

Case Study

Global Enterprise Application Software Market



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About the Client



- A US-based private equity firm, with focus on investment in the technology sector

Client Objectives / Goals



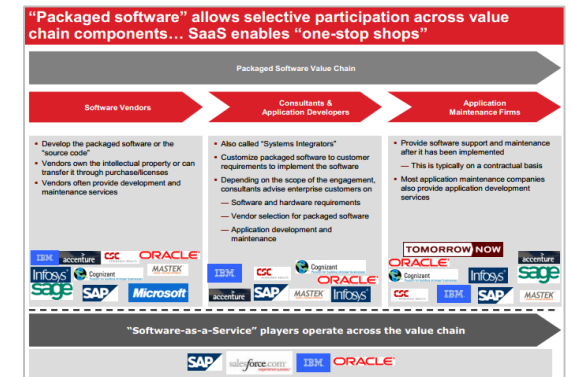
- To acquire an application software company, operating in the US or Canada
- Understand industry dynamics, trends and future outlook
- Identify 30-40 high potential investment targets that are either:
 - Market leaders in the segment globally
 - Small players with a niche/emerging technology

Approach and Methodology



- The team adopted a top-down approach to identify the potential targets
- Conducted a comprehensive analysis by studying the industry by vertical (e.g., financial services, retail), product (e.g., ERP, SCM), and delivery model (e.g., SAAS, SOA)
- Analysed overall trends, PE/VC investments and future outlook
- Prepared a list of target companies by segment, and collated data on each target company based on various parameters (e.g., products and services offered, financials, key management)
- Based on the team's discussion with the client, shortlisted the target list further and conducted a detailed study of this set of companies

Sample Output



Results / Value-add



Shortlisted **45** highly qualified potential targets for the client

Detailed assessment of **10** companies the client had shortlisted for the investment