



PROJECTSUCCESSinc.

Project Success Method

Merger & Acquisition Integration – The Battle For “Value”

When most people refer to M&A work, they think about structuring, funding, and closing a deal.

The real battle for “value” lies within the associated integration project. It is incredibly difficult to take two or more business units with different business cultures, processes, and reporting structures, and merge them into a single harmonious, productive entity. It is even more challenging to accomplish the feat quickly and efficiently. Faster integration means earlier productivity and an acceleration of financial results.

What if you could apply a proven, powerful approach to merger integration to ensure realization of integration benefits and accelerate results? Mergers are very public events that significantly alter the future valuation of the merged businesses. It is important to get off on the right foot.

PSI can assist your organization to achieve quality integrations, quickly and efficiently, without sacrificing any of the quality steps that are necessary to retain and motivate employees. The secret lies in the power of the PSI Project Success Method, a streamlined set of process and techniques which allow clients to accelerate project results and capture value without sacrificing quality.

PSI's unique Project Success Method, is a set of streamlined, practical processes and techniques, which greatly enhance the likelihood of success for any project. The Method has been fire-tested through application on thousands of projects in many industries. PSI's approach focuses on the core elements of planning and control which have the greatest impact in determining success.

PSI has created a specific program called fastTRACK to assist organizations in tackling the challenges of merger integrations. PSI fastTRACK provides organizations with a clear roadmap for defining, planning and controlling merger integration projects.

“Define it, Plan it, Do it”

It is critical that an integration initiative be effective and efficient. Critical internal resources will be pulled from important projects to assist. Expensive external expertise must be judiciously applied. For this reason, PSI has developed fastTRACK capability for M&A Integrations.

The key steps are:

1. **Define It** -- Interview and assemble the M&A sponsors and department leaders to validate the M&A business objectives and determine the sub-projects that must be performed to accomplish the vision. Introduction to the Project Success Method is critical to help stakeholders understand the approach and how it will benefit them.

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2. **Plan It** -- Prioritize and categorize the sub-projects to determine planning approach and sequencing, then plan the sub-project work necessary to accomplish the vision. All planning uses the Project Success Method processes. This provides additional value by demonstrating the use of the Method to individuals who can apply the concepts to other projects. Special attention is given to fuzzy projects like cultural integration, branding, process redesign, and customer relations.
3. **Do It** – All projects have challenges. The Project Success Control Process® helps teams and management proactively identify and solve the myriad of issues that can arise. This allows teams to stay in control of their projects and deliver top-quality results in established timeframes.

fastTRACK Benefits

Some of the key benefits of the fastTRACK approach are:

- Ensure full realization of desired benefits
- Meet required integration timeframe objectives
- Provide real-time status of integration progress
- Proactively identify and solve problems
- Increase the quality and depth of integration
- Improve participation and ownership of change
- Conduct thorough due diligence
- Better articulate roadmap to benefits
- Minimize interim process & system workarounds

Realizing a deal's true value is difficult. By using the Project Success Method and fastTRACK, companies can avoid the problems of M&A integration and quickly capture shareholder value.