



REVENUE ROCKETSM



Revenue RocketSM Consulting Group, LLC Presents: **THE REVENUE ROCKET M&A READINESS REVIEW.**



It's a rare IT services company that hasn't grown at some point without a merger or acquisition. It's the nature of the IT services beast that M&A is a hotbed of activity as companies look to acquire new customers, talent, expertise, services, and geographies.

Getting your company to the point where it makes sense to buy or sell is half the battle. There are many inviolate conditions that have to be in place before considering an M&A. The Revenue Rocket M&A Readiness Review is designed to help IT services executives determine how equipped they are for an M&A. This review includes, among other elements, the following:

- Current growth strategy and business model, including strengths, weaknesses, opportunities, threats, and importantly culture
- Barriers to growth in finance, operations, sales and marketing, HR, administration and product/service delivery
- Current economic value of the company, capitalization requirements and valuation model for potential acquisitions
- Potential new revenue streams and how to optimize this revenue
- Due diligence check list

- Deal structure options
- Facilitated work session with the ownership team on findings and recommendations
- Written report outlining our findings and recommendations

For an understanding of our M&A philosophy and experience please read our March, 2008 newsletter: <http://www.revenuerocket.com/enewsletters/marchone.html>.

You can read how we brought two Microsoft partners together with this article from *Redmond Channel Partner* magazine: <http://www.revenuerocket.com/firepower/manda.html>.

As an IT services growth consultancy, we specialize in helping small-to-midsize IT service executives with a hearty appetite for driving revenue and profit. Our expertise consists of organic growth strategies such as geographic expansion, new service line development, managed services and sales optimization, as well as mergers and acquisitions.

You can learn more about how we slay the growth demons you are grappling with by contacting Revenue RocketSM CEO Mike Harvath at 952-835-2333 or by visiting us at www.revenuerocket.com.

Let's talk.