



Adding expert industry knowledge to an acquisitions programme

Our client specialises in the design and construction of complex industrial projects in the oil, gas and energy sectors. When the time came to expand, they asked an investment bank for advice. A survey of possible acquisitions was drawn up, and after an initial consideration, they turned to Thism to supplement the bank's advice with mission-critical industry insights.

Of course, they knew that Thism had a great deal of expertise in the sector. But they also knew that we combined that expertise with the highest-level commercial understanding –and so could be invaluable in providing intellectual capital to an extremely high-profile programme.

First of all, we suggested a different way of structuring the existing list of ninety firms. (This helped the client better understand the possible synergies between them and the potential acquisitions.) Next, we offered an analysis of the decisions made to date, offering a fresh point of view on the lists of companies already dismissed or shortlisted.

Perhaps most significantly of all, we asked questions that hadn't been asked. For example: Why had certain companies been omitted from the initial consideration? And by pointing out how the different firms worked to different revenue models, we suggested that closer analysis could prevent unnecessary conflicts with the client in terms of business lifecycles, marketing and risk management.

We're pleased to say that the project worked well for our client and resulted in influencing their acquisition decisions.