



# How Data is Transforming Deal Identification

December 2021

## PE-Backed CEO Summit

CONFIDENTIAL – NOT FOR DISTRIBUTION

**ALVAREZ & MARSAL**  
LEADERSHIP. ACTION. RESULTS.™

# A&M Data Intelligence Gateway (DIG) Team

---



**Paul Aversano**  
Managing Director & Global  
Practice Leader

---

Global Transaction  
Advisory Group



**Joey Baruch**  
A&M DIG Chief Technology Officer,  
A&M Data Intelligence Gateway

---

Global Transaction  
Advisory Group



**Tara Bilby**  
Executive Director, A&M Data  
Intelligence Gateway

---

Global Transaction  
Advisory Group



**Michelle Weinerman**  
Executive Director, A&M Data  
Intelligence Gateway

---

Global Transaction  
Advisory Group

# Session Agenda

---

## How Data is Transforming Deal Identification

With the current competitive landscape and more dry powder than ever before, every firm is looking for a way to access proprietary deal flow and develop new insights to help them get ahead.

1. Why is data so difficult to use in its current state?
2. What insights are available when using open-source intelligence?
3. How to make deal identification process systematic and consistent.
4. The value of mapping markets, analyzing value chains and relativity of companies.



**Unique Private  
Company Insights**



**A&M Deep  
Operational, Industry  
and Functional  
Expertise**

**DIG Proprietary  
Technology System**

# A&M Data Intelligence Gateway Overview

We take the most trustworthy data on all US companies and use machine learning to integrate unique variables onto a single time-series.



## DIFFERENTIATORS

- **We use government data**, ensuring it is reliable and updated on a consistent basis.
- **We leverage A&M operational and functional experts across industries** who are on the ground and have first-hand insight into evolving market dynamics to determine additional data points needed to make the best investment decisions.
- **We create a customized dashboard** that enables M&A professionals to filter and sort through data such as company size, growth trajectory, vintage cohort and other meaningful data points determined by you to discover the best opportunities.

Open Discussion  
Portfolio Company Deal Identification Processes and  
Best Practices

Alvarez & Marsal Holdings, LLC. All rights reserved. ALVAREZ & MARSAL®,  
A&M® and A&M® are trademarks of Alvarez & Marsal Holdings, LLC.

© Copyright 2021



**LEADERSHIP. ACTION. RESULTS.™**