

## Front-office Sales & BPO Solutions

The market for sales outsourcing solutions has evolved from a fragmented service provider landscape to modern solutions which utilize digital technology to deliver solutions. Modern capabilities include MaaS, “Marketing as a Service” and other BPaaS capabilities beyond traditional agencies and call centers. Middle market buyers commonly search for a partner which exhibits:

- Digital platform
- Modern sales methodologies
- Certified specialists
- Industry centric
- Portfolio of services

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→ Consolidation required to overcome the challenge of transforming from a services to a **solutions** firm.

## Backoffice & FAO Solutions

Backoffice administrative services have grown beyond startup/small business software supported by a local service provider to robust middle market industry solutions. Backoffice Industry segments include:

- *FaaS, “Finance as a Service”*
- *BPO, Outsourced backoffice administrative services*
- *Technical services and solutions*

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→ Consolidation opportunity to create midmarket solutions with both recurring managed services as well as advisory and consulting capabilities.

## Human Capital Management

The market for Human Capital Management extends across the employee lifecycle and is underserved across the middle market as well as for industry preconfigured solutions.

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Partner and consolidation opportunities include:

- The rise of “HCM as a Service”
- “Solving the Needs of the HR Department”
- More than 100,000 SHRM professionals searching for support
- More than 200,000 middle market companies annually switch vendors
- Lack of industry pre-configured solutions for the middle-market

Supporting materials available upon request:

- Top 3 deal opportunities by industry or solution

Our mission is to help you **build value through deal sourcing** to help you accomplish your mission.



More than **300** firms reviewed every year across these communities:



### Who We Have Helped



...our approach starts by forecasting the ROI impact of your corporate development options.



Choose  
**ERGO**  
to be your  
Deal Sourcing  
Partner

- **ERGO Competencies** / M&A corporate development services to support your expansion strategy.
- **Team** / Certified M&A corporate development professionals focused on your industry.
- **Call To Action** / Spend an hour with us instead of weeks evaluating dozens of different options. Start with a briefing to review your options and their impact on your business.

ERGO Comps, LLC

O: 281.756.7178

www.ERGOCOMPS.com

# Case Studies / What We Do



M&A Advisory Buyside Corporate Development Services

Deal  
Sourcing

Build **Value**

— Short-list of recommendations based on industry comparables

Creating  
Sellers

Become the market **Leader**

— M&A corporate development acquires strategy

Acquisition  
Enablement

Maximize your **Value**

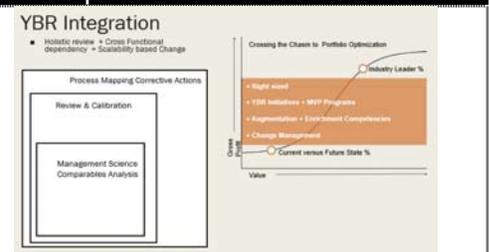
— Expansion support to ensure monetization of your capabilities

*References by industry available upon request.*

## #1. Deal Sourcing

## #2. Creating Sellers M&A Deal Acquisition Process

## #3. M&A Integration & Operations Enablement



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# Industry Briefing



A lot depends on how you fit the resources of your business together, enabling your people with the right processes, tools, and partners.

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instead of weeks  
evaluating dozens of  
different options.**

## Byside Corporate Development considerations

This is what you need to know to expand profitably:

Strategic Alternatives

Financing, Recapitalization and Capital Options

By Market Competitive Intelligence

Distribution & Channel Partners options

Expansion Economics & Strategy Options

M&A Corp Dev Opportunities

## Briefing Goals



→ Start with an industry briefing to review your options and their impact on your business.

1. Identify **10X** opportunities; and
2. Ideas to **outsmart** your competition.

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