

# ***The Client, a large private equity firm, sees nxtMOVE as a partner in its ongoing portfolio management, relying on nxtMOVE's expertise to assess potential targets and the health of acquisitions***

## **The problem**

(1 of 3)

**Our objectives were to:**

- **Identify and monitor industry trends and provide updated market analysis and recommendations to guide Company A's strategic outlook in the short and long-term.**
- **Determine how recent acquisitions affected customers' perception of the market and companies.**
- **Assess satisfaction with Company A's affiliate program post-acquisition and provide strategic direction for improving member relations.**
- **Gauge the relative attractiveness of Company C's market position as a potential acquisition.**



In the first phase of its partnership with the Client, nxtMOVE tested the attractiveness of Company A as a potential acquisition. The Client followed nxtMOVE's recommendation and acquired Company A, which then acquired Company B the following year. In Phase 2, the Client sought nxtMOVE's expertise to assess the health of both acquisitions. nxtMOVE has continued to assist the Client in the management of acquisitions and guidance of the overall strategic direction of Company A. In the third phase of its development of Company A, the Client relied on nxtMOVE's extensive knowledge of the market to conduct due diligence on another potential acquisition target, Company C.

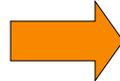
# ***nxtMOVE expanded upon its thorough due diligence to provide strategic direction and assist in portfolio management and development***

## The approach

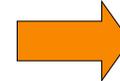
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### Research Inputs

- nxtMOVE conducted in-depth customer interviews with key decision makers to acquire insight into purchasing, business and technology trends in the market.
- nxtMOVE had detailed conversations with former, current and prospective customers of Companies A, B and C to ensure the breadth of perspectives was not skewed.



**“Surveys” can provide limited perspectives. nxtMOVE’s approach provides the depth necessary to identify nuances and accurately interpret customer perceptions, by establishing a rapport with interviewees which facilitates open-ended discussions.**



### Analysis & Findings

By contacting former, current and prospective customers, nxtMOVE is able to identify accurate trends / perceptions / market dynamics and provide strategic direction to assist the Client with its management and investment decisions for Company A.

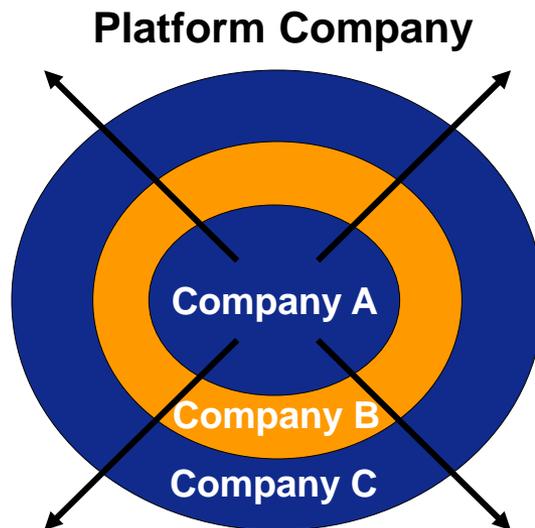
***The Client looks to nxtMOVE for ongoing strategic guidance in its portfolio management based on our solid research, market knowledge and informed analysis***

**The results**

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Our findings included an updated market analysis based on research into current perceptions of Company A and Company C, purchase decision factors, reports on existing and lost customers, likelihood of switching, and market trends.

nxtMOVE's ongoing relationship with the Client has fostered a partnership in which nxtMOVE continues to provide strategic analysis of the market as the Client's portfolio grows.

**nxtMOVE's Partnership**

- nxtMOVE supports the design and validation of the Client's internal strategic growth initiatives.
- The Client turns to nxtMOVE for due diligence on ongoing acquisition activity.

**Client actions:** Our findings enabled our client to continue to make the right acquisition decisions and further guided the strategic outlook of its management portfolio.