

### Overview

A \$42 billion private equity fund manager engaged SteelBridge to provide support for the sale of one of its portfolio companies. SteelBridge was engaged to monitor and facilitate execution of operational synergies and the achievement of fiscal milestones by management – synergy success was heavily weighted into the company’s valuation. SteelBridge was also responsible for working alongside the fund manager’s professionals and investment bankers to collect information for due diligence requests. Over a half dozen leading, global private equity bidders executed due diligence in advance of the company’s auction.

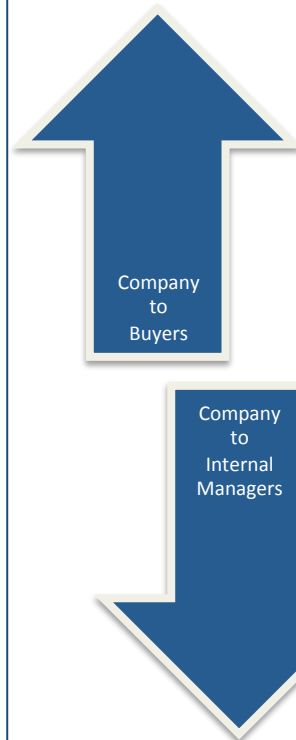
### Client Challenge

- Multiple bidding firms submitted complex and often redundant due diligence requests
- Leading bidders engaged multiple third-party advisors and banks to facilitate the buy side of the transaction
- Corporate department leadership managed multiple priorities beyond providing information pertinent to the transaction or supporting the synergy initiatives
- Leadership teams had no centralized tracking of synergy initiatives in place
- There was no standardized approach to managing company integrations, and overlaps with existing corporate functions were costly

### SteelBridge Impact

- Documented all internal commentary on due diligence items from leading bidders, leading to clearer understanding of the response process
- Managed the tracking of all due diligence items and their assignment to department leadership and membership
- Assisted the M&A team in creating a sense of urgency around maintaining the cadence of the overall deal
- Developed presentation decks and documentation in response to bidders’ information requests
- Designed and managed a comprehensive synergy tracker, including detailed timelines specific to each corporate department
- Supported the company in developing a streamlined integration strategy to better facilitate future acquisitions

### Project Approach



#### Sell-Side Due Diligence Support

- Created clear documentation of internal discussions
- Developed response material to due diligence requests
- Managed the tracking of due diligence items from multiple potential buyers

#### Synergy Support

- Created and managed tracking of key synergy items
- Facilitated the assignment of synergy items to appropriate team leads
- Supported the creation of a standardized integration approach

### Contact Us

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