

# Case Study

**Need** Strategic post-merger integration support

**Industry** Consumer Products

**Business Type** B2C2B

## Challenge

A PE fund came to us with a critical need for post-merger integration support for their e-commerce portfolio company. Since investing in the company, M&A was part of the strategy but the company had no experience in executing or managing the post-merger integration process. They immediately needed post-merger integration support as they were in the process of acquiring another website that was a duplicate company they planned to merge with the existing portfolio company.

## Solution

Leveraging our founder's 20 years in private equity, we have extensive frameworks for assessing PE-grade post-merger integration needs. BluWave utilizes technology, data, and human ingenuity to pre-map, assess, monitor, and maintain deep pools of merger integration resources that uniquely meet the private equity standard. We interviewed the PE fund to understand their specific key criteria and then connected the client with two select pre-vetted groups that specialized in integration and ecommerce from our invitation-only Intelligent Network that fit their exacting needs.

## Result

Within 48 hours of the initial scoping call, the PE firm and portfolio company were introduced to the two exact-fit e-commerce integration resources that we identified for them. The client selected their ideal choice. The PE fund was able to confidently drive an excellent outcome without wasting time and opportunity cost and quickly execute their merger integration goals for the portfolio company.

In less than 24 hours, we connected the client with a service provider that was uniquely positioned to deliver what they were looking for at the exact time they needed it based on the provider's differentiated experience and expertise.

- Keenan Kolinsky, BluWave Consulting Manager