



Software Asset Integration Management (AIM)

A Value Creation Requirement for Venture Capitalists and Mergers and Acquisitions in the Software Industry

Venture capitalists, M&A firms, and private equity investors all have target ROI, ROE, and EV metrics. Substantial resources are invested in potential targets to determine whether these metrics will meet or exceed prescribed limits, both now and during the tenure of the investment – an ideal scenario. However, this scenario depends on the quality and breadth of the plan developed to transition the asset into the current portfolio.

Most transition plans take into account capital, marketing, sales, and human resource requirements, as defined in painstakingly generated pro forma. However, it's important to also consider the impact of potential weaknesses in operational systems and/or platform methodologies. By not planning for these risks, you could easily end up with a non-performing asset that seemed to show great promise. Understanding if, and how, the software asset should be integrated into a parent company's portfolio can be the difference between substantial capital losses and financial health.

What We Offer: Software Asset Integration Management (AIM)

An inadequate software asset integration plan, based on insufficient information about the asset, will result in unexpected roadblocks on the path to value creation. Existing customers may experience a loss of functionality or may simply choose other alternatives. Clearly, this could impact ongoing revenue.

DCG Software Value's (DCG) Software Asset Integration Management (AIM) service provides a comprehensive analysis of how each software asset should be integrated with your organization's software portfolio to achieve pro forma savings targets.

Through a variety of proven software management methods, we help to strategize your success, keeping your asset on track as it progresses through the lifecycle.

Benefits of Software AIM

Software AIM is designed to evaluate how a target software asset will integrate with existing technologies to achieve revenue goals. Other benefits include:

- Early identification and remediation of potential integration issues
- Ability to easily expand and mature the target asset
- Ability to avoid unexpected loss of functionality

How It Works

DCG consultants come in prior to the merger or acquisition to:

- analyze each target software asset in terms of how it will integrate into the current environment.
- provide a comprehensive outline of potential impediments to integration.
- offer recommendations on the best path for moving forward.

The value of a target software asset is negated if it does not operate as expected in a new environment. An integration plan is necessary to achieve revenue goals and maintain a high level of functionality.

DCG's M&A Analytics Services

DCG offers consulting services designed to help assess the IT-related aspects of mergers and acquisitions and outline a plan for moving forward. These include:

- **Software Asset Due Diligence (ADD):** A profile of how the target organization relies on its technology.
- **Software Asset Risk Management (ARM):** An assessment of the risk involved in transitioning the target organization's software.
- **Software Asset Maturity Analysis (AMA):** A profile of the return-on-investment for the acquired software, with an eye on the future.
- **Software Asset Integration Management (AIM):** An analysis of how to integrate the acquired software into the current environment.

Contact

DCG is headquartered in Malvern, P.A. The company maintains an additional U.S.-based office in Colorado.

DCG's Europe-based office is located in the United Kingdom.

DCG Software Value is a global provider of software analytics, software quality management and Agile support services. DCG maintains a U.S. corporate office and a European corporate office in the U.K.

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Measure. Optimize. Deliver.