

Go-To-Market engagement impact on PortCos

Private Equity Firm

Set up an impact assessment analysis for determining effectiveness of different GTM Programs, optimal engagement stage in PortCos lifecycle and duration of such engagements

Private Equity Firm company needs Go-To-Market engagement impact on PortCos

Picture this...

You're looking an impact assessment analysis for determining effectiveness of different GTM Programs (Sales, Customer Success, etc.), optimal engagement stage in PortCos lifecycle (growth, mature, decline), and duration of such engagements.

You turn to Accordion.

We partner with your team to set up an impact assessment analysis for determining effectiveness of different GTM Programs, optimal engagement stage in PortCos lifecycle and duration of such engagements, including:

- 1) Analyzing Statements of Work (SOWs) of the engagement of PortCos with the GTM team and categorized these SOWs systematically into programs, to establish objective success metrics for each program
- 2) Isolating impact of each engagement by eliminating the effect of other organic and inorganic growth, removed the impact of Covid period and defined objective success metrics for all engaged programs
- 3) Analyzing the impact of engagement with the GTM team based on change in PortCo's revenue growth rate 12-months post period of peak engagement billings
- 4) Leveraging Bookings growth as a primary metric to assess the impact of engagement. Additionally, concluded impact of Bookings translates into Revenue with a lag of ~12 months

Your value is enhanced.

You have improved planned engagements of distinct GTM Programs, thereby improving the potential success of GTM engagements from current ~60% to above 80%. You have identified most effective strategies for driving sales, market penetration, and revenue growth. Helped in doubling down and replicating the most successful engagements and refining the ineffective ones. You have also enabled PE firm to optimize performance and accelerate revenue growth potentially by more than 5% during the engagement period to maximize returns by identifying right value drivers.

KEY RESULT

- ~20% potential increase in the Engagement Success rate
- >5% potential increase in Revenue growth rate

VALUE LEVERS PULLED

- Isolating GTM impact from organic growth
- Portfolio-wide performance evaluation for engagement
- Custom Metric Development to measure impact

Go-to-Market Engagement impact assessment for PE firm

Situation

- The PE firm was facing challenges in attributing the impact of Go-to-Market engagements on PortCos Revenue and Bookings
- Merilytics partnered with the client to set up an impact assessment analysis for determining effectiveness of different GTM Programs (Sales, Customer Success, etc.), optimal engagement stage in PortCos lifecycle (growth, mature, decline), and duration of such engagements

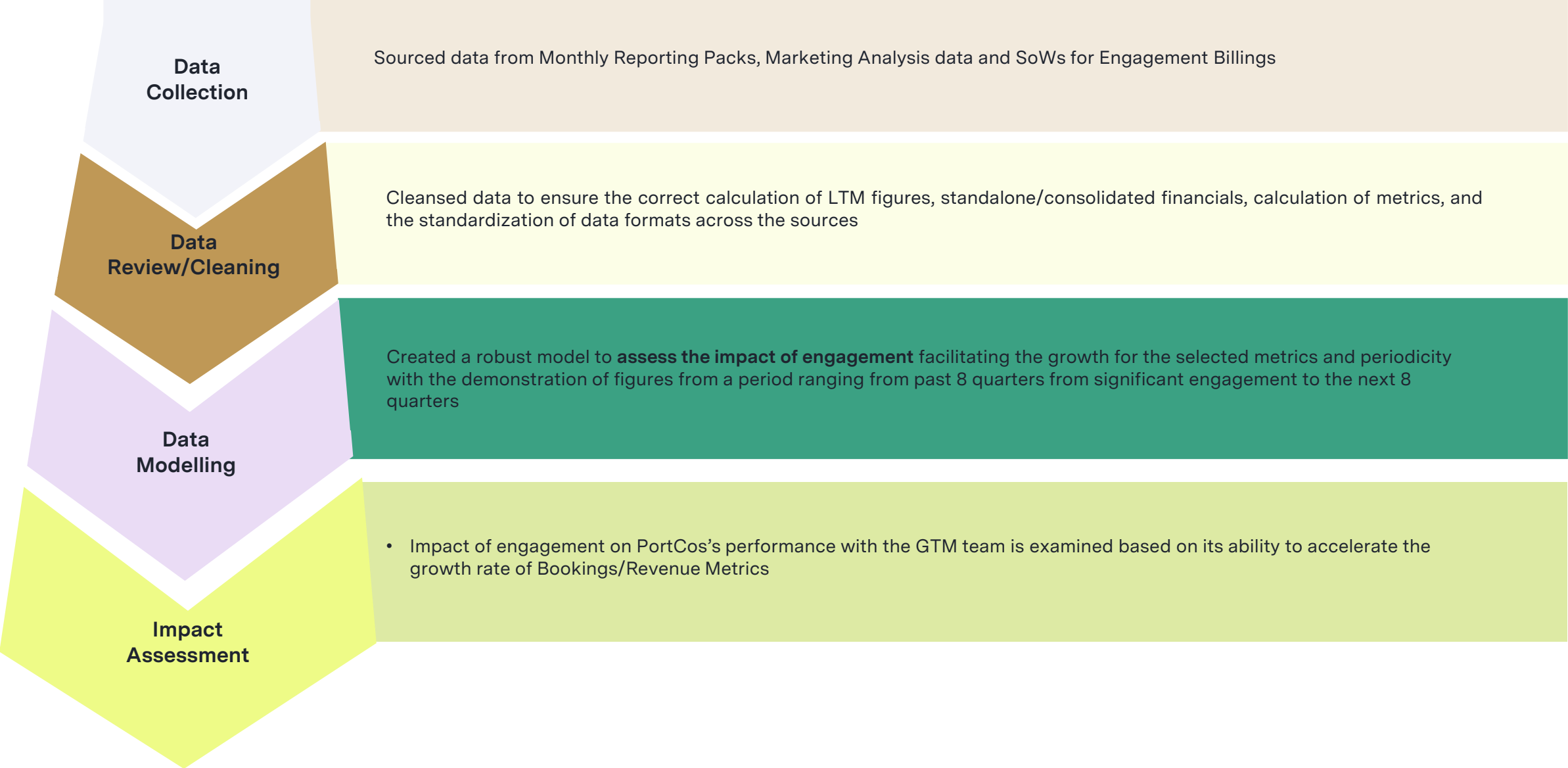
Accordion Value Add

- Analyzed Statements of Work (SOWs) of the engagement of PortCos with the GTM team and categorized these SOWs systematically into programs, to establish objective success metrics for each program
- Isolated impact of each engagement by eliminating the effect of other organic and inorganic growth, removed the impact of Covid period and defined objective success metrics for all engaged programs
- Analyzed the impact of engagement with the GTM team based on change in PortCo's revenue growth rate 12-months post period of peak engagement billings
- Leveraged Bookings growth as a primary metric to assess the impact of engagement. Additionally, concluded impact of Bookings translates into Revenue with a lag of ~12 months

Impact

- Improved planned engagements of distinct GTM Programs, thereby improving the potential success of GTM engagements from current ~60% to above 80%
- Identified most effective strategies for driving sales, market penetration, and revenue growth. Helped in doubling down and replicating the most successful engagements and refining the ineffective ones
- Enabled PE firm to optimize performance and accelerate revenue growth potentially by more than 5% during the engagement period to maximize returns by identifying right value drivers

Methodology/Approach



Assess the impact of GTM engagement on performance of Portfolio Company

ILLUSTRATIVE

\$ Bookings						12 months Growth			GTM Impact (12 months)
PortCo	Q-4	Q-2	At Significant Engagement	Q2	Q4	At Significant Engagement	Q4 post Significant Engagement	Δ (12 months post vs significant eng)	
PortCo-2	\$53,373 K	\$46,348 K	\$44,359 K	\$43,633 K	\$41,858 K	-17%	-6%	11 pt	Impact
PortCo-4	\$10,125 K	\$7,981 K	\$9,646 K	\$11,427 K	\$14,011 K	-5%	45%	50 pt	Impact
PortCo-5	\$12,537 K	\$13,972 K	\$16,159 K	\$20,253 K	\$18,223 K	29%	13%	-16 pt	No Impact
PortCo-7	\$55,774 K	\$60,955 K	\$58,329 K	\$55,249 K	\$62,657 K	5%	7%	3 pt	Impact
PortCo-8	\$5,760 K	\$4,037 K	\$4,240 K	\$3,387 K	\$3,882 K	-26%	-8%	18 pt	Impact
PortCo-17	\$47,649 K	\$54,834 K	\$53,460 K	\$45,989 K	\$48,393 K	12%	-9%	-22 pt	No Impact
PortCo-34	\$71,470 K	\$79,926 K	\$93,588 K	\$94,959 K	\$101,211 K	31%	8%	-23 pt	No Impact
PortCo-41	\$44,799 K	\$54,828 K	\$67,622 K	\$67,785 K	\$55,206 K	51%	-18%	-69 pt	No Impact
PortCo-44	\$155,255 K	\$171,747 K	\$196,879 K	\$217,486 K	\$228,408 K	27%	16%	-11 pt	No Impact
PortCo-51	\$11,774 K	\$16,068 K	\$19,499 K	\$21,520 K	\$22,273 K	66%	14%	-51 pt	No Impact
PortCo-52	\$2,207 K	\$3,777 K	\$4,752 K	\$5,479 K	\$5,874 K	115%	24%	-92 pt	No Impact
PortCo-54	\$4,070 K	\$3,852 K	\$2,931 K	\$2,104 K	\$2,762 K	-28%	-6%	22 pt	Impact

Assessment of GTM engagement

Metric performance post engagement

Summary

Engaged PortCos that have data 24 months prior and 12 months post significant engagement date

Total Engagements 18

8 out of 18 engagements with the GTM team have delivered positive impact on Bookings growth rates

Based on \$ Billings

# Engagements	No Impact	Impact
High	3	2
Medium	3	2
Low	4	4

Low engagement based on billings data have shown better success rate compared to Medium and High engagement with success rate of 50% (4 out of 8), 40% (2 out of 5), and 40% (2 out of 5) respectively

Based on Fund

# Engagements	No Impact	Impact
Fund-A	8	4
Fund-B	1	2
Fund-C	1	2

Engagements in Fund-B and Fund-C have delivered the best results when compared to Fund-A with a success rate of 67% (2 out of 3). The Fund-A has a success rate of 33% (4 out of 12).

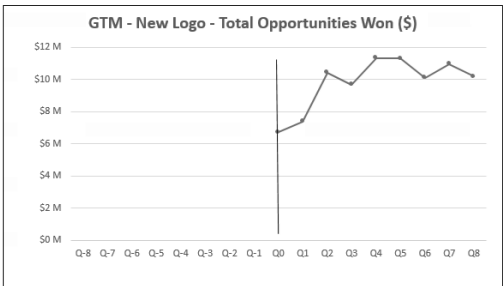
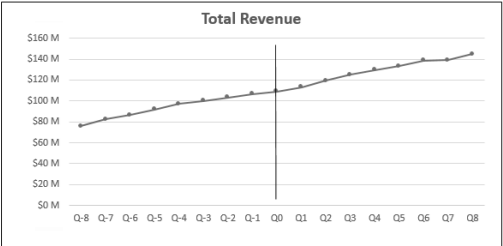
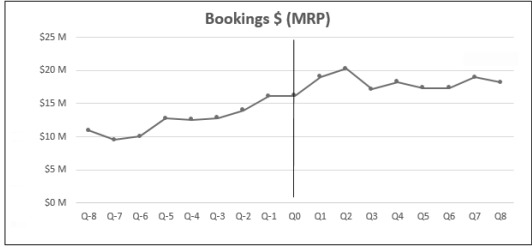
Based on Program

# Engagements	No Impact	Impact
Program-1	2	1
Program-2	2	0
Program-3	1	0
Program-4	0	1
Program-5	5	6

Program-5 has shown maximum impact with 55% (6 out of 11) success rate compared to Program-1, and Program-2 with 33% (1 out of 3), and 0% (0 out of 2) success rates, respectively. Program-4 delivered favourable results while Program-3 did not in the solitary engagement with available data

Trailing Period > LTM PortCo PortCo-5

Significant Eng date: Mar-21



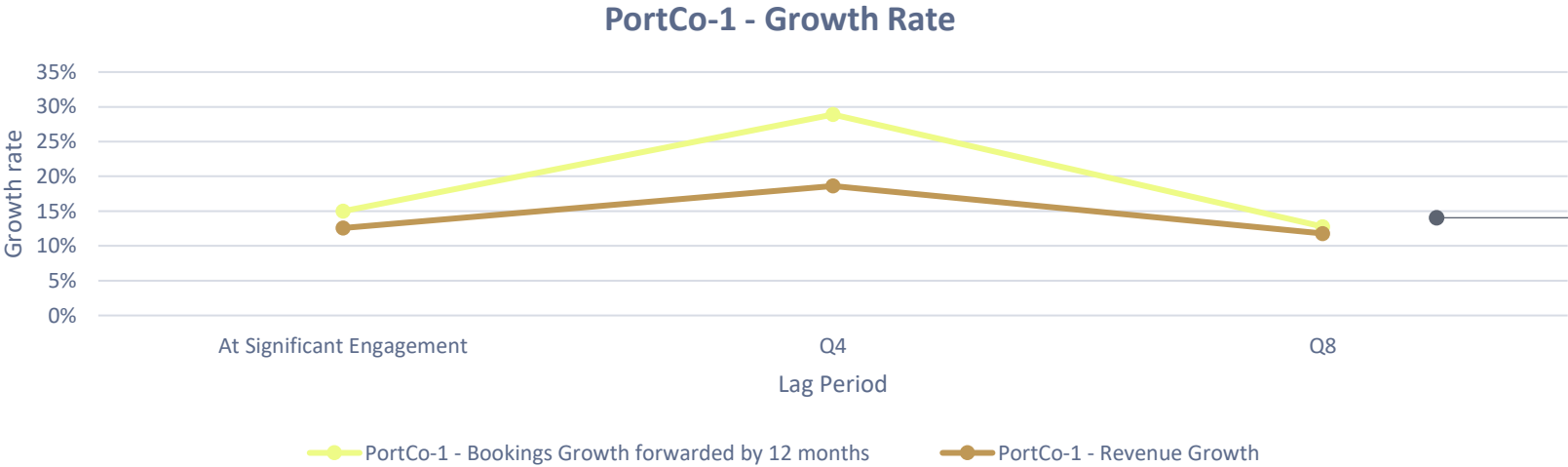
Program and Fund level Impact Assessment

Variation in Bookings translates into Revenue with a lag of ~12 months

ILLUSTRATIVE

Metric	PortCo	Q-4 prior Significant Engagement	At Significant Engagement	Q4 post Significant Engagement	Q8 post Significant Engagement	GTM Impact (12 months post vs significant eng)
Bookings	PortCo-1	15%	29%	13%	0%	No Impact
Revenue	PortCo-1	-	13%	19%	12%	Impact
Bookings	PortCo-2	-4%	35%	-13%	-	No Impact
Revenue	PortCo-2	-	5%	11%	-	Impact
Bookings	PortCo-3	16%	66%	14%	-	No Impact
Revenue	PortCo-3	-	33%	37%	23%	Impact
Bookings	PortCo-4	-42%	115%	24%	-	No Impact
Revenue	PortCo-4	-	8%	14%	1%	Impact

PortCos have ‘Impact’ based on Revenue growth, but ‘No Impact’ based on Bookings growth.



PortCos have observed a lag of ~4 quarters (12 months) to translate Bookings into Revenue.