Deal Analytics

Insight-driven success at every turn
Drive confidence in your deal decisions and improve deal value by gaining unique insights provided by advanced analytics.

Explosive growth of data, a greater hunger for information and availability of more powerful technology is fuelling increased expectations of data usage in deal transactions. But are you prepared?

Companies may not yet be taking full advantage of the analytics they already have or they’re not sure they’re ready for something more advanced. In fact, 56% say they mostly use descriptive or diagnostic approaches, and 29% say analytics are predictive.¹

Artificial Intelligence (AI) and Machine Learning are creating new opportunities for insights. Today, most decision-makers say analysis relies primarily on human judgment rather than machine algorithms. Of those surveyed, 59% say they currently rely solely on judgment to frame the problem and identify questions to explore.¹

Within the retail sector, 45% of companies say they plan to increase their use of AI within the next three years, using it to improve customer engagement and to gather customer insights from social media. Consumers rank social media #1 as a purchase decision influencer.²

At PwC, we uncover insights before, during and after the transaction through targeted analytics designed to help increase confidence in making deal decisions.

**Pre-Deal**

**Growth story articulation**
- Improve understanding of market and growth drivers through enriched data and insightful analysis leveraging several third party data sources including social media
- Targeted performance analytics to test specific deal hypotheses, such as AB testing and propensity modeling to bolster the equity story

**Preparation for the deal**
- A prepared consistent base of data and key performance indicators to support the business plan, developing a consolidated set of information to reveal business trends
- Descriptive and predictive analytics to help support your business valuation and scenario analysis

**In-Deal**

**Support with data-driven due diligence**
- Analysis of historical performance to enrich the Due Diligence and help support target management discussions with your team
- Opportunity to challenge seller’s assertions on past performance and plan assumptions through targeted hypotheses testing

**Proactive engagement with transaction stakeholders**
- Visualization tools supported by a dynamic online platform
- Real time response as deal evolves with consistent base updated with latest data room files

**Post-Deal**

**Value creation**
- A ground up, data-driven approach to identify value creation levers alongside your operations team
- Predictive analytics and structured modelling to help inform ongoing decisions

**Performance transparency**
- Financial and operational planning, forecasting and management analytics
- Ongoing ability to understand and monitor business performance with additional data points.

*Confidential information for the sole benefit and use of PwC's clients.*
PwC Deal Analytics helps you increase confidence in making decisions before, during and after your transaction through the powerful combination of deal experience, advanced technologies, analytical techniques and expanded data sets.

We bring a unique combination of skills and experience…

- Deal experiences
  - Technology
  - Techniques
  - Data

...allowing us to help answer a variety of key deal questions.

- Commercially accessible analysis with the speed and agility needed for M&A
- Advanced analytics to help deliver insights (descriptive, predictive and prescriptive)
- Industry and value driver solutions, created through a deals lens

Relationships
100+ leading tech firms, start-ups, and 25+ universities

Experience
20,000 data specialists, and 200,000 PwC professionals worldwide

Innovation
Experience and innovation centers on every major continent

Data
1,000+ rich data sets to apply deal knowledge

What does this look like?
We help clients answer key deal questions that they did not know to ask or did not think could be answered.

Single Source of Truth

Target & Client
Marco Demographics
Market/Competitor

Expanded Data Sets
Sector Accelerators
Analytics
Data Structuring

What you get
Speed and Depth of Insight
Greater confidence around Deal Thesis
Value Capture Perspectives
Where we have helped customers like you

- Creating a common information platform – One source of the truth securely accessible to management and advisers
- Using the latest technologies – Improved efficiency and ability to answer new questions
- Leveraging advanced analytics and data science – Increased confidence and insight to some of the biggest private equity and corporate clients

For example:

<table>
<thead>
<tr>
<th>Multi-site driver assessment</th>
<th>Revenue synergy model</th>
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<tbody>
<tr>
<td>Worked alongside a financial diligence team to help identify key drivers in site metrics and customer churn trends that led to reduction in bid offer</td>
<td>Assisted a strategic buyer in developing a robust revenue synergy model as they considered a bid on a target</td>
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<table>
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<tr>
<th>Pricing Improvement</th>
<th>Portfolio company profitability</th>
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<tbody>
<tr>
<td>Analyzed sales, pricing and contract data to help develop a list of initiatives to expand EBITDA by 6-8% - completed in a two-week timeline</td>
<td>Helped develop a profitability model to understand key cost drivers and improve real-time decision making to adjust pricing strategy for future transactions</td>
</tr>
</tbody>
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What our clients have told us

“
We haven’t experienced the same level of analytical rigor with another Big 4 consulting firm we have worked with.
“

“
Leveraging analytics on this deal, we were able to discover deeper insights.
“

For more information, contact:

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1. PwC’s Global Data and Analytics Survey 2016 Big Decisions

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