



### Who is Escalys?

Sometimes the life gets squeezed out of our organizations and we are held back from doing our best. This can be the case particularly during efforts that are complex and under tight time constraints.

Escalys helps identify and offers a self-sustaining fix that puts clients back on track. Back to working together, innovating; co-creating internally and with clients and partners. Creating a new sense of confidence in their ability to create and learn by applying the most successful knowledge management practices in history.

Bring everything you know, have learned, and experienced to the work every time and everywhere. Escalys works with clients who choose to use their know-how in the pursuit of excellence in everything they do. From startups to Mergers & Acquisitions to the daily work and strategic initiatives in between.

Clients often look to Escalys to support issues pertaining to an immediate need that we have deep experience in...so they can benefit from collaboration and knowledge transfer. This provides subject expertise from Escalys to key areas for successful operation – as well as the sustained benefit from how the work gets done.

Escalys helps clients envision a different and better future beyond the deal or the immediate strategic challenge while providing the capability to get there.

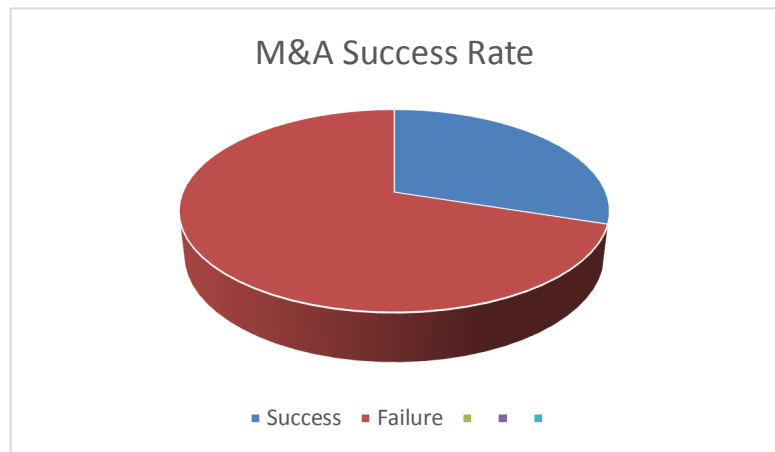
Find out how we can help you realize the value you envision from your next key strategic initiative. Let knowledge do the work for you.



### M&A: the strategic choice (and opportunity) that fails 70% of the time\*.

**Complex.** Messy. Difficult. Time-consuming. These are often the thoughts running through the minds of those contemplating merging or acquiring another company. So too are words like challenging, **rewarding**, worthwhile, necessary, and **strategic**.

Those choosing to proceed with an acquisition know the success rate of corporate acquisitions is iffy at best—only about 30% succeed. So why proceed? Like the saying goes in sports when an overmatched team beats a superior foe: **it's why we play the game.**



However, the M&A may be a much different game than you are accustomed to playing. Let us help you see 80% or more likelihoods of succeeding. Use the opportunity of M&A as the bridge to dramatic new capabilities in your company.

\*Failure estimates vary, ranging from 50-90%—Harvard Business Review, McKinsey, Knowledge@Wharton, CBS News, CNN, etc.; 83% of mergers fail to boost shareholder returns—KPMG; Total returns on M&A are negative—AT Kearney

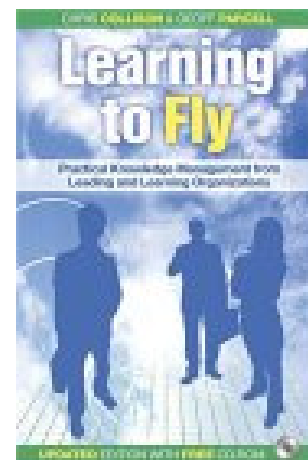
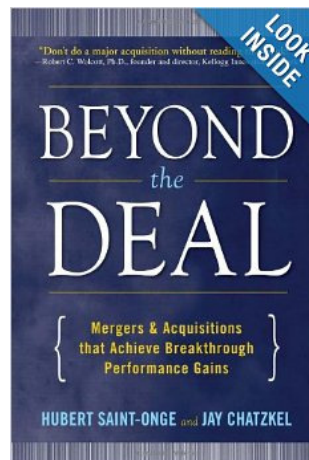


### M&A – Books to read

Acquisitions are not a game of chance. There are things you can do to increase your likelihood of success.

*Beyond the Deal: A Revolutionary Framework for Successful Mergers & Acquisitions That Achieve Breakthrough Performance* is a key resource for companies looking at M&A in a new way for a new business environment. The authors sought input from Escalys to highlight key factors a company can control to get the most from its M&A efforts.

*Learning to Fly: Practical Knowledge Management from Leading and Learning Organizations* highlights Escalys' work with BP. Applying Escalys' knowledge management framework to your company's pending mergers and acquisitions will raise your success rate above a paltry 30%.





## Preparing for your M&A

As noted in *Beyond the Deal*, there are three things you can start doing now to prepare for your next acquisition:

**Be prepared.** When opportunity knocks, will you be ready? Not being ready means unnecessary challenges, beginning with a limited skill base to execute the acquisition, poor due diligence, and slow and ineffective integration of the two companies.

**Learn.** If you plan multiple acquisitions or, if you see the merge or acquisition as a spring board to becoming a new, stranger enterprise, learning is critical. With each acquisition, are you learning and improving your game, or are you repeating the same mistakes? Learning and applying lessons from one acquisition to the next and sharing that knowledge throughout your company enables your team to hone the skills necessary for successful integration and breakthrough performance.

**Value the intangible.** To what extent do you value the intangible assets of the companies you acquire? Increasingly, intangible assets—like knowledge—are factoring into decisions about which companies to acquire and how much to pay. Those that have upped their game view intangible assets as a competitive advantage that can serve as catalysts for value and higher levels of performance. Leaders are learning how to use intangible assets to create value for stakeholders by preserving knowledge, by using it in new ways, and by collaborating on new challenges. One plus one cannot not be only two...we know that; the question is how do you realize it?

Contact us to see how we can help you beat the M&A odds.