence/en/news-insights/latest-news-headlines/investment-banks-in-mena-region-suffering-from-shortage-of-talent-8211-hsbc-exec-65479346](http://www.spglobal.com/marketintelligence/en/news-insights/latest-news-headlines/investment-banks-in-mena-region-suffering-from-shortage-of-talent-8211-hsbc-exec-65479346).

<sup>2</sup> "Global M&A By the Numbers: Q3 2021", S&P Global Market Intelligence, October 25, 2021, [www.spglobal.com/marketintelligence/en/news-insights/blog/global-ma-infographic-q3-2021](http://www.spglobal.com/marketintelligence/en/news-insights/blog/global-ma-infographic-q3-2021).



## Pain Points

While the investment banking analysts wanted to obtain in-depth brokerage reports, they realized that they needed a provider that could deliver these reports along with supplemental data and content in a single platform. Given this challenge, they were interested in identifying a third-party provider that could deliver:

- **One source of information** on key market trends and company-level developments.
- **Extensive information** from a wide range of well-known contributors, with good coverage by regional firms.
- **Strong search capabilities** to quickly zero-in on companies and industries of interest.
- **Efficiency tools**, such as the ability to review the contents of a report before downloading and create alerts to stay on top of developments.

**As competition for investment banking business continues to increase in MENA, it has become even more imperative for analysts to have access to essential data that can help uncover insights and guide decision-making.**

The analysts contacted S&P Global Market Intelligence (“Market Intelligence”) to discuss its offering in this area.



## The Solution

Market Intelligence described its Aftermarket Research offering that includes contributions from top global and regional firms, with excellent coverage for MENA. The information is available via the powerful S&P Capital IQ Pro platform that brings together an unrivaled breadth and depth of additional data, news, and research with tech-forward productivity tools to run comparables and identify investors, acquisitions, and investments. Access to this rich offering would enable members of the investment banking division to:



### Gather unique insights

The **Aftermarket Research** collection features more than 30 million reports from 1,800+ global investment research providers, including Citi, Credit Suisse, Barclays, J.P. Morgan, and Macquarie,<sup>3</sup> to help users gain essential perspectives on the companies, sectors, and industries they track.



### Access strong regional coverage

From Bahrain to Uganda, the expert insights from MENA-based analysts available via Aftermarket Research help form a comprehensive enterprise-wide research solution. Regional contributors include:

- Arqaam Capital
- Pharos Research
- CI Capital Research
- Beltone Financial
- HC Brokerage

<sup>3</sup> Coverage as of November 2021.



### Easily search reports

Users can search on numerous fields, including:

- Ticker(s)/Company name
- Analyst
- Keywords
- Date range
- Contributors
- Categories
- Asset class
- Industries
- Geography
- Languages
- Page length

Searches can be saved for quick retrieval.



### Learn about a report before downloading

Using precision search capabilities, users can evaluate:

- **Relevancy:** Locate relevant reports, ranked according to keyword search relevancy.
- **Table of Contents:** View a page-by-page summary of sections and tables in each report.
- **Document Thumbnails:** Preview the contents and layout of a report before downloading.
- **Keywords in Context:** Discover the context for a specific keyword or phrase of interest. Keyword searches also support synonyms and acronyms with keyword snippets and visualizations to quickly surface relevant research reports.
- **Multi-Preview Options:** Compare and contrast multiple reports using keyword mentions, table of contents, and report synopsis.

**Work efficiently**

In addition, users can:

- **Organize** downloads by using batch-preview print and download functions.
- **Monitor** the information of most interest by creating saved searches and email alerts.
- **Leverage mobile apps** for smartphones and iPads to access the latest research and stay connected to markets and companies.

**Leverage model building and presentation tools**

With access to the powerful **S&P Capital IQ Pro platform**, users can glean insights from Aftermarket Research reports and draw upon them as they: create and update financial models and pitchbooks efficiently with linking tools in Microsoft Excel, Word, and PowerPoint; efficiently build and modify financial models with reliable and transparent financials, market, and company data using an Excel Add-In; utilize more than 130 model templates for investment banking; update presentations and format models with presentation tools; and more.



## Key Benefits

Since subscribing to the offering, members of the investment banking division have derived great value from the Aftermarket Research collection and analytical tools, which enable them to:

- **Save time and improve workflows** with a one-stop data solution.
- **Easily gain access to relevant regional coverage from well-known brokerage firms** to obtain in-depth company and industry analyses.
- **Quickly zero in on the research needed** with advanced searching tools and receive email alerts of newly available reports that match search queries.
- **Preview thumbnail views** of a report before downloading to understand the content and layout.
- **Compare reports** with a unique side-by-side preview capability.
- **Leverage the robust Capital IQ Pro platform** for an extensive selection of prebuilt model templates, reports, and charts – including trading, deal, and credit comps – as well as M&A and leveraged buyout models.
- **Tap into ongoing support from a dedicated Aftermarket Research team** to address any questions that arise.

***[Click here to learn more about the Aftermarket Research solution.](#)***

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## Market Intelligence

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