

Maximizing the M&A Revenue Stream



Four ways to realize your full revenue potential.

1 Think revenue operations

As many as 75% of M&A projects fail to capture their expected value. While traditional models looked at integrating accounting systems first, market movers are now prioritizing revenue ops.



"We now see the planning starting more upstream, toward the tail end of the due diligence process."

– Vishesh Yadav
Point B

2 Manage change on multiple fronts

There's a tendency to focus on risk. But there's a cost to opportunity, and firms need to identify where they can increase value.



"Look at M&A as a catalyst, an opportunity to reinvigorate and improve the workforce. Not just give them one more thing to do."

– Jeff Pedowitz
The Pedowitz Group

3 Address your operational gaps

Recognize that neither company has completely defined the customer journey for themselves. And if they have, it was never fully operationalized.

Structure should follow strategy



*"Customers want to know three things:
Why the merger?
Where is this taking the organization?
How will this enhance my experience?"*

– Stephen Kane
Point B

4 Never take your eye off the pipeline

No two M&A transactions unfold the same way. Everyone wants to get to the finish line, but your biggest decisions may be **when** to consolidate platforms and processes. **There's no such thing as too much communication.**

Rapid Consolidation vs. Minimal Disruption



"Competitors are circling like buzzards, looking for any opportunity to instill fear, uncertainty and doubt."

– Scott Benedetti
The Pedowitz Group

