

**Motion
International**
Minneapolis, MN



REVENUE ROCKETSM

Lessons learned.

Revenue Rocket Presents, is a series of single-page, quickly read thought pieces. They capture the experiences, philosophies, and insights that have shaped our thinking about how to manage the growth demons with which IT service executives grapple in this fascinating, perplexing, and combustible industry. Three of these brochures are:

1. *RRCG Presents:*
A Case for Objectivity
2. *RRCG Presents:*
Mergers & Aquisitions
3. *RRCG Presents:*
Sales & Marketing

Roots and Wings.

It's tough managing Europe from Minneapolis.

From its start in 1997, Motion International—an exclusively Oracle® professional services company with headquarters in Minneapolis—was doing projects in Europe. The company specializes in projects that require hard-to-find localization expertise, for manufacturing firms with international operations. In 2004, after commuting back and forth to Europe, the company decided it was time to establish an office network there. Revenue RocketSM Consulting Group, LLC was called in to lead an M&A initiative.

Domestic roots first.

It's our experience, and our firmest recommendation, that companies need to be operating on all cylinders before taking on an acquisition because: 1) M&As often take on a life of their own and can become a distraction, and 2) post acquisition integration is a lot easier when your company's operations are in alignment. Our assessment of Motion revealed that before they thought of an acquisition, they needed to make internal improvements, including:

- Align the company's internal processes and procedures;
- Strengthen the sales and marketing go-to-market strategies; and
- Improve the company's delivery model.

By 2006, Motion was so successful in implementing these initiatives that, not only had it laid the foundation for an acquisition, but its revenues had doubled from \$7MM to \$14MM.

International wings second.

Now it was time to go to Europe, and for that, Revenue Rocket was brought back in to lead the M&A assignment. In the fall of 2006, after an exhaustive search of 70 companies, Motion International acquired Oraplus/Equilybra, an Oracle consultancy with offices in Italy, France and England.

Growth and fame third.

The integration of these companies went so smoothly for Motion that revenues are now tracking at \$22MM. In addition, more multinational companies are flocking to Motion, and the company was named "Oracle Innovator of the Year."