



Diligence - Beyond The Numbers

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# Case Study

Entertainment Business' acquisition of a Technology Company



by **John Morton**, Director at Business Growth Advisory Group.

# The Challenge

The client is an ambitious company in the leisure and entertainment marketplace with plans to deliver a unique and powerful new streaming video on demand service for their customers. They faced the dilemma of whether to build themselves, or buy a company that had already successfully built, the required technology platform.

With time to market being a critical factor their preferred option was to acquire a company that already had the capabilities they needed. They had identified a target company with much of the leading-edge technology already developed and proven, however with a close but not perfect fit to their strategy they needed an expert assessment of the current capabilities of the platform and reassurance that it could be easily enhanced and adapted to meet their specific requirements. John Morton, a Director of the Business Growth Advisory Group,( at the time working as an independent expert) was engaged to perform the technical due diligence and development road map for the project.

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## Case Study - Technical Evaluation



# The Solution

The team undertook a deep dive assessment of the target acquisition company this took into account a number of key factors which would contribute to the decision-making process for the acquisition. This technical due diligence reported on three key areas:

## **Key features and unique capabilities.**

UX design

Multi Device streaming

Access to content,

Security,

Payment processing,

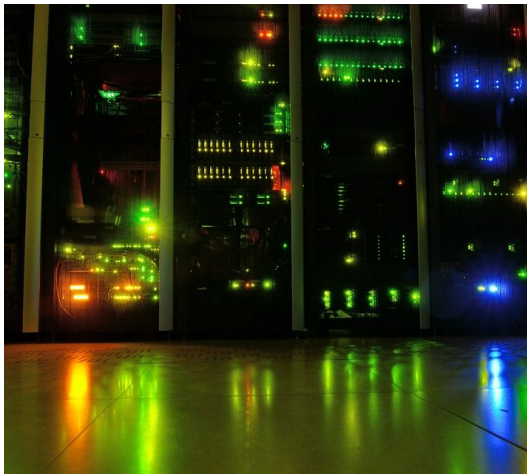
Voucher and promotions,

Uploading and downloading of content,

Protection of content

Search capabilities

Support



## **Platform rigidity and flexibility**

Cloud infrastructure

Use of software services,

Behavioural analytics engine

Java Coding flexibility

CRM Design

Overall system scalability

Uptime, Disaster Recovery and Failover

APIs and Standards adherence

## Team skills and culture

A key feature of the due diligence was assessing the capability, enthusiasm and coherence of the people, the retention of key skills and dilution of HR dependencies through ensuring the comprehensive documentation of the unique components within the design.



## Outcome

The client received a 33 page detailed report covering all of the technical aspects of the product. This included a detailed assessment of GDPR and the impact of the data protection built on the systems, highlighted key factors to be considered in any financial model, highlighted third party software licenses required and gave a detailed review of the competence and capability of the existing team.

This due diligence engagement and subsequent review of the findings led to a positive purchase of the technology company and a successful roll out of the new services. See <https://www.businesswire.com/news/home/20180228006078/en/FANTASTECH-Breaks-Cover-Colony-Acquisition>

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