



# **SWEETENING THE DEAL:**

**DIGITIZING M&A FOR MARKET ADVANTAGE**

Mergers and acquisitions is an art.

But today's dealmakers are adding science to the mix and digitizing M&A for market advantage.

By replacing traditional closing models with more innovative, technology-fueled models, leading companies are minimizing risk, disruption, and getting to growth faster.

Closing a deal three months sooner on a \$1 billion revenue business generates huge additional value.

So, how can digital energize your M&A?

It eliminates the need for lengthy Transactional Service Agreements.

Cloud platforms allow IT vendors to provide bridge services so companies no longer have to rely on in-house IT capabilities to close a deal.

And innovative closing models help maintain speed and business continuity for companies executing string-of-pearls acquisitions.

Digitizing your M&A starts with three steps:

- Frame buyer responsibilities early
- Embrace the ecosystem, which will be partially tied to M&A value
- And execute the business model at conference-room scale to test readiness

Learn more about adding speed and enabling new M&A business models with the full report:

[Sweetening the deal: digitizing M&A for market advantage](#)

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