



## Product Name - M&A Business intelligence, or MAS

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**Product Description** – MAS leverages Convergence industry leading big data, subject matter expertise and data science to create business intelligence to identify potential acquisition candidates – both Investment Advisers and Service Providers. Target parameters can be calibrated to the Deal Team’s specific requirements.

**Product Benefits** – M&A Business intelligence accelerates the identification and qualification of potential company buyers and sellers in the asset management industry. MAS reduces the time and cost required to identify targets, conduct target analysis, and understand business growth drivers and risks.

### Product Features

1. **Comprehensive Market Coverage** – Our business intelligence encompasses 55,000 global investment advisers and 15,000 service providers, including Fund Administrators, Auditors, Prime Brokers, Custodians, Marketers, Transfer Agents, ManCos and Compliance firms.
2. **Target Identification** – MAS helps you identify the universe of firms with the product suite, client base, growth profile, and business characteristics you require.
3. **Complexity Profiling Analytics** – Once a pool of potential acquisition candidates is identified, M&A business intelligence provides a deep dive into the target’s business, clients and competitors, the quality of its sales and client management staff, the factors driving the company’s growth, and assesses the amount of financial and operational risks in the business and associated with their clients.
4. **Risk Insights** – Convergence Investment Adviser analytics provide operational, compliance, vendor, and regulatory risk scores, factor-level scores, and red flag identification that you can use to evaluate Investment Adviser targets and a Service Provider target’s book of business. Understanding a Service Provider’s client risk profile, and exposure to “high risk” adviser clients, can help you negotiate pricing and legal indemnities in your contract negotiations.
5. **Competitive Intelligence** – MAS competitive intelligence helps you test risks to key assumptions and valuation multiples.

**Product Users** – CFOs and CEOs, and other analysts involved in the Deal Team.

### Get in touch to learn more about MAS

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