



**INTERLIANCE**  
Consulting, Inc.

# INTERLIANCE

Consulting, Inc.

**Private Equity Support & Advisory**  
Capabilities Presentation



## **INTERLIANCE** | WHO WE ARE

“ Interliance is a critical aspect in supporting our portfolio companies and driving significant value across our business. They’ve helped us seamlessly integrate together new ventures, enhance our portfolio companies, and accelerate our exit plans. ”

*- Managing Director | Private Equity Firm*

With over 30 years of experience, we provide strategic guidance across the entire investment lifecycle, drive performance improvements in both top and bottom line, and sustainably build portfolio value.



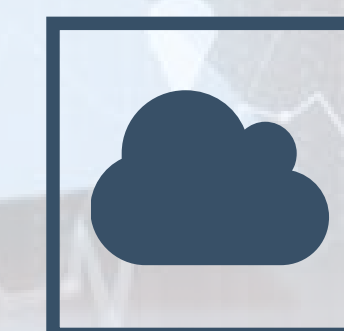
**BUSINESS STRATEGY  
AND PLANNING**



**BUSINESS  
OPTIMIZATION**



**MARKETING AND  
SALES STRATEGY**



**TECHNOLOGY AND  
PRODUCT STRATEGY**

## BUSINESS STRATEGY AND PLANNING



Accelerated growth and business performance start with the right strategy. We craft innovative strategic plans centered around actionable initiatives to ensure business success.

*Strategic Planning & Execution • Organizational Design and Knowledge Management • Strategic Measurement & Metric Systems • GRC*

## BUSINESS OPTIMIZATION

We optimize and streamline all business functions through process design & optimization, performance management, and integrated management systems.



*Integrated Management Systems • Business & Process Optimization • Manage By Metrics • Implementation Management*

## MARKETING AND SALES STRATEGY



We plan, design, and execute innovative marketing and sales strategies that significantly accelerate market entry and expansion.

*Market and Competitive Analysis • Customer Satisfaction Management • Sales & Marketing Strategy • Strategic Sales Execution*

## TECHNOLOGY AND PRODUCT STRATEGY

From enterprise strategies to complete product lifecycle planning, we bridge the gap between business and technology.



*Product & Service Design • Innovation Planning • Product Lifecycle Planning*

# INTERLIANCE

# OUR CLIENTS



**INTERLIANCE**

HOW WE DRIVE VALUE FOR PRIVATE EQUITY

## Drive top-line growth while improving your bottom line.

Bankers and attorneys are key to any transaction, but Interliance is the critical missing link to enhance existing management teams and drive success in your portfolio companies

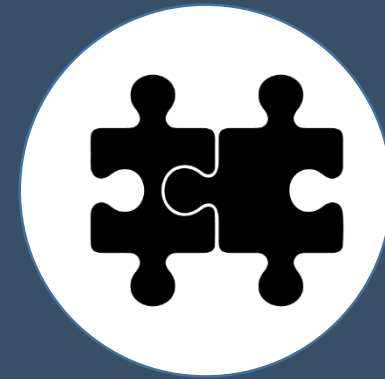
We enhance financial and operational performance across every stage of the investment cycle

**Our job is to maximize your ROI and help you exceed exit goals.**

### WHAT WE CAN DO FOR YOU:



**Operational Due Diligence**



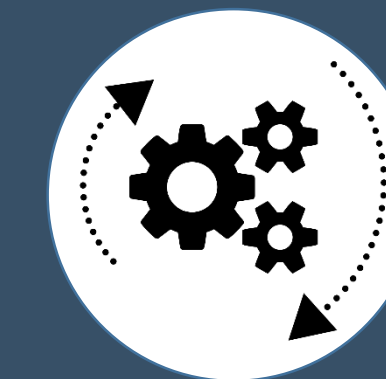
**Integration Strategy & Execution**



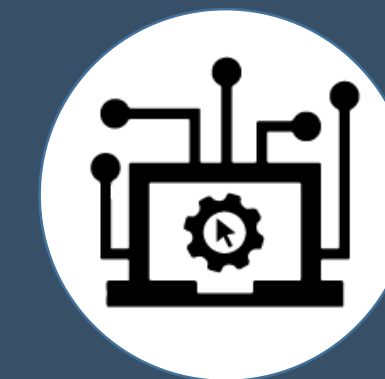
**Growth Strategy & Business Planning**



**Sales & Market Strategy**



**Process Optimization**



**Technology Innovation**



# CASE STUDIES



# CASE STUDY #1

A privately held BPO service provider that, with Interliance support, has strategically transformed its organization and realized a \$550M value growth in 3 years.

## Background:

- A PE investor acquired a privately-held service firm
- Historically, the company experienced a stable annual EBITDA growth of 9%, but the investor's exit strategy called for an accelerated trajectory
- In order to meet its new objectives, the company had to efficiently transform itself from a mid-market provider focused solely on daily operations into a sophisticated profit- and growth-driven enterprise

The newly appointed CEO selected Interliance to help him meet this challenge...

Using our proven methodology, we developed and executed an overall strategy and critical initiatives to accelerate revenue, diversify the service portfolio, optimize margins, and reduce operating costs

## 1. Initial Assessment

Though an in-depth review of the organization, competitors, and served markets we established a new comprehensive view of the organization

Our assessment equipped the leadership with a new view: while the company was successful in many ways, there were many opportunities to shore up operational and market underperformance

## 2. Strategic Foundation

We facilitated the executive management team to define the organization's strategic goals, risks, operational opportunities, and growth opportunities

Simultaneously, we established a company-wide metrics program that provided the first accurate insight of baseline performance for management

## 3. Roadmap Development

Distilling the new insights and strategic directions, we develop the organizations first strategic plan with actionable initiatives to transform the organizations efficiency and growth potential

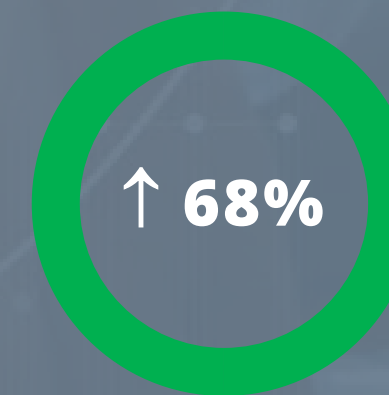
Along with the new strategic roadmap, we established a clear business case that allowed leadership to effectively communicate and instill confidence in their path to their investors

## 4. Strategic Execution

Working in multiple capacities from hands-on implementation (staff and capability augmentation) to advisory roles, we worked with the organization to successfully execute their initiative roadmap

Through each execution, we strengthened their internal team and created new capabilities throughout the organization

## Operational Results



Processing Volume



Unit Process Cost

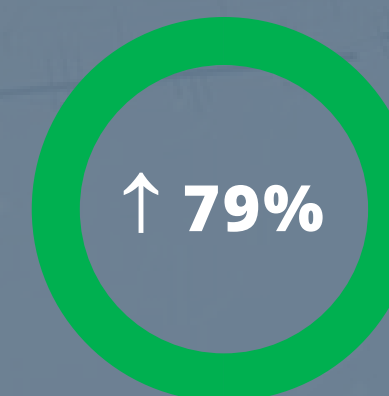


Error and Rework Rates



Service Delivery Speed

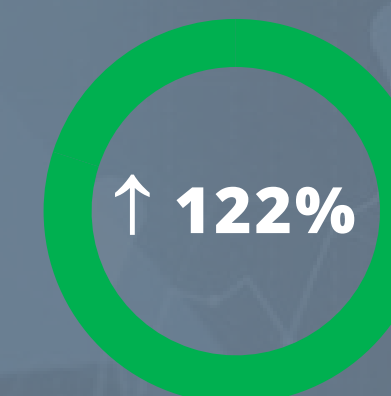
## Financial Results



Revenue



Gross Profit



EBITDA



Exit Value



# CASE STUDY #2

A small technology consulting firm successfully grew its business to over \$10M in revenue, reaching the limitations of its processes and sales model.

To achieve investor goals, the company needed a comprehensive exit strategy and support to reach the next level of growth.

**Interliance supported the growing technology firm with a strategic exit plan that transformed the organization and successfully realized the next level of growth for investors**

## Background:

- At over \$10M in revenue and 40 employees, the small consulting firm built a successful business but could not scale to the next level
- Sales efforts relied on relationships, service delivery suffered as it scaled, and the company struggled to clearly define its services and differentiators
- Investors called for a \$200M exit strategy within three years, a target that required a clear strategy and efficient execution



# INTERLIANCE

## HOW WE DID IT

We developed a comprehensive exit strategy that guided the company through an assessment and transformation of critical functions and unified the organization from partner silos into an effective and scalable structure

### 1. Initial Assessment

- Facilitated review of the organization, competitors, targets, and revenue streams
- Completed a competitive assessment that refined the company's differentiators and opportunities
- Mapped the functions and overall organizations to provide the leadership team with their first comprehensive view of their business

### 2. Strategic Foundation

- Defined the organization's strategic goals, risks, and growth opportunities
- Designed a new organizational structure that supported scalability
- Refined the service offerings and established a roadmap for strategic expansion
- Assessed the risk and health of key functions and established key operational improvement needs

### 3. Roadmap Development

- Developed a comprehensive strategic plan with a clear and executable roadmap to efficiently address multiple transformation paths including organizational, process, and financial innovations

### 4. Strategic Execution

- Provided hands-on support to guide the leadership team through successful implementation of 5 initiatives that transformed the organization
- Provided executive coaching to the firm's management team to build a lasting strategic skill set
- Supported early strategic sales processes to drive new revenue opportunities

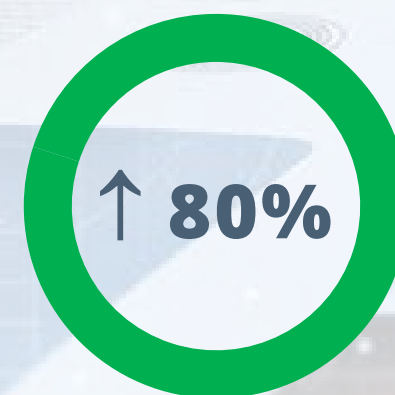
### Our Results in 12 Months:



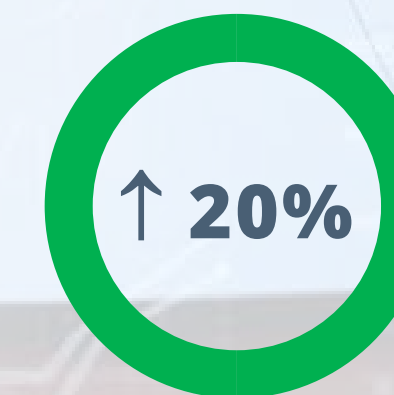
**Headcount**



**Revenue Per Headcount**



**Revenue Growth**



**Gross Profit Margin**



**Recent Company Valuation**

**WANT TO HEAR MORE?**

**GET IN TOUCH, WE'D LOVE TO SHOW YOU  
HOW WE CAN HELP.**



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