

## Acquisition & Mergers Case Study

**Azura Associates Ltd develop and implement business reporting and analysis solutions that can provide organisations with competitive advantage.**

**Using proven business and IT skills, we offer fully customised solutions, tailored to your organisation's specific needs, embracing the technology and processes to enable you to make "Smarter, Faster, Fact Based decisions"**

### Acquisition and Mergers

#### The Company

A global Food Manufacturer operating in the UK in a number of sectors with a Head Office for the Operating division and three manufacturing sites, a turnover in excess of £400 million and employing circa 200 people. The company is a leading player in its market sector with a customer base that ranged from major supermarkets to small businesses, delivering both Bulk and Bagged product.

#### Background

The company acquired a further six sites, together with most of the customer base, from a competitor. The two businesses operated quite differently in systems terms. The purchaser sites operated under a traditional legacy model whilst the acquired sites had a new model operating on a SQL database with a Business Intelligence solution deployed over this to provide its managers with rapid and deep information, enabling them to run the business more effectively.

As a result it was decided to implement the acquired systems into the purchasers existing sites. However this was not an easily achieved short term solution. To implement across the three sites would take in excess of six months and in the interim the operation needed a company wide view of the Sales performance. To provide this manually within an acceptable timeframe was an impossible task.

#### Solution

The acquired sites' data was already included in the Data Warehouse however the purchaser's original sites could only be added as they went live on the new system. To resolve this problem an extension to the Data Warehouse was developed. This took the data from the migrating sites by file transfers from the legacy system and this was then combined with the data from the acquired sites to provide the whole company view.

This meant that a full picture of the company activity was available almost immediately, enabling the management to identify strategies long before the replacement systems could be implemented across the new whole business.

As the original sites were migrated their data was included in the base model and so when the migration was fully completed the extension was redundant.

#### Conclusion

In many Merger and Acquisition situations there are disparate systems, and in many cases it is entirely logical to leave them that way. By deploying Business Intelligence solutions it is possible to join the data in these systems to provide a total view of the new extended operation without the problems and cost of implementing replacement transaction processing systems.

**Azura Associates are committed to help you define, design, build, implement and then benefit from effective business intelligence. Our services include:**

- **Business Analysis**
- **Project Management**
- **Systems Analysis and Design**
- **Implementation**
- **Knowledge transfer**
- **Support Services and Outsourcing**
- **Mentoring**
- **User training**
- **Software sales**