

**CASE STUDY**

# An M&A Advisory Firm Capitalizes on Dealmaking Activity with Deep Data

**THE CLIENT:**

A middle market M&A advisory firm

**USERS:**

Head of the M&A team

The second quarter of 2021 represented the third straight period in which total announced global M&A value surpassed \$1 trillion.<sup>1</sup> This is the first time the announced deal value exceeded that threshold in three consecutive periods, according to S&P Global Market Intelligence (“Market Intelligence”) data that dates back to the 1990s. Dealmaking has been strong in the U.S. market as well, driven mainly by low interest rates, soaring equities, and higher interest in sectors that have been positively affected by the COVID-19 pandemic.

The M&A team at this U.S.-based firm was looking to capitalize on the growing demand and build a robust pipeline of potential sellers. Team members wanted to invest more in the data and analytical tools they had available to help identify attractive middle market opportunities and find appropriate buyers at appealing transaction values.

<sup>1</sup> “M&A surpasses \$1 trillion for 3rd straight period; VC speeds up deployment” S&P Global Market Intelligence, August 13, 2021, [www.spglobal.com/marketintelligence/en/news-insights/latest-news-headlines/m-a-surpasses-1-trillion-for-3rd-straight-period-vc-speeds-up-deployment-66038755](https://www.spglobal.com/marketintelligence/en/news-insights/latest-news-headlines/m-a-surpasses-1-trillion-for-3rd-straight-period-vc-speeds-up-deployment-66038755).



## Pain Points

M&A team members felt there were gaps in the data service they were using, causing them to miss important deals as a result. They wanted to identify an information provider that could deliver:

- Detailed **data on privately held companies** and assets to identify sellers.
- **Profiles of private equity and venture capital firms**, including information on managers, funds, deals and exits, and investors to better understand the market.
- **Trends on fundraising**, dry powder, and fund performance to anticipate activity.
- **Screening, targeting, and comparison tools** to support valuation and peer group analysis.
- **Alerts on the latest news stories and key developments** to stay on top of companies of interest.

**The M&A team was focused on executing successful deals for its clients. High-quality data and analytical tools could help increase the pipeline of sellers and link them with appropriate buyers.**

The team contacted Market Intelligence to learn more about the firm's offering for investment bankers.



## The Solution

Market Intelligence discussed the web-based S&P Capital IQ Pro platform that delivers an unrivaled breadth and depth of data, tech-forward productivity tools, news, and research all in one easy-to-use platform. Importantly, the fee structure would provide a flat rate for the entire company, so there would be no extra charges as the firm brought on new staff members. The platform would enable team members to:



### **Dig deep on financials 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.<sup>2</sup>

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.



### **Unlock private market insights**

**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.

<sup>2</sup>All data as of July 2021.



**Gain a more complete view of market activity**

The **Transactions dataset** provides profiles of approximately two million deals captured across the globe. This includes M&A, private placement, venture capital, PIPE, spin-off, bankruptcy, share buyback, 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 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.



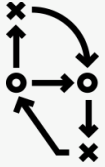
**Research individuals**

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



**Streamline workflows with powerful analytical tools**

**Find Buyers and other screening and targeting tools** help users identify and create customized lists of companies, transactions, securities, professionals, key developments, and more using the quantitative or qualitative criteria of choice. Users can also view auto-generated lists of trading and transaction comparables with unique, proprietary algorithm-based Peer Comps and Transaction Peer Comps tools.

**Easily create  
custom formulas  
and models**

The S&P Capital IQ Excel Plug-in enables users to build financial models and complete data analysis tasks faster. It is seamlessly integrated with the S&P Capital IQ Pro platform to easily import financial, market, and company data along with comp sets, filings, saved screens, and other information. A click-through capability audits data items directly in Excel, showing underlying calculations and linking back to the source document.



## Key Benefits

M&A team members were very impressed with the breadth and quality of the data and analytical tools on the S&P Capital IQ Pro platform that would enable them to:

- **Identify new opportunities** with detailed information on privately held companies and assets, plus profiles of the executive and key management teams.
- **Use the sophisticated Find Buyers tool** to quickly search and rank potential M&A or private placement investors based on detailed criteria.
- **Track ongoing M&A activity** with information on deal valuations, size, termination fees, target spreads, multiples, enterprise value, and more.
- **Gain a deeper understanding of the private markets** by performing trend analysis on fundraising, dry powder, and fund performance.
- **Quickly identify a universe of trading comps** using Peer Comps to view companies.
- **Leverage an extensive selection of pre-built 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.
- **Navigate data with visualization tools** and tap into presentation-ready graphics.
- ...and much more.

In addition, the flat-rate fee structure was very appealing to the team, as they would know the annual cost in advance and would not have to be concerned with new users accessing the platform.

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

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