

## NEWS

# M&A valuations rest on successful client consolidations says Support to Win

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M&A activity in the UK comms sector has fewer obstacles to overcome thanks to new risk-free ways of achieving rapid post-merger consolidations of customers onto a single platform, says Support to Win.

According to the Hampshire-based professional services provider, the typical investment thesis for combining two companies rests on bringing customers across to a common platform at maximum pace and minimal churn, and M&A deals will fall through if this looks too difficult.

“We asked: what if either party could instigate a rapid, pre-transaction due diligence of the whole customer base to validate what it would take to migrate them all – and designed a solution that does just that,” said Support to Win CEO, Julie Mills.

This transaction advisory service is available to help either sell-side or buy-side parties progress M&A deals with confidence. The output is a comprehensive view of the customer base’s voice estate which can be implemented post-transaction as a customer-by-customer migration plan.

Support to Win has developed a range of new services in 2020 to make migrations and consolidations faster. These include virtual PBX audits tools that reduce pre-migration fact-finds from weeks to minutes, and remote onboarding services that hand-hold customers to new services without costly, time-consuming onsite visits.

“We’re seeing more confidence in the technical migration process to deliver on M&A business cases,” added Mills. “That’s good news for companies looking to sell at full valuation, as well as investing businesses with low appetite for risk.”