

SALESFORCE & CERTINIA M&A INTEGRATION

OVERVIEW: Accelerate M&A ROI by rapidly onboarding new acquisitions onto a standardized, high-performance operating model.

1. BUSINESS FRICTION

Current operational roadblocks and pain points.

■ Long Onboarding

Integrating new acquisitions takes months or years, delaying the expected ROI of the M&A strategy.

■ Complex Migration

Migrating historical financial and operational data from legacy systems is highly complex and error-prone.

■ Inconsistent Ops

Newly acquired companies operate on different processes, making unified corporate management impossible.

2. OPPORTUNITY

The AbyPro mechanism deployed to modernize operations.

■ Configure Entities

Rapidly spin up and configure new legal entities within your existing financial and operational architecture.

■ Migrate Data

Execute secure, validated data migrations to bring historical legacy data cleanly into the centralized system.

■ Standardize Models

Deploy pre-built, standardized operating models (Sales, Service, Finance) to the newly acquired company instantly.

3. OUTCOME

Measurable business value and financial returns.

► Faster Expansion

Dramatically shorten the time-to-value for new acquisitions, recognizing M&A synergies months earlier.

► Lower Implementation Risk

Eliminate the technical risks associated with messy data migrations and disjointed system integrations.

► Unified Operations

Run your entire global portfolio on a single, unified operating model for total executive visibility and control.

