TECH-LED M&A: FROM ART TO SCIENCE

DIGITAL IS A DEAL DRIVER
Companies are acquiring other businesses to pivot to digital faster and fuel business growth.

- 84% report their firm acquired another company in the past two years.
- 52% primarily acquired digital companies or assets.

At the same time, digital deals are often kept as a standalone.

- 64% kept their digital acquisition as a standalone company.
- 4% fully integrated the acquired business.

As companies acquire multiple digital entities, stringing them together to create a new capability and meld the best of all cultures is a primary driver of competitive advantage.

DIGITAL ACQUISITIONS, DIFFERENT APPROACH
Companies that had a strong focus on digital acquisitions in the past two years have started expanding their M&A capabilities. As such, they are better prepared for future digital investments.

- Companies with at least half of acquisitions related to gaining digital capabilities.

Digital technologies help C-suite leaders transform M&A from an art to a science, to increase its capabilities as a driver of innovation and business growth.

AN EMERGING SCIENCE
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- 15% acquired five or more businesses in the past two years.
- 61% use different valuation and cost models for digital deals.
- 91% interested in digitizing parts of the M&A process.
- 57% modified their playbook for digital investments.
- 90% developed a data strategy.
- 51% leveraged technology to drive synergy and integration.

Source: In mid-2017, Accenture Strategy surveyed 1,100 C-Suite executives representing 13 industries in seven countries. We explored strategic areas and opportunities where companies are harnessing technology to increase business value.

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Legends:
- Companies with less than a quarter of acquisitions related to gaining digital capabilities.
- Companies with at least half of acquisitions related to gaining digital capabilities.

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TREAT DIGITAL DEALS DIFFERENTLY
Leading companies develop a distinct process that best suits digital investments. From target screening to valuation, discovery and negotiation, leaders see a modified playbook as an advantage.

SPREAD THE JOY
Successfully acquiring a digital disruptor is just the starting point. Leading companies spread that digital savvy across the broader organization to help scale new business growth.

GREENLIGHT DIGITAL INTERNALLY
Forward-thinking companies leverage analytics and applied intelligence to vastly improve their end-to-end capabilities for all acquisitions both traditional and digital.

To learn more, please visit: www.accenture.com/TechLedMandA