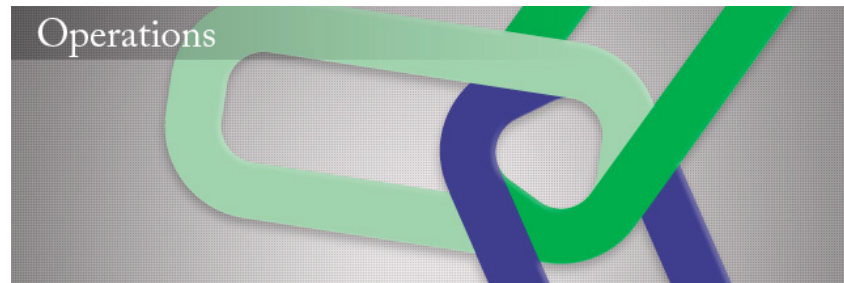


CASE STUDY

## M&A Integration Enhances Productivity



Company Aligns Geographically and Culturally Diverse Teams  
Toward Common Business Objective

**Problem:** Mergers and acquisitions are common growth strategies and usually beneficial to both parties – at least on paper. They offer synergies that can reduce costs, create cross-selling opportunities, and provide an opportunity to diversify. When these theoretical benefits fail to materialize, it's usually because of the loss of top talent and the inability to blend diverse company cultures.

**Solution:** Progility Partners are specialists in the integration phase of M&A and have been engaged by several clients to ensure success during this critical phase. Progility Partners develop and implement programs that address two critical assets: employees and customers. These programs bring resources together from both the acquired and the acquiring companies to achieve a common goal that will bring value to the new company. The program helps to integrate crucial processes into the newly-formed entity and establish performance expectations with minimal conflict and culture clash. By focusing on customer and employee retention early in the integration process, clients are better able to realize the full value of the deal.

**Result:** Our integration program capitalizes on the synergy that the merger creates by engaging both teams in a customer driven program. The program achieves its customer driven goals, but equally important, it helps key talent remain accountable and emotionally attached to the old company, while becoming invested and confident in the new entity. The program is also a catalyst for cultural integration, inspiring teamwork, and creating workable processes for future collaborations.

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