

REALIZE THE RETURN ON INVESTMENT (ROI)

In M&A Software Solutions



CONTEXT FOR TODAY'S DISCUSSION

- 01** The business case / use case is clear and compelling.
- 02** Yet, many acquirers are not yet effectively using M&A software solutions.
- 03** What insights / objective advice should executives consider with M&A software?

Today's Panelists

REALIZE THE RETURN ON INVESTMENT (ROI)
IN M&A SOFTWARE SOLUTIONS



Mark Herndon
Chairman & Moderator



**NICK
PERDIKIS**

CEO & CRO,
DEVENSOFT



**ALAN
CROLL**

CEO & CHAIRMAN,
EKNOW, INC.



**ARI
SALONEN**

CEO,
MIDAXO



**JOHN
BENDER**

PRESIDENT,
M&A PARTNERS



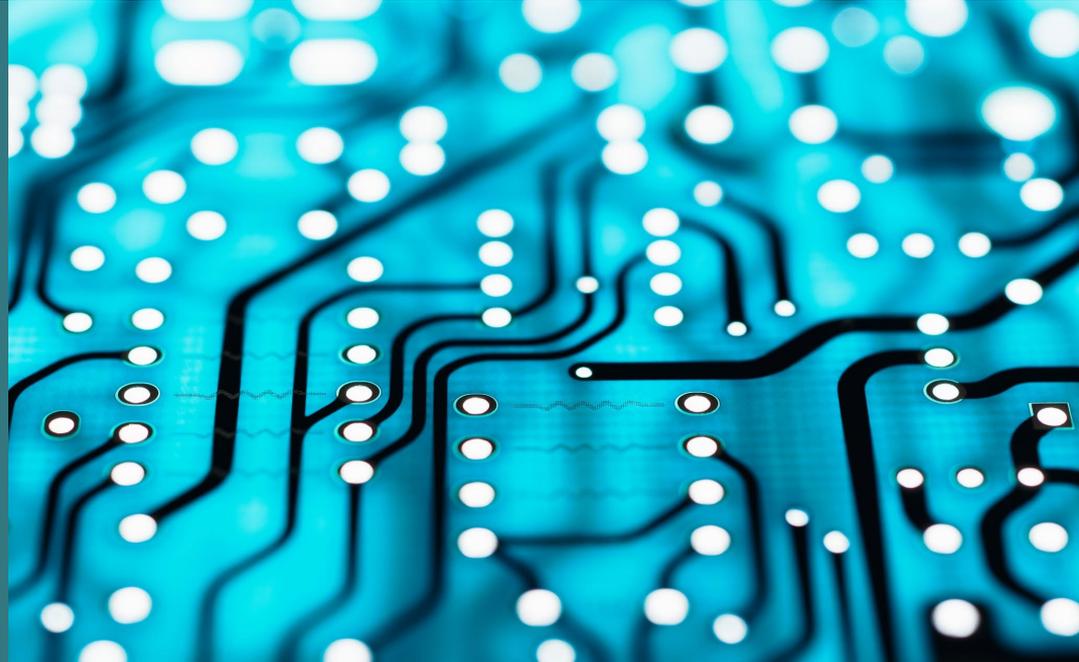
Challenges to Address

Context:

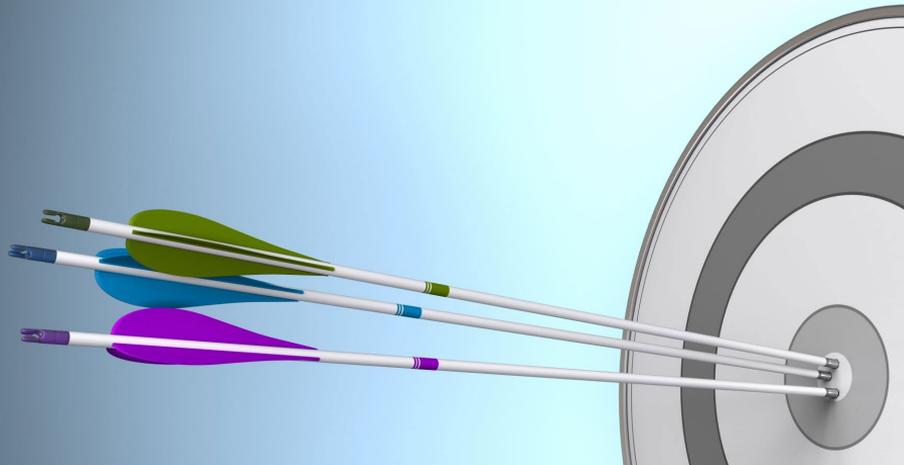
- M&A Software ecosystem is complex, with multiple potential solutions.

Question:

- Principal challenges or problems an end-to-end, purpose-built software solution could be used to address?



Results



Context:

- “ROI” as a catch-all for “business results”
- Full range of quantitative and qualitative results, some are financial

Question:

- Most common business result outcomes that executives should reasonably expect?

Selection

Context:

- Feature/Benefit comparison between vendors is only a small part of selection

Question:

- Objective advice to executives?
- Best approach to constructively guide the decision process about “which solution is best for us?”



Deployment and Implementation



Context:

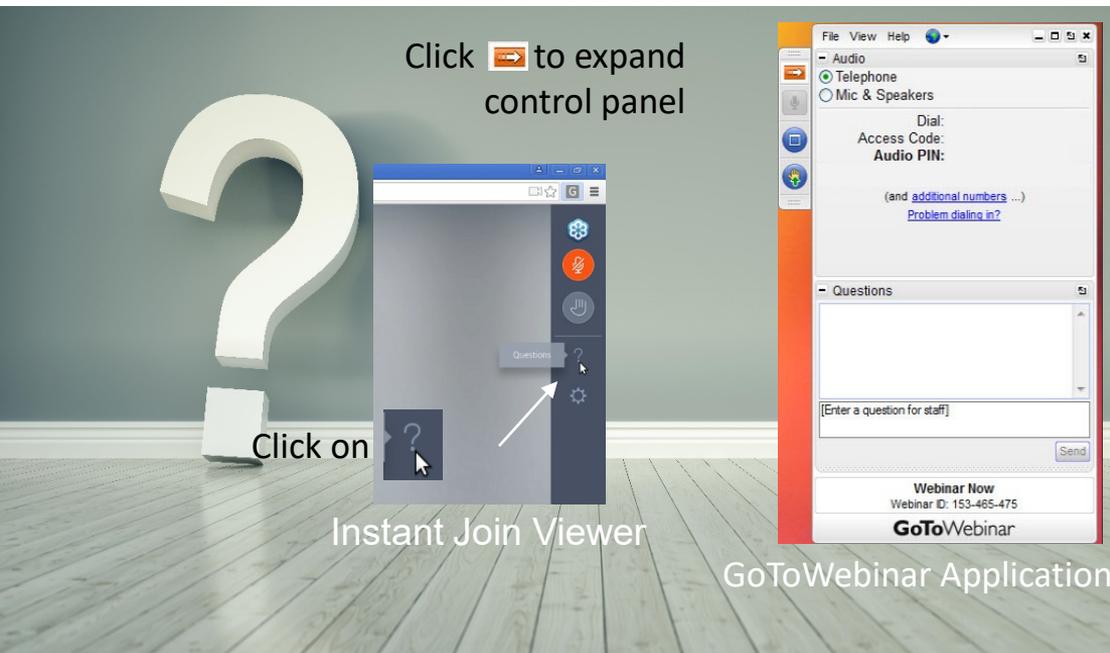
- Not all customers are equally successful in using their instance of these solutions

Question:

- Consider each essential component of customer success below:
 - Deployment model
 - Implementation / roll-out of the solution
 - User adoption
- What does best practice look like? What are the critical success factors?

Ask Questions

We Want to Hear from YOU!



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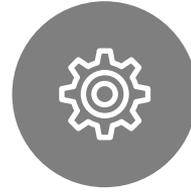
The image shows a large white question mark on a wooden floor. To its right is a computer monitor displaying the GoToWebinar interface. The interface has a dark sidebar on the left with several icons. A white arrow points from the text 'Click on' to a question mark icon in the sidebar. Another white arrow points from the text 'Click to expand control panel' to a small orange arrow icon in the top left of the main window. The main window shows a 'Questions' section with a text input field and a 'Send' button. Below the window, the text 'Instant Join Viewer' and 'GoToWebinar Application' are visible.

Submit Your Questions

If we run out of time to get to everyone's question – we will follow-up via email.

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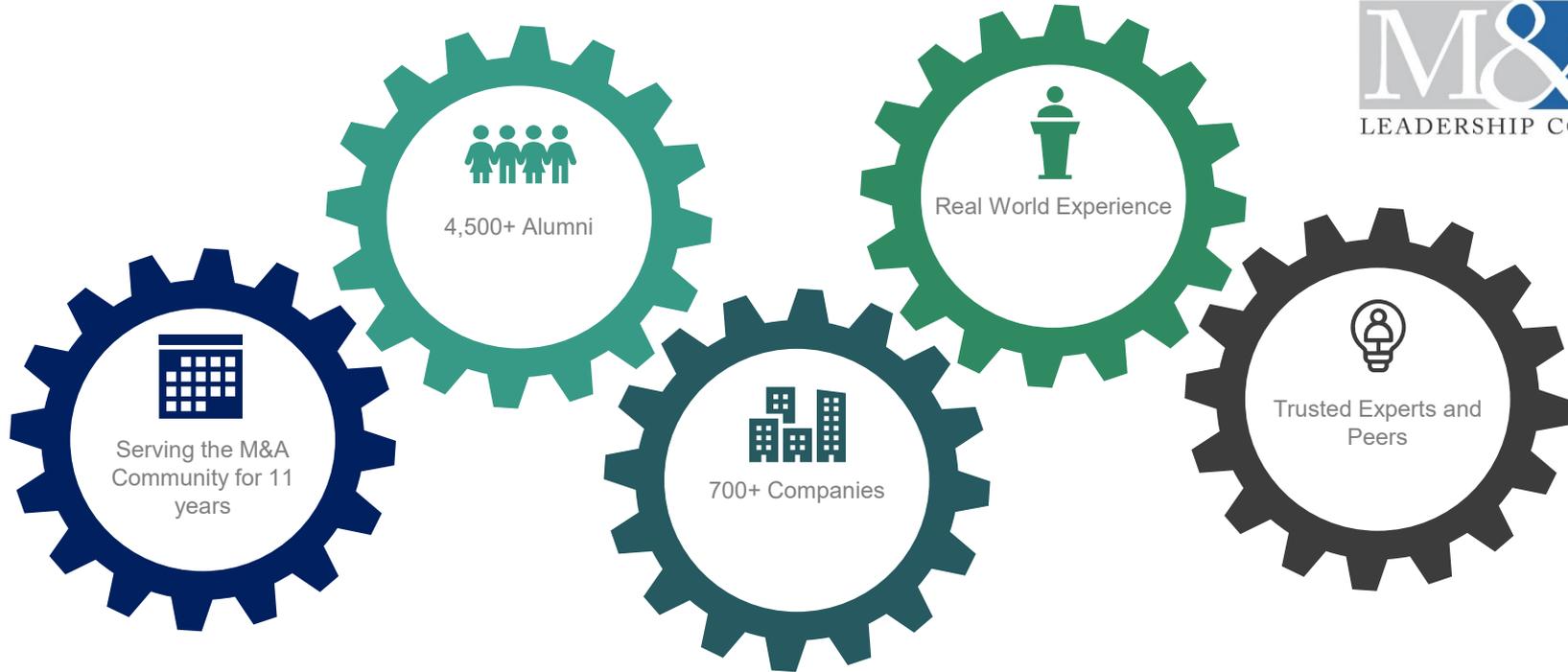


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LESSONS FROM THE DEAL KINGS



More information coming soon!

Learn from the best! We will bring together several of the most outstanding executives from highly experienced organizations in MA&D for a dynamic discussion.



Key Takeaways

Given today's conversation and participant Q&A, what's a final insight you'd share with executives?



**NICK
PERDIKIS**

CEO & CRO,
DEVENSOFT



**ALAN
CROLL**

CEO & CHAIRMAN,
EKNOW, INC.



**ARI
SALONEN**

CEO,
MIDAXO



**JOHN
BENDER**

PRESIDENT,
M&A PARTNERS



Thank You!

We appreciate today's panelists.



PANELIST BIOS



289.33

PANELIST

Nick Perdikis

CEO & CRO,
Devensoft

+1.571.384.5327
nperdikis@devensoft.com

Nick Perdikis is CEO and Chief Revenue Officer at [Devensoft](#), a B2B SaaS business helping companies run more cost-effective and efficient mergers and acquisitions. Under his leadership, Devensoft has become one of the predominant M&A management solutions in the market, powering some of the largest acquisitions in the world. Nick has more than 30 years' experience in the information technology industry and has served in senior management positions for companies ranging from startups to large enterprises.

Nick is a graduate of the University of Maryland; he lives in the Washington DC area.



PANELIST

Alan Croll

CEO & Chairman
EKNOW, Inc.

+1.703.875.0653
alan.croll@eknow.com

[EKNOW](#) M&A Tools enhance outcomes on transactions ranging in size from under \$10M to over \$100 billion for Global 2000 clients across all major industries. EKNOW also white-labels solutions for use by major consulting firms in their M&A practices.

Alan is an active member of the National Association of Corporate Directors, Capital Area Chapter where he has served as a Sponsor, an Advisory Board Member and as VP of the Chapter Board.

A 21-year veteran and VP at Digital Equipment Corporation, he was instrumental in the internal merger of two service businesses into a single, multi-billion dollar organization. After Digital, Alan served in a series of VP, President and COO roles in other companies where he worked on both sides of M&A transactions, broadening his skills in post-merger integration as well as divestitures.

Alan is co-founder of a 1,400 member monthly executive leadership breakfast group that has been operating for more than 26 years in the greater Washington, DC area.

Alan earned his BSEE at Drexel, his Master of Science in Engineering at Penn and completed a special Harvard/Digital executive program as well as an executive program at Columbia. He is also a Life Member of IEEE.



PANELIST

Ari Salonen

CEO,
Midaxo

+1.617.818.0501
ari.salonen@midaxo.com

Ari Salonen is the CEO of [Midaxo](#), an end-to-end M&A software platform that supports all deal stages and helps teams work better together. In his 7 years with Midaxo, the company has grown to support 200+ global companies and top M&A consultants on five continents.

He is experienced with management consulting, SaaS, enterprise software, mergers & acquisitions, corporate development, technology, fintech, purchase-to-pay, procurement, payments, credit scoring, cybersecurity, and VC funded for both start-up and growth companies across Europe and the USA

Prior to joining Midaxo, Ari served as the General Manager for procurement automation company Basware and as the COO of Cambridge Technology Enterprises, as well as senior-level positions for many other technology companies and has served on several corporate boards.

Ari holds a PhD in industrial engineering and finance (Aalto, MIT) and served as an Infantry officer in the Finnish Defense Forces.



Midaxo®

PANELIST

John Bender

President,
M&A Partners

+1.855.862.2784

john.bender@mapartners.net

John Bender has more than 20 years of international and cross-functional leadership experience, bringing deep expertise in mergers and acquisitions, transformation, corporate strategy, operations management, product development, supply chain and sales to every Engagement. An avid coach, mentor, and angel investor to extraordinary start-ups, John is just as passionate about helping his Fortune 500 clients and has won numerous corporate awards for consulting excellence. His thought leadership has been cited by notable publications including *USA Today*, *Inc.*, *Global Finance*, *Chief Executive Magazine*, *PC World*, *Computer World*, the *San Jose Mercury News*, *Reuters*, and others, and he is an active guest lecturer.

John has been involved in more than 35 acquisitions and divestitures, with an enterprise value exceeding \$70B, and spanning every aspect of the M&A lifecycle for high-tech, biotech, clean-tech, software, integrated oil and gas, transportation, and environmental services industry verticals. Widely recognized for his key role as Executive Director of Merger Integration in Hewlett-Packard's \$19.5 billion acquisition of Compaq Computer, his team planned and implemented every organization, process and systems aspect of the post-close company, leading 50 EVPs/SVPs and 2,000 support personnel to define all aspects of the new company.

John holds a BS in Mechanical Engineering from Case Western and an Executive MBA from Harvard Business School.



MODERATOR

Mark Herndon

Chairman,
M&A Leadership Council

+1.214.280.3486

mark.herndon@macouncil.org

Mark Herndon serves as Chairman of the M&A Leadership Council, an educational consortium dedicated to equipping acquirers with internal M&A capabilities that maximize deal value.

Mark's direct M&A operations and advisory experience includes nearly 80 different transactions from \$10 million to over \$36 billion in total enterprise value. Roles included: Executive Committee and Steering Committee member, Integration Lead, Diligence Manager, Integration Program Manager, and Work-Stream Leader for M&A, joint ventures and divestitures across a variety of industry verticals.

Previous experience includes:

- President of a transaction advisory firm
- U.S. Region Leader for Merger and Acquisition Services with Watson Wyatt Worldwide
- President of M&A Partners.

Mark is the co-author of *The Complete Guide To Mergers and Acquisitions: Process Tools to Support M&A Integration at Every Level, Third Edition* (John Wiley/Jossey-Bass Publishers, July 2014). In addition to his business advisory work, Mark serves as a board director for various privately held companies and charitable organizations.

