



C A S E S T U D Y

MERGERS & ACQUISITIONS INTEGRATION



T H E O P P O R T U N I T Y :

A leading international consumer products company sold their European and Australian operations in one line of business to one of their competitors. The terms of the transaction included the turnover of facilities, contracts and intellectual property related to the involved product lines. This was complicated by the fact that the companies would still be competing in the same geographical areas with other product lines. Some facilities produced lines that would be turned over, and other lines to be retained. The agreement between the companies was vague in many areas regarding the form and content of the IP to be delivered. The client had six months to complete the transition, with significant financial penalties and rewards related to schedule performance.

YCA SOLUTIONS FOR
PROJECT SUCCESS®

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T H E A P P R O A C H :

A team of YCA consultants began the planning and subsequent control of 5 distinct projects. The immediate affect of the process was the identification of a number of details impacting the planning which had to be clarified. The demand for many unanticipated project tasks including managed communication with the buyer became quickly apparent. Cross-functional project teams were identified and engaged to ensure proper accountability, ownership, and technical knowledge. In addition to Project Success Consulting Services, client managers not previously trained were trained in the YCA Project Success Method. The YCA team designed and implemented a custom Project Success System for the program, which consisted of process adaptation, team hierarchy, reporting standards, communication tools, and system coding structures.

T H E R E S U L T S :

- The formal acquisition occurred 3 weeks ahead of the target date.
- Formal communication throughout the process was credited with a higher than anticipated employee retention and acceptance.
- The comprehensive Intellectual Property database served as a required exercise for all retained lines of business.
- Operations managers had good decision support from both stand-alone and integrated performance reporting systems throughout the transition period.
- Program managers proactively resolved and guided the initiative to its successful conclusion.