

CASE STUDY

An Investment Bank Gains a Competitive Edge with S&P Capital IQ Pro

THE CLIENT:

A U.K.-based investment bank

USERS:

The M&A team

European investment banks are an eclectic group in terms of profile and size. They have followed different paths since the financial crisis of 2008, with larger diversified firms reallocating capital toward other market segments where they are more competitively advantaged and better placed to achieve sustained profitability.¹ As in other regions, standalone European investment banks typically focus on capital-light advisory business, where their influence has grown.

The M&A team at this U.K.-based, standalone investment bank works with a wide range of publicly listed and private firms that are looking to monetize their business through a sale. The firm had expanded its staff in recent months to meet the increase in dealmaking activity taking place across the region. Several new employees had been users of the S&P Capital IQ Pro platform at their previous jobs and thought the offering could help the M&A team enhance the data and analytical tools it had available to better identify new clients and create a robust pipeline of prospective buyers.

¹ European Investment Banks Face a Continued Fight to Remain Competitive”, S&P Global Ratings, September 28, 2020.



Pain Points

The M&A team members were relatively pleased with their current information provider, but felt additional data and analytical insights could give them a notable competitive edge. In particular, enhancements would include:

- **More extensive financial data** on both publicly listed and private firms to perform comparative analysis.
- **Details on professionals working at these firms**, including their backgrounds and contact information.
- **Additional tools for deal sourcing**, including easy-to-use screeners and an Excel® add-in for valuation analysis.
- **Better ways to stay on top of market developments** with dashboards and alerts.
- **Visualization capabilities** to zero in on patterns and better understand the story behind the data.

The M&A team saw an opportunity to tap into better data and analytical tools to gain a competitive edge and capture more of the dealmaking activity that was taking place in the region.

The team contacted S&P Global Market Intelligence (“Market Intelligence”) to learn more about S&P Capita IQ Pro, the firm’s integrated desktop solution that was receiving a lot of attention in the market.



The Solution

Market Intelligence discussed the many features on the S&P Capital IQ Pro platform – a one-stop solution for essential intelligence. With unrivaled data, tech-forward productivity tools, news, and research, the platform would enable team members to:



Easily perform comparative analysis for both private and public companies

Private Company Data covers 16 million private companies around the globe, 10 million with financial statements, and 500,000+ early-stage companies supported by data from Crunchbase.²

The Premium Financials dataset provides standardized data for more than 5,000 financial, supplemental, and industry-specific data items for 150,000+ companies globally, including 95,000+ active and inactive companies across multiple industries. Data is available at numerous frequencies and point-in-time representations of a financial period include press releases, original filings, and restatements.



Assess private markets in more detail

Preqin's data and metrics on the S&P Capital IQ Pro platform provide fund profiles, contacts, fundraising, performance, deals, and exits associated with 40,000 firms and 120,000+ funds across multiple asset classes.

² All data as of July 2021.



Round out the story with deep datasets

The **Transactions dataset** provides profiles of approximately 2 million deals captured across the globe. This includes M&A, private placements, venture capital, PIPE, spin-offs, bankruptcies, share buybacks, and equity/debt public offerings. Each transaction has a synopsis and lists deal size, company participants, advisor coverage, and associated filings with up to 10 years of history.

Transcripts review data on earnings, M&A activity, company conference calls, and special calls. The data also comes in a machine-readable format with metadata tagging.

Key Developments provide information on more than 1 million developments, based on 160+ standardized topics. This includes 20,000+ news sources, such as press releases, and regulatory filings.

Ownership provides detailed historical equity ownership data on 90,000+ public and private companies, institutional investment firms, mutual funds, and insiders/individual owners.



Get to know people

Professionals data provides 3.2 million+ profiles, including biographies, contact data, education, compensation, affiliations, and corporate board memberships, each linked to a unique person ID.



Quickly find what is needed

A **smart screener** enables users to instantly find information across companies, news, documents, research, transcripts, and investor presentations. The new document viewer incorporates AI-based searches to speed up the discoverability process for text-based insights across filings and transcripts.

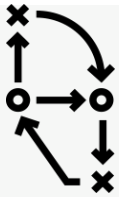
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Market Intelligence



Navigate data with advanced visualization tools

The **Maps tool** builds a bird's-eye view of the market. Users can identify unseen opportunities and see the pro-forma footprint of potential mergers when conducting M&A analysis. Presentation-ready graphics can be created in an instant with crisp visuals, including asset-level data and market statistics.



Leverage formulas and models

The **Excel Add-In and suite of Microsoft Office tools** power proprietary models and streamline presentations. Users can access a library of hundreds of ready-to-use models and templates, or partner with Market Intelligence's support analysts to build their own. It is now possible to integrate data from Excel to PowerPoint or Word with fewer errors and refresh formulas in Excel with just one click.

Differentiated Data

CIQ Breadth

- ✓ Fundamentals
- ✓ Estimates
- ✓ Key developments
- ✓ Transcripts
- ✓ Transactions
- ✓ Capital structure
- ✓ Ownership
- ✓ Ratings
- ✓ Investment research*

SNL Depth

- ✓ Deep sector financials
- ✓ Asset level data
- ✓ Deep industry news

LCD

+

The CIQ Pro Advantage

- ✓ **SME:**
 - Crunchbase data for 500K early-stage co.s
 - > 18M European SMEs with financials
- ✓ **Panjiva Supply Chain Intelligence***
- ✓ **ESG*:**
 - Trucost environmental data
 - ESG Scores
 - Climate Risk Analytics
- ✓ **Dow Jones news**
- ✓ **Prequin***
- ✓ **451 Research insights***

Modernized Workflow Tools

Mobile

Dashboards

Alerts

Profiles

Charting

Mapping

Office Tools

Screening

AI Powered Search & Discovery

Smart Search & Codex

- ✓ Natural language search & screening
- ✓ Cross-content searching
- ✓ Typeahead
- ✓ Scoped searching
- ✓ Keywords in context



Key Benefits

M&A team members saw the many additional benefits of the S&P Capital IQ Pro platform and decided to become a client. In particular, they liked the ability to:

- **Access more comprehensive financial information** on public and private companies, and easily identify those that meet certain criteria with sophisticated screening capabilities.
- **Quickly identify a universe of trading comps** using “Peer Comps” to view peer groups for companies.
- **Uncover new insights across private markets with Preqin’s data and metrics** to analyze institutional investor strategies and perform trend analysis on fundraising, dry powder, and fund performance.
- **Obtain profiles of professionals** at seller and buyer companies to be prepared for meetings.
- **Leverage 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.
- **Monitor companies and markets** with dashboards and alerts, and navigate data with savvy visualization tools.
- ...and much more.

Importantly, team members were also impressed with the time Market Intelligence took to really understand their business and ongoing workflows. They received extensive attention during the discussions and knew they would continue to have strong support on a day-to-day basis. They also liked the roadmap that was presented for future build-outs, and the commitment shown by Market Intelligence to continue to add state-of-the art data and functionality to S&P Capital IQ Pro.

[Click here to explore some of the datasets mentioned in this case study.](#)

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