

Tech M&A Monthly

Starts in 2 minutes



Thoughts? Questions? Let us know!
@CorumGroup

CORUM

Tech M&A Monthly

Buyers are Calling!

7 Tips for Handling Inbound Offers



We welcome your questions!

**Email questions to
info@corumgroup.com**

This event is being recorded
On demand webcast will be available at
www.corumgroup.com

MERGE BRIEFING

- **90 Minutes**
- **Industry Update**
- **Overview of the M&A Process**





- **Half-Day**
- **Tech M&A Bootcamp**
- **The most attended tech executive conference in history**



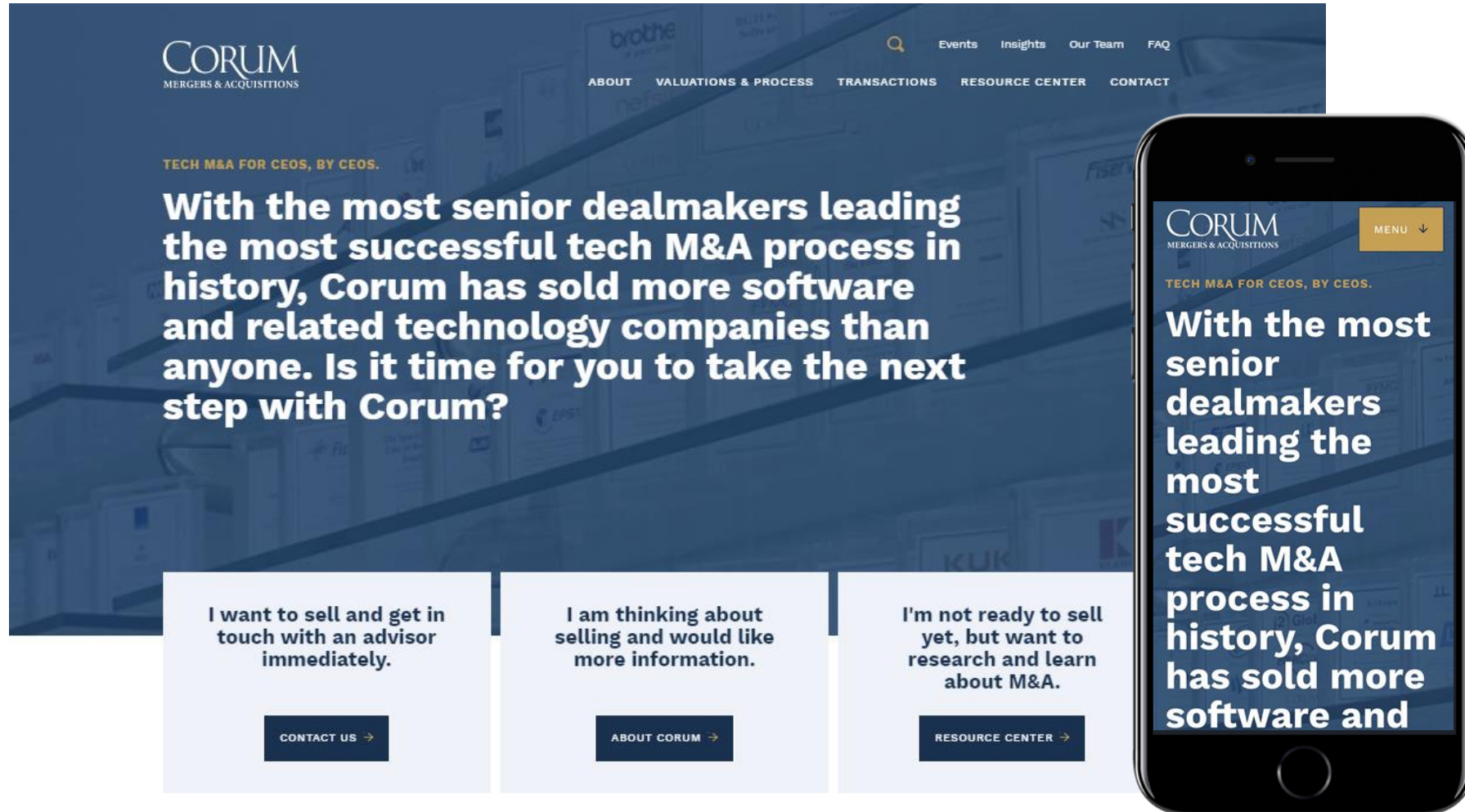


- **Half-Day**
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- **The most attended tech executive conference in history**

MERGE BRIEFING



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- **Overview of the M&A Process**



CORUM
MERGERS & ACQUISITIONS

ABOUT VALUATIONS & PROCESS TRANSACTIONS RESOURCE CENTER CONTACT

TECH M&A FOR CEOs, BY CEOs.

With the most senior dealmakers leading the most successful tech M&A process in history, Corum has sold more software and related technology companies than anyone. Is it time for you to take the next step with Corum?

I want to sell and get in touch with an advisor immediately.

CONTACT US →

I am thinking about selling and would like more information.

ABOUT CORUM →

I'm not ready to sell yet, but want to research and learn about M&A.

RESOURCE CENTER →

CORUM
MERGERS & ACQUISITIONS

MENU ↓

TECH M&A FOR CEOs, BY CEOs.

With the most senior dealmakers leading the most successful tech M&A process in history, Corum has sold more software and

36

Years in business

\$10B

In wealth created

400+

Closed transactions



**Focus—sell side,
technology only**

**Detailed, professional,
global process**

**Team approach,
senior dealmakers**

**World Technology
Council**

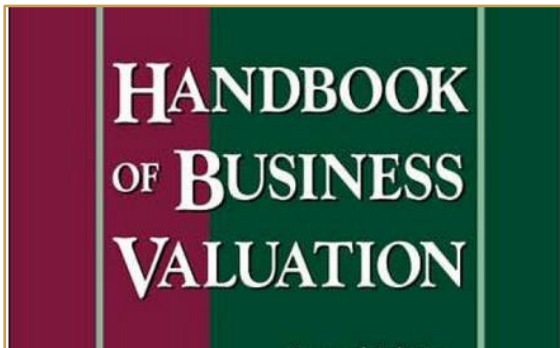
SOLD MORE SOFTWARE-RELATED FIRMS THAN ANYONE



Research

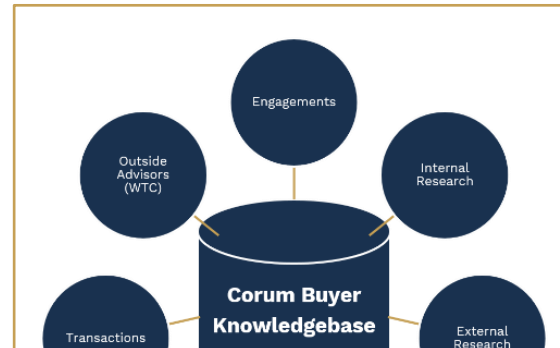


Education



Valuation

JEFFREY D. JONES



Database



**The definitive tech
M&A education**

- **Since 1990, the most attended executive conference in technology history**
- **More events hosted than all other competitive conferences combined**
- **Over \$3 trillion in transaction value by attendees – buyers and sellers**

8 Stages for an Optimal Outcome

Preparation

Research

Contact

Discovery

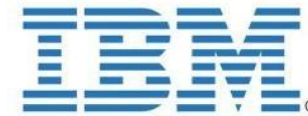
Negotiation

Due
Diligence

Closing

Integration

Past Attendees Include



Tech M&A Monthly

Starts in 1 minutes



Thoughts? Questions? Let us know!
@CorumGroup

CORUM

Tech M&A Monthly

Buyers are Calling!

7 Tips for Handling Inbound Offers



Tim Goddard, EVP, Corporate Strategies, Corum Group Ltd.



- **Served as marketing and product manager for GIS software startup Depiction, Inc., and previously worked in marketing for VizX Labs, a pioneering SaaS startup delivering DNA analysis tools.**
- **Worked for a US Senate campaign and taught science in Rio de Janeiro.**
- **Graduated Magna Cum Laude from Bethel University in St. Paul, Minnesota, with degrees in History and Biology.**

We welcome your questions!

**Email questions to
info@corumgroup.com**

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Welcome

CEO's Desk: "7 Tips for Handling Inbound Offers"

Event Report

Deal Report

Tech M&A Market Research Report

Special Report: "9 Ways AI Can Improve Your Value"

Closing

CORUM

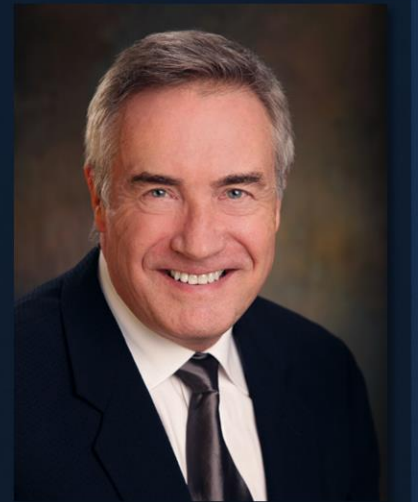
CEO's Desk

**7 Tips for Handling
Inbound Offers**

Presented By

Bruce Milne

**Chief Executive Officer
Corum Group Ltd.**



CEO's Desk: 7 Tips for Handling Inbound Offers



With a record **\$6T in capital available**,
it's a hot M&A market.

Companies are receiving a **record number of inbound offers** from potential suitors.

How you respond is critical.

7 Tips for Handling Inbound Offers:

1. The stats are against you.
2. Bottom feeders.
3. NDAs.
4. Qualify all buyers.
5. Get other bids.
6. Beware of responding with a valuation.
7. Get your stakeholders on board.

The stats are against you.



48%

- Average improvement from first offer with an auction process



11%

- Buyer solicitations that result in transaction



75%

- How often another firm is willing to pay more than the initial bidder



80%

- “Self-managed” tech M&A failure rate



100%

- Deals involving only one bidder that are suboptimal

Bottom feeders.

- Buyers who make the first call are **bottom feeders wanting to buy you cheap.**
- Their **offers** are well **below the value of your company.**
- They will **waste your time** and use **predatory tactics** to corner you.



CEO's Desk: 7 Tips for Handling Inbound Offers

A man in a dark suit is slumped over a long, light-colored conference table in a modern office. His head is resting on his arms, which are crossed on the table. The table is cluttered with several documents, including a pie chart and a line graph. The background consists of large windows with horizontal blinds, and several black office chairs are arranged around the table.

It never turns out well for the seller.

NDAs.

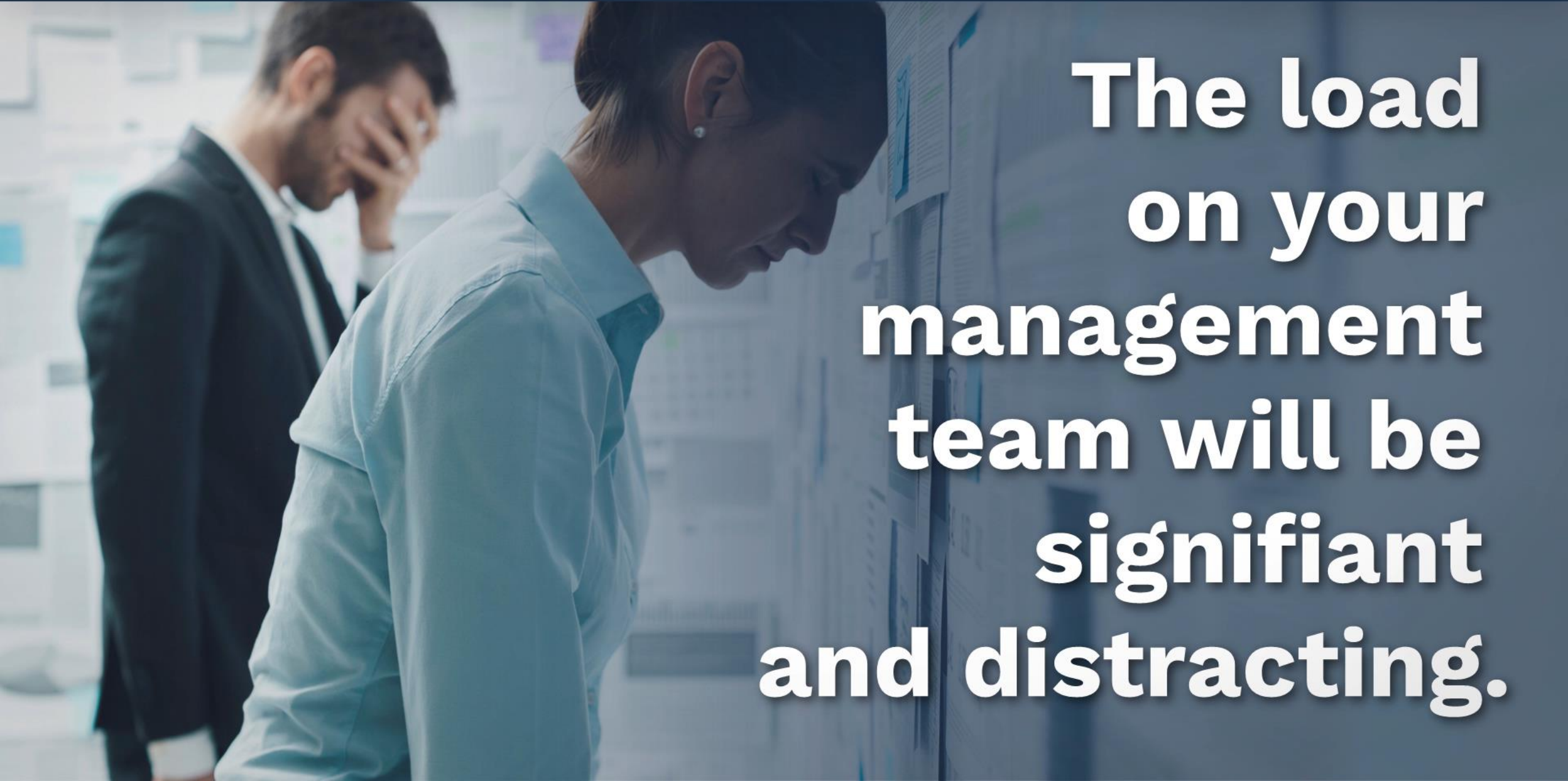


Get a non-disclosure agreement and a non-solicitation agreement in place.

Take care to **protect your technology, algorithms, ideas, secret sauce, etc.**

You've worked hard. **Protect yourself.**

Qualify all buyers.



**The load
on your
management
team will be
significant
and distracting.**

- Is the buyer willing and able to pay a reasonable price?
- How are they planning to fund the deal?
- **Ask questions.**
- Qualify the credentials of the buyer, specifically their acquisition experience and track record.



Get other bids.

Get other bids if you want to sell. Go global. **Buyers are everywhere.** Find an advisor who knows the buyers:

- Strategic
- Financial
- Search funds
- Family funds
- Angel funds



**Beware of responding
with a valuation.**



11%

- Buyer solicitations that result in transaction



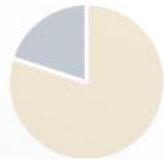
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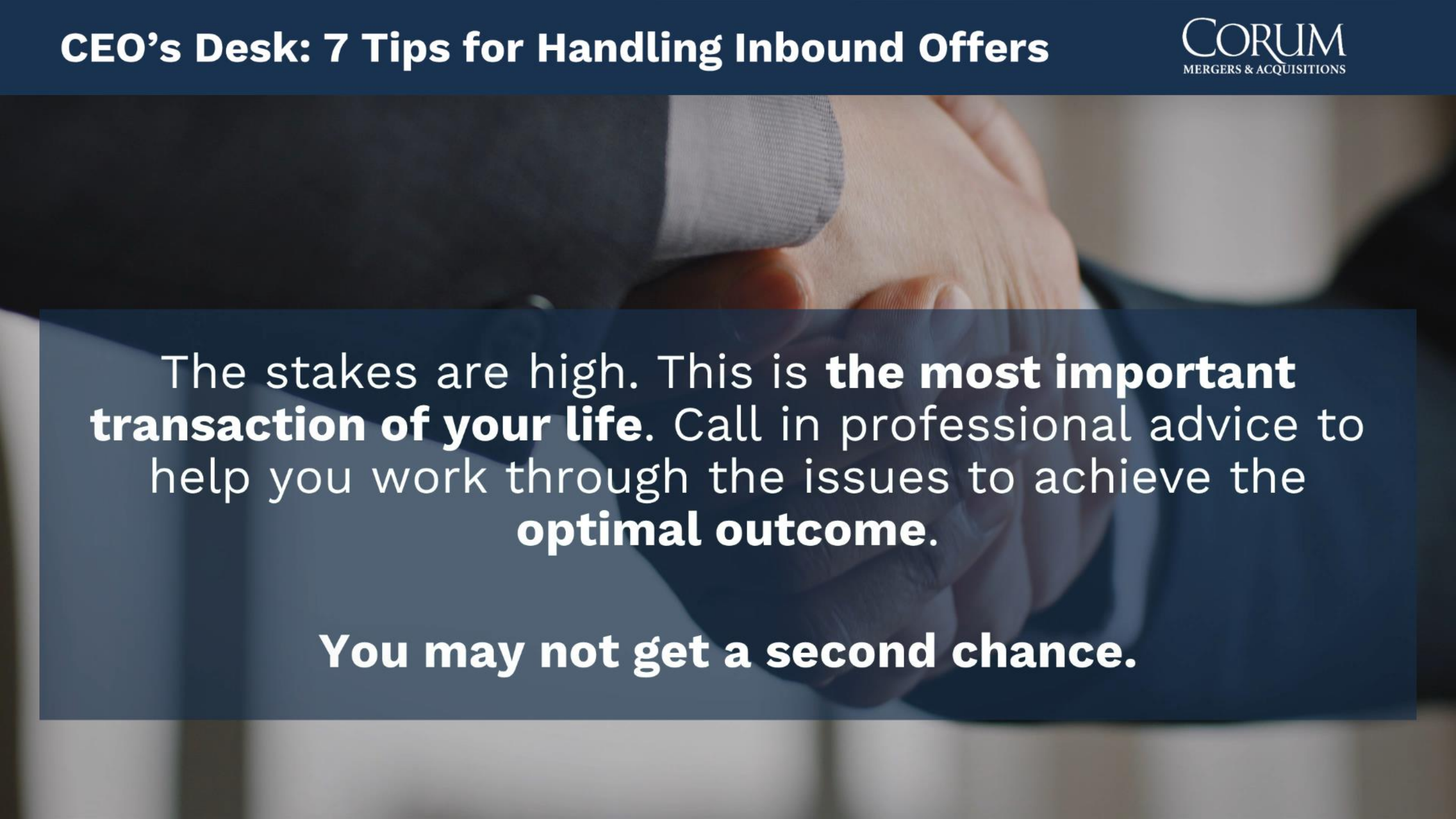


100%

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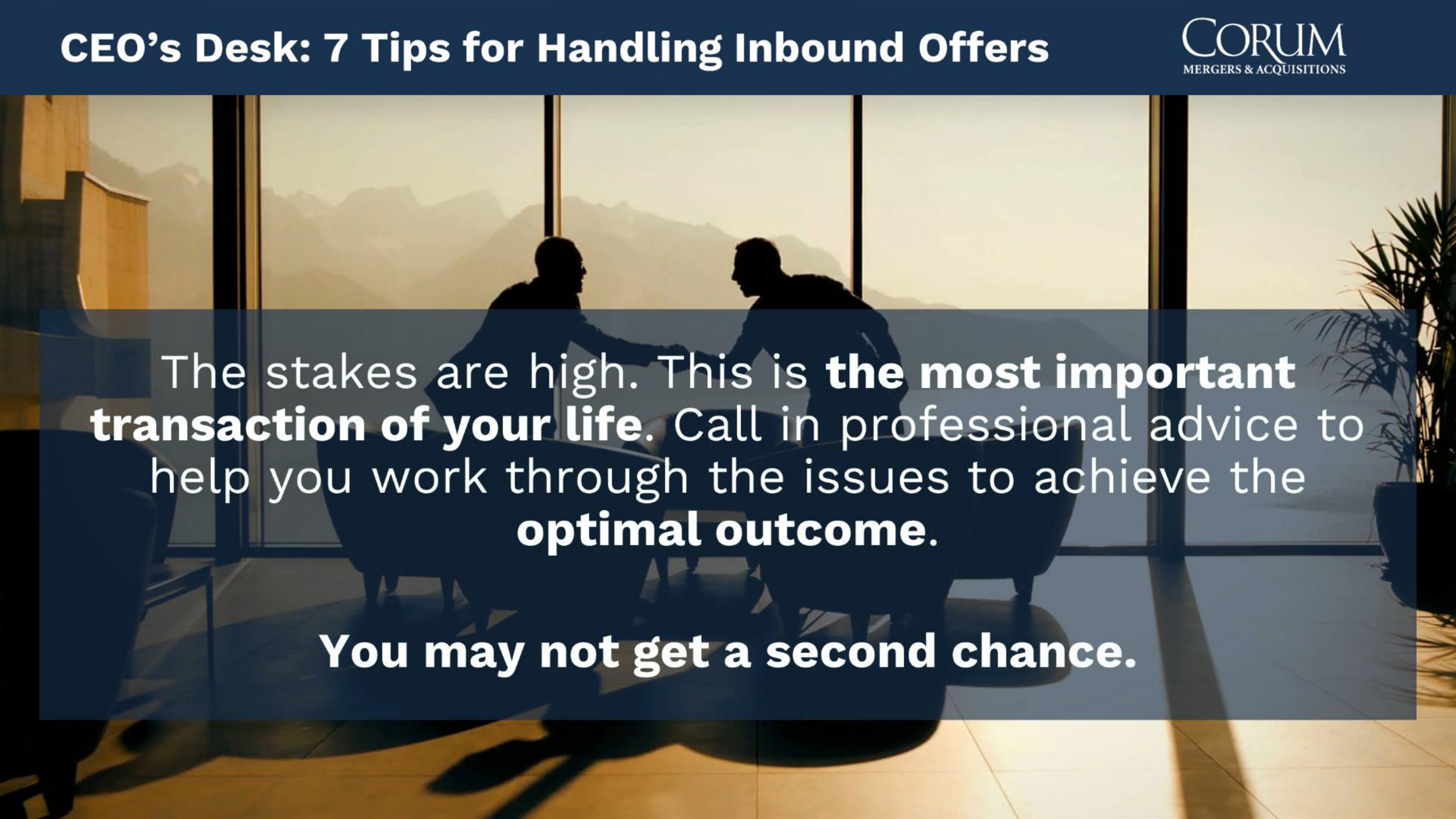
**Get your stakeholders
on board.**

- 
- You have a **fiduciary responsibility** to your shareholders to **maximize value**. You can't do that talking to just one buyer.
 - **One buyer is no buyer.**



The stakes are high. This is **the most important transaction of your life**. Call in professional advice to help you work through the issues to achieve the **optimal outcome**.

You may not get a second chance.

The background image shows two men in business attire shaking hands in a modern office setting. They are silhouetted against a large window that looks out onto a mountain range under a bright sky. The office interior includes a desk, chairs, and a potted plant on the right side.

The stakes are high. This is **the most important transaction of your life**. Call in professional advice to help you work through the issues to achieve the **optimal outcome**.

You may not get a second chance.

CORUM

Event Report

June 2024

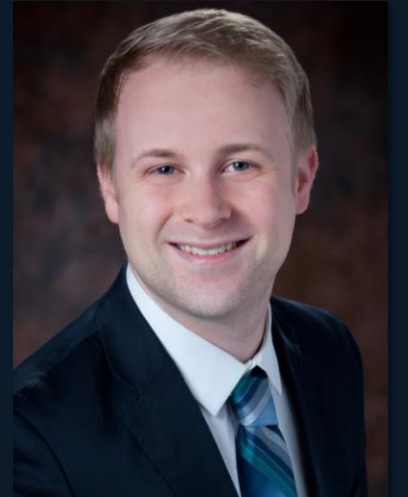
Presented By

Brenden Keene

Senior Marketing

Coordinator

Corum Group Ltd.



MERGE BRIEFING

Online in:

Warsaw – June 19

Southeast Asia – June 20

Bengaluru – June 25

Hong Kong – July 4

Prague – July 9

Dublin – July 10



Online M&A Bootcamp

Miami – June 18

Buffalo – June 26

Benelux – June 27

Cleveland – June 27

Chicago – July 2

Lagos – July 3

Nashville – July 9

Beijing – July 11

WFS Event Report:

June 2024

WFS EDUCATING
TECHNOLOGY
LEADERS

WFS Content

June 19, 2024

RegTech

WFS EDUCATING TECHNOLOGY LEADERS

TECH MARKET SPOTLIGHTS

An illustration for RegTech featuring a person at a laptop. A large padlock icon is centered on the laptop screen, surrounded by various icons representing regulation and technology, such as a dollar sign, a gear, and a document.

June 26, 2024

Energy Tech

WFS EDUCATING TECHNOLOGY LEADERS

TECH MARKET SPOTLIGHTS

An illustration for Energy Tech showing a person with a laptop. The scene is filled with energy-related icons: a lightbulb, a gear, a lightning bolt, a solar panel, and a hand holding a plug.

July 3, 2024

HealthTech

WFS EDUCATING TECHNOLOGY LEADERS

TECH MARKET SPOTLIGHTS

An illustration for HealthTech depicting a doctor in a white coat interacting with a large digital tablet. The tablet displays various medical icons like a heart, a pill, and a plus sign. A clipboard with a checklist is also visible.

July 10, 2024

Nordics

WFS EDUCATING TECHNOLOGY LEADERS

TECH MARKET SPOTLIGHTS

An illustration for Nordics showing a person at a laptop. The background is a complex network of interconnected nodes and gears, symbolizing technology and regional focus.



Growth & Exit Strategies: The AI Shockwave

JULY 18 - VIRTUAL CONFERENCE

WFS EDUCATING
TECHNOLOGY
LEADERS



2 DAY | 2 NIGHT

Tech M&A
Master Class

MAY 14-16 | FONTAINEBLEAU, LAS VEGAS

World Financial Symposiums presents

Tech M&A
Master Class

Las Vegas

Sept. 17-19

Kuala Lumpur

Nov. 12-14

Barcelona

TBD 2024



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sponsors*



Platinum Sponsor



Event Sponsor

CORUM

Deal Report

June 2024

**Presented
By**



Brendan O'Brien
Senior Vice President
Corum Group Ltd.



MAINTMASTER®

has acquired



OEEsystems

Operational Excellence Solutions

Corum acted as exclusive M&A advisor to OEEsystems

CORUM
MERGERS & ACQUISITIONS

Deal Report

Ivan Ruzic
Senior Vice President
Corum Group Ltd.



VTG

has acquired



CLEAR
CLOUD

Corum acted as exclusive M&A advisor to Clear Cloud



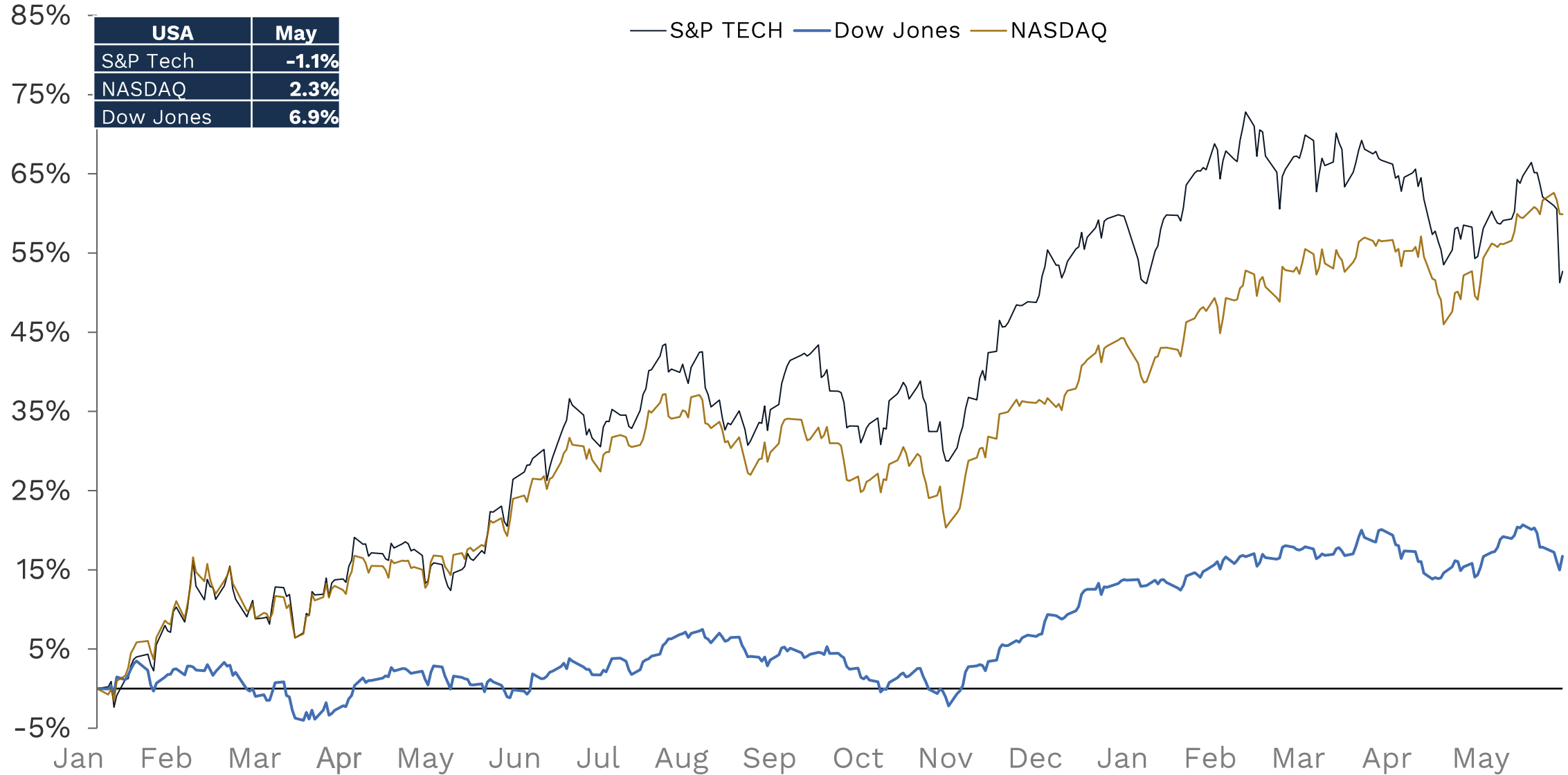
CORUM
MERGERS & ACQUISITIONS

The central graphic is a white rectangular box with a thin black border. It features the VTG logo at the top, followed by the text 'has acquired', the Clear Cloud logo, a horizontal line, the text 'Corum acted as exclusive M&A advisor to Clear Cloud', and the Corum Mergers & Acquisitions logo at the bottom.

Tech M&A Research Report

Public Markets Jan 2023 – May 2024

% CHANGE



Market

Transactions

Mega Deals

Largest Deal

Pipeline

Private Equity
Platform Deals

VC-Backed Exits

Non-Tech Acquirers

Attributes

Cross Border
Transactions

Start-Up Acquisitions

Average Life of Target

May 2023

429

2

\$1.4B

May 2023

29

88

24

May 2023

40%

15%

17 yrs

May 2024

372

5

\$6.9B

May 2024

36

88

26

May 2024

33%

19%

17 yrs

13%



150%



393%



24%



8%



2024 Mega Deals (Jan-May)



VERTICAL
9 Deals – \$52B



INFRASTRUCTURE
9 Deals – \$42B



HORIZONTAL
3 Deals – \$12B



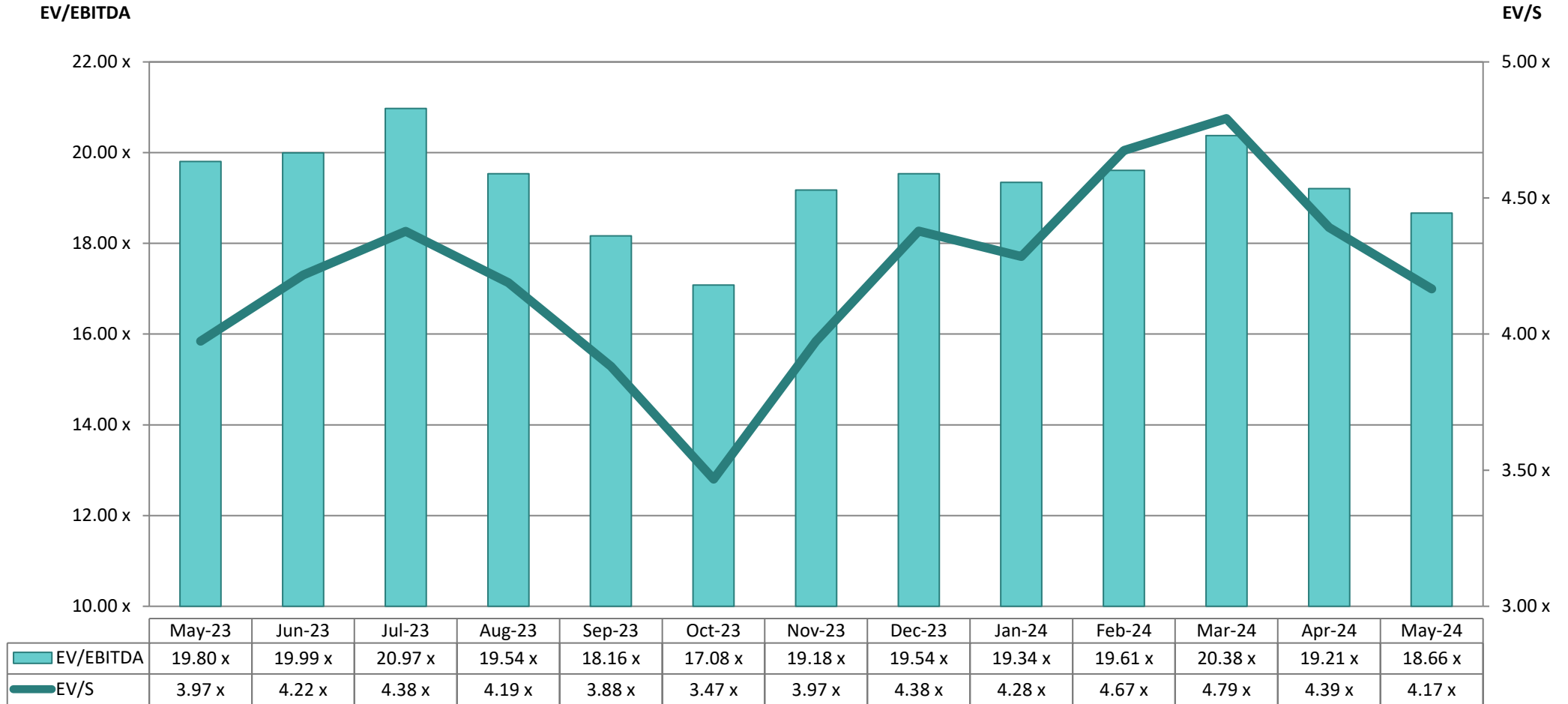
CONSUMER
2 Deals – \$5.0B











IT SERVICES
2 Deals – \$3.9B



Public Valuation Multiples





Subsector	Sales	EBITDA	Examples		
Business Intelligence	4.76x	18.6x	<i>MicroStrategy</i>	VERINT	NICE [®]
Marketing	4.39x	19.0x	WIX	 zoominfo	HubSpot
ERP	4.70x	22.0x	ORACLE [®]	 PEGA [®]	SAP
Human Resources	4.91x	18.3x	 RECRUIT	PAYCHEX [®]	workday
SCM	12.5x	45.7x	 AMERICAN SOFTWARE	DESCARTES [™]	 Manhattan Associates
Payments	2.28x	14.4x	ACI <small>UNIVERSAL PAYMENTS.</small>	 PayPal	 Square
Other	2.61x	14.7x	ttec [™]	opentext [™]	 salesforce

2024 Mega Deals (Jan-May)



HORIZONTAL
3 Deals – \$12B



Seller: AuditBoard [USA]

Acquirer: Hg [United Kingdom]

Transaction Value: \$3.0B

- Audit, risk, compliance & ESG management software



Governance, Risk and Compliance



Seller: Thomson Reuters (regulatory intelligence and Oden products businesses) [Canada]

Acquirer: CUBE [HgCapital] [United Kingdom]

- Insurance regulatory intelligence software



Seller: LogiTax [India]

Acquirer: Cashflo [India]

- Tax & e-invoicing compliance software



Seller: QINT.APP [United Kingdom]

Acquirer: Green Environmental Group [United Kingdom]

- Corporate sustainability intelligence software



Human Resources

SkyHive.

SOLD TO

cornerstone



Seller: SkyHive [USA]
Acquirer: Cornerstone OnDemand [Clearlake Capital] [USA]
- Skills intelligence software

INRY

SOLD TO

cprime

Goldman Sachs
Everstone Capital

Seller: INRY [USA]
Acquirer: Cprime [Goldman Sachs/Everstone Capital] [USA]
- HR workflow optimization software & services

hirehive

SOLD TO



Seller: Hirehive [Ireland]
Acquirer: Jobtoolz [Invincible Software Holdings] [Belgium]
- Applicant tracking & recruitment software

INTELLA



SOLD TO

servicenow

Seller: Advance Solutions (Intella) [USA]
Acquirer: ServiceNow [USA]
- Talent acquisition & management software



Supply Chain Management

traverse
SYSTEMS

SOLD TO

 **SPS COMMERCE**

Seller: Traverse Systems [USA]
Acquirer: SPS Commerce [USA]
Transaction Value: \$29.3M
- Supply chain performance management software

 **BAXTER**
PLANNING

SOLD TO

 **MARLIN EQUITY**
PARTNERS

Seller: Baxter Planning [Polaris Partners] [USA]
Acquirer: Marlin Equity Partners [USA]
- Supply chain management software

 **Smart**
SOFTWARE

SOLD TO

EPICOR


Seller: Smart Software [USA]
Acquirer: Epicor [Clayton Dubilier & Rice] [USA]
- Inventory planning & optimization software

 **ProcureWare**
Bentley

SOLD TO

Contruent

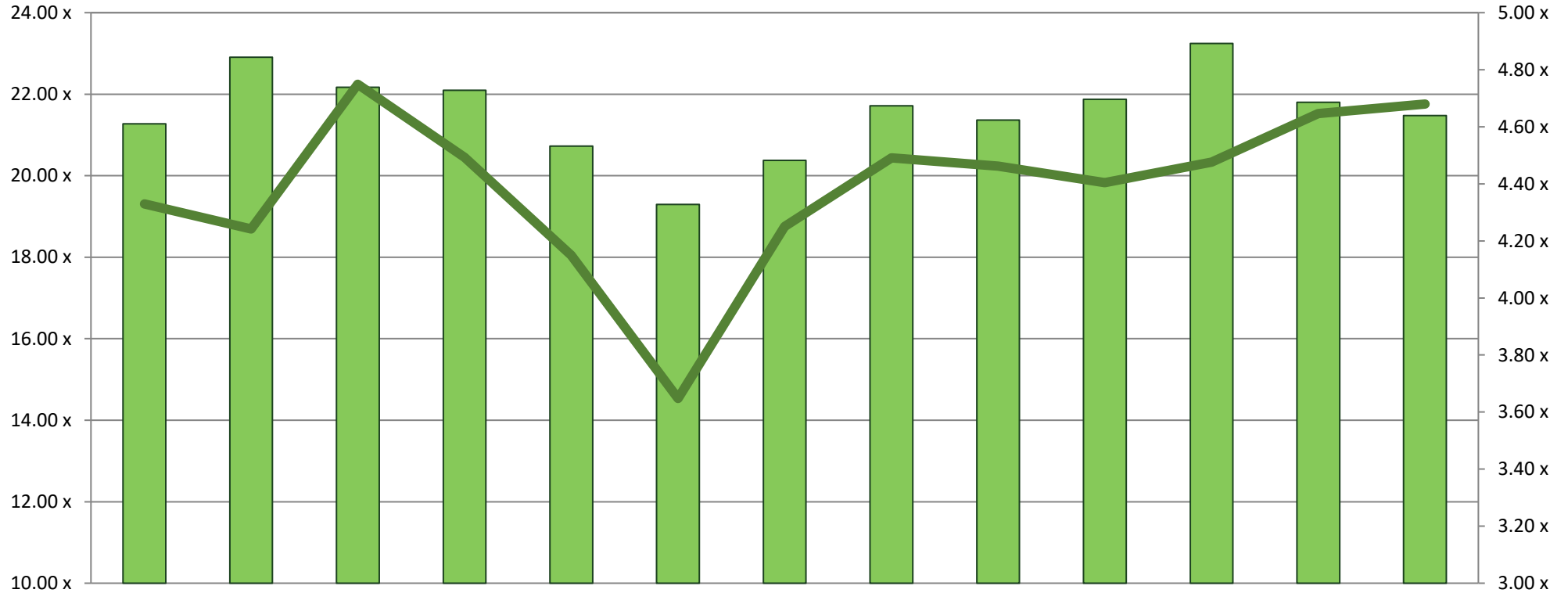

Seller: Bentley Systems (ProcureWare) [USA]
Acquirer: Contruent [ARES Corporation] [USA]
- Procurement management software



Public Valuation Multiples

























EV/EBITDA

EV/S



	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24
EV/EBITDA	21.27 x	22.91 x	22.17 x	22.09 x	20.73 x	19.29 x	20.38 x	21.71 x	21.37 x	21.87 x	23.24 x	21.80 x	21.47 x
EV/S	4.33 x	4.24 x	4.75 x	4.49 x	4.15 x	3.65 x	4.25 x	4.49 x	4.46 x	4.40 x	4.48 x	4.65 x	4.68 x



Subsector	Sales	EBITDA	Examples
A/E/C	11.4x	41.2x	 AUTODESK  DASSAULT SYSTEMES 
Automotive	2.75x	20.3x	 AutoTrader  TrueCar 
Energy & Environment	3.37x	22.2x	 Landis+Gyr  Itron 
Financial Services	5.07x	18.5x	 Broadridge  SS&C 
Government	2.03x	15.4x	 NORTHROP GRUMMAN  L3HARRIS 
Healthcare	1.00x	39.9x	 veradigm  HealthCatalyst 
Real Estate	4.27x	N/A	 REDFIN  CoStarGroup 
Other	4.45x	18.7x	 AMADEUS  Rockwell Automation 



Healthcare



SOLD TO

SAMSUNG MEDISON

Seller: Sonio [France]
Acquirer: Samsung Medison [Samsung Electronics] [South Korea]
Transaction Value: \$93M
- AI-based foetal ultrasound software



SOLD TO

Vitrolife 
PART OF VITROLIFE GROUP™

Seller: eFertility [Netherlands]
Acquirer: Vitrolife [Vitrolife Group] [Sweden]
Transaction Value: \$10M and 6.2x EV/Sales
- IVF clinic management systems & software



SOLD TO

Doctolib

Seller: Aaron.ai [Germany]
Acquirer: Doctolib [France]
- AI-based healthcare telephone assistant software



SOLD TO

TurningPoint 

Seller: Fairway Health [USA]
Acquirer: TurningPoint [USA]
- Medical documentation & workflow management software



A/E/C



Seller: Flashtract [USA]

Acquirer: Trimble [USA]

- Construction billing & payments software



Seller: Clixifix [United Kingdom]

Acquirer: SmartCraft [Norway]

Transaction Value: \$13M and 4.1x EV/Sales

- Construction defects & workflow management software



FinTech



Seller: Ather [USA]
Acquirer: Versifi [USA]
- Digital asset trading software



Seller: Dericon [Germany]
Acquirer: FE fundinfo [United Kingdom]
- Financial securities management software



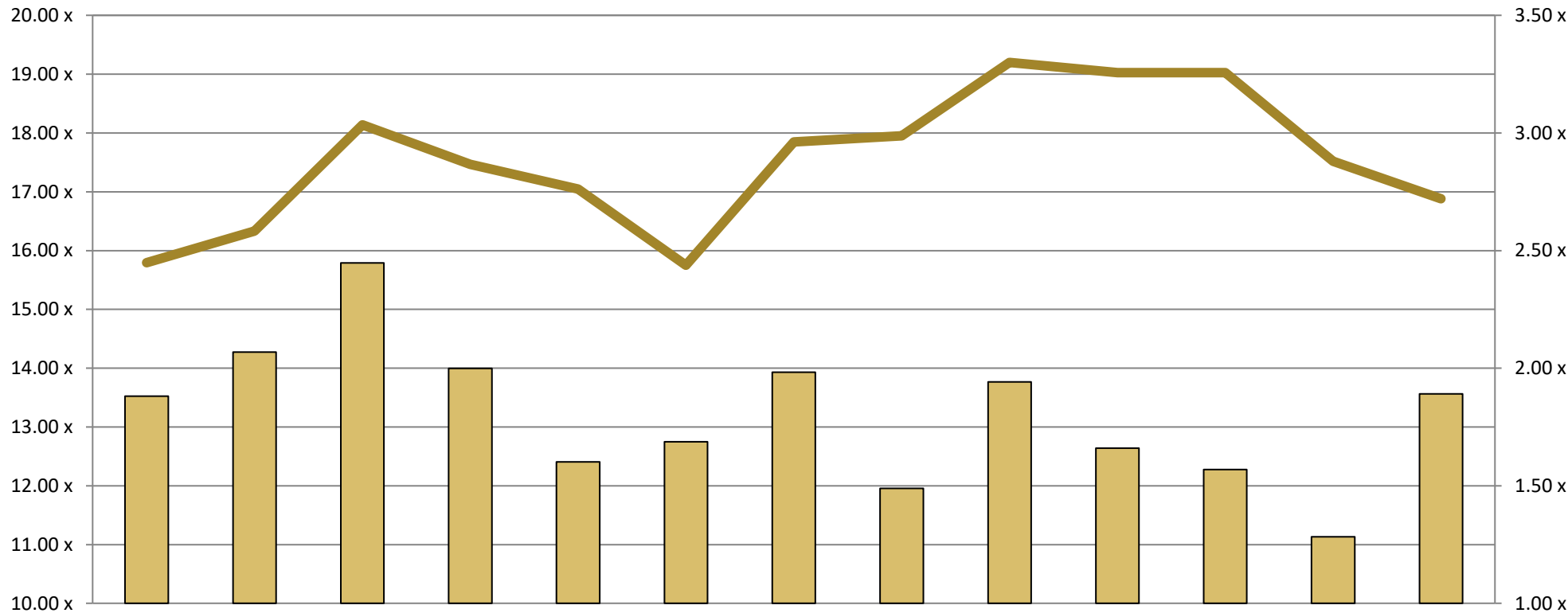
Seller: Atom Finance [USA]
Acquirer: Toggle AI [USA]
- Financial data & analysis software



Public Valuation Multiples







EV/EBITDA

EV/S



	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24
EV/EBITDA	13.53 x	14.27 x	15.79 x	14.00 x	12.41 x	12.75 x	13.93 x	11.96 x	13.77 x	12.64 x	12.28 x	11.13 x	13.56 x
EV/S	2.45 x	2.58 x	3.03 x	2.87 x	2.76 x	2.44 x	2.96 x	2.99 x	3.30 x	3.26 x	3.26 x	2.88 x	2.72 x



Subsector	Sales	EBITDA	Examples		
Casual Gaming	2.50x	13.6x	EMBRACER ⁺ GROUP		
Core Gaming	3.45x	12.7x		Electronic Arts	
Other	3.61x	34.8x		NETFLIX	



Games



SOLD TO



Seller: Shiver [Embracer Group] [USA]

Acquirer: Nintendo [Japan]

- Videogame development



SOLD TO



Seller: Breach Studios (RoboKiden) [Spain]

Acquirer: Elixir [USA]

- Online multi-player games



SOLD TO



Seller: Intellivision (brand and certain games) [USA]

Acquirer: Atari [France]

- Videogame console & software



Ride Sharing

Gett. → **SOLD TO** → **pango.**

Seller: Gett [United Kingdom]

Acquirer: Pango [Israel]

Transaction Value: \$175M

- Ride-sharing mobile application



Messaging



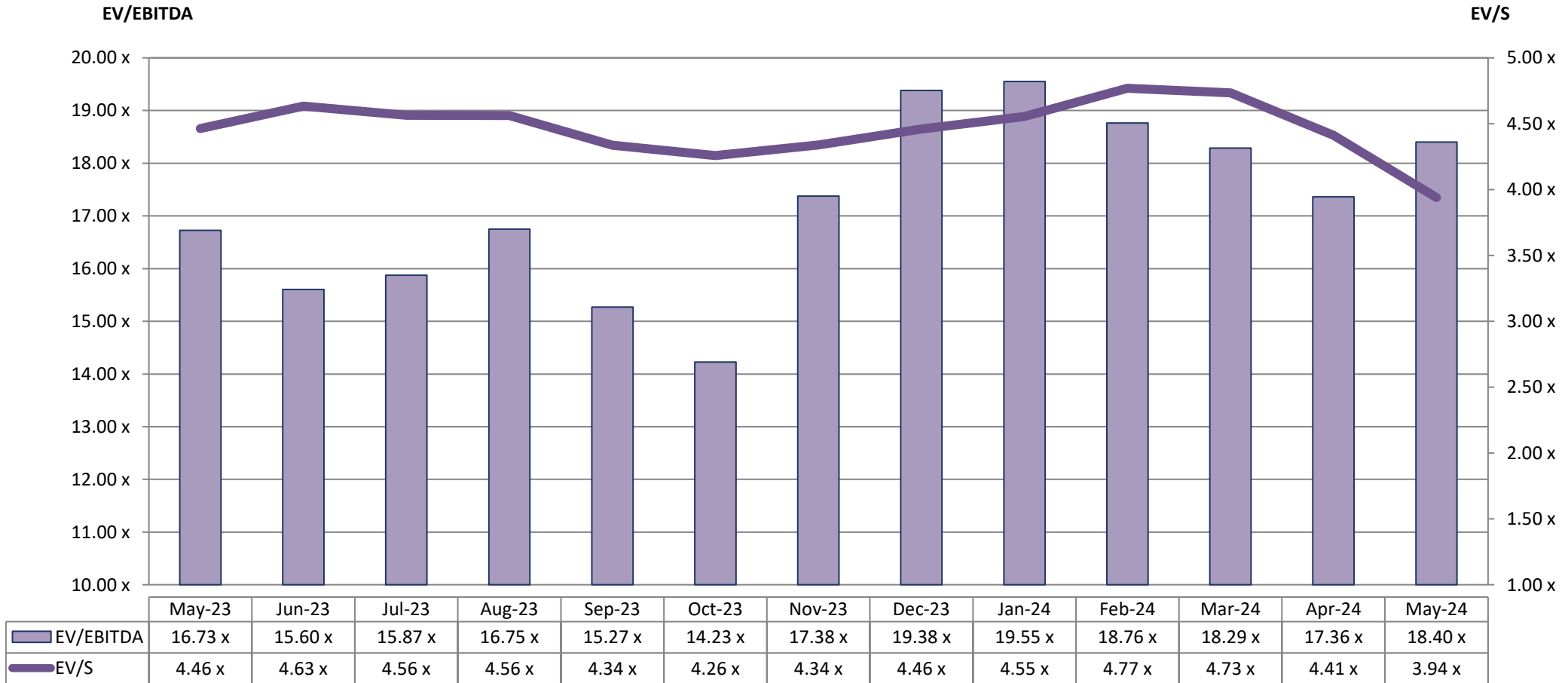
Seller: Geneva [USA]

Acquirer: Bumble [USA]














- Group & community chatting mobile application



Public Valuation Multiples





Subsector	Sales	EBITDA		Examples
Application Lifecycle	3.93x	11.7x	 ATLASSIAN	 unity  Progress®
Endpoint	6.25x	23.0x	 Digital Ocean	 Opera NUTANIX
Network Management	2.16x	18.4x		 CISCO JUNIPER NETWORKS
Security	5.92x	19.5x	 paloalto NETWORKS	 CHECK POINT™ FORTINET®
Storage & Hosting	4.15x	50.2x		 COMMVault™ NetApp
Other	2.91x	14.7x	 Akamai	appian 



INFRASTRUCTURE
9 Deals – \$42B



Venafi



CYBERARK®

Seller: Venafi [Thoma Bravo] [USA]

Acquirer: CyberArk [Israel]

Transaction Value: \$1.5B and 10.3x EV/Sales

- Machine identity management software



Identity and Access Management



SIGNORITY



FILECLOUD

Seller: Signority [Canada]

Acquirer: FileCloud [USA]

- E-signature & document management software



Application Security



Seller: Noname Security [Israel]

Acquirer: Akamai [USA]

Transaction Value: \$450M

- API security software



Seller: oak9 [USA]

Acquirer: Drata [USA]

- Construction defects & workflow management software

2024 Mega Deals (Jan-May)



INFRASTRUCTURE 9 Deals – \$42B

SYNOPSYS[®]
software integrity business

SOLD TO



Seller: Synopsys (software integrity business) [USA]

Acquirer: Clearlake Capital/Francisco Partners [USA]

Transaction Value: \$1.5B

- Application security testing software



SQUARESPACE

SOLD TO



Seller: Squarespace [USA]

Acquirer: Permira [United Kingdom]

Transaction Value: \$6.9B

- Website design & development software



Development Tools



Seller: Cloud Software Group (API management assets) [USA]
Acquirer: Boomi [Francisco Partners/TPG Capital] [USA]
- API lifecycle management software



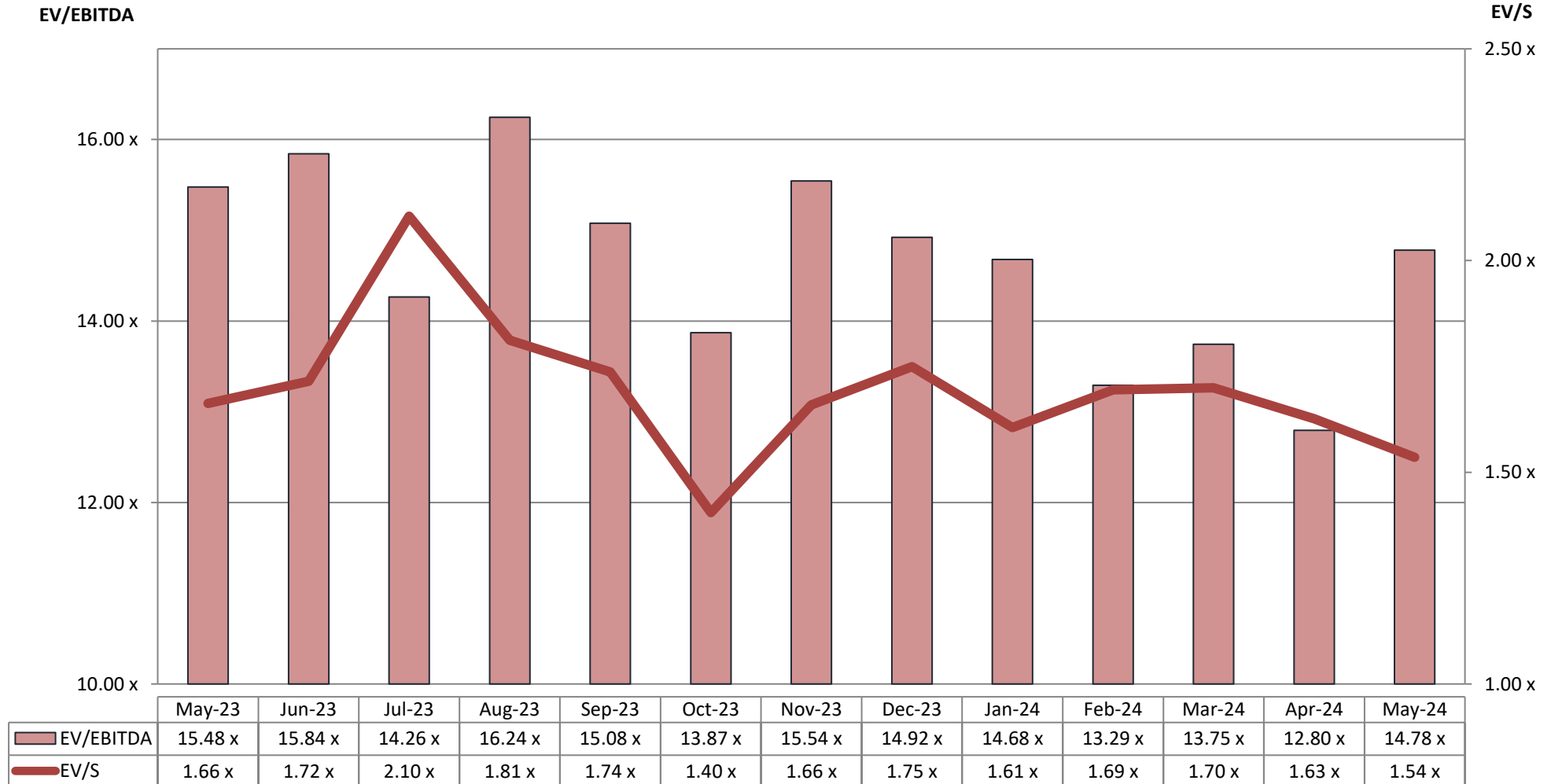
Seller: Apiida (federated API management business) [Germany]
Acquirer: Boomi [Francisco Partners/TPG Capital] [USA]
- Federated API management software



Seller: CodeSee [USA]
Acquirer: Gitkraken [USA]
- Code visualization & visibility software



Public Valuation Multiples





Subsector

Sales

EBITDA

Examples

Diversified Internet

2.56x

15.4x

Alphabet  **Baidu** 百度 Tencent 腾讯

eCommerce

1.06x

14.8x

  **JD.COM**  zalando

Social Network

0.94x

3.67x

 Meta  **MIXI** 

Travel & Leisure

3.26x

13.2x

 **Delivery Hero**  Expedia  **BOOKING**
HOLDINGS



Food and Grocery Delivery



Seller: Foodpanda [Delivery Hero] [Taiwan]

Acquirer: Uber Eats [USA]

Transaction Value: \$950M

- Online food & grocery delivery services



Online Education

skillcrush



POWER^ToFLY

Seller: Skillcrush [USA]
Acquirer: PowerToFly [USA]
- Online tech education courses

Truffle Shuffle



BUTCHERBOX[®]

Seller: Truffle Shuffle [USA]
Acquirer: ButcherBox [USA]
- Virtual cook-along classes



Travel



clubrural

SOLD TO



HOLIDU

Seller: Clubrural [Spain]

Acquirer: Holidu [Germany]

- Vacation rentals booking website

deônibus

SOLD TO

travelier

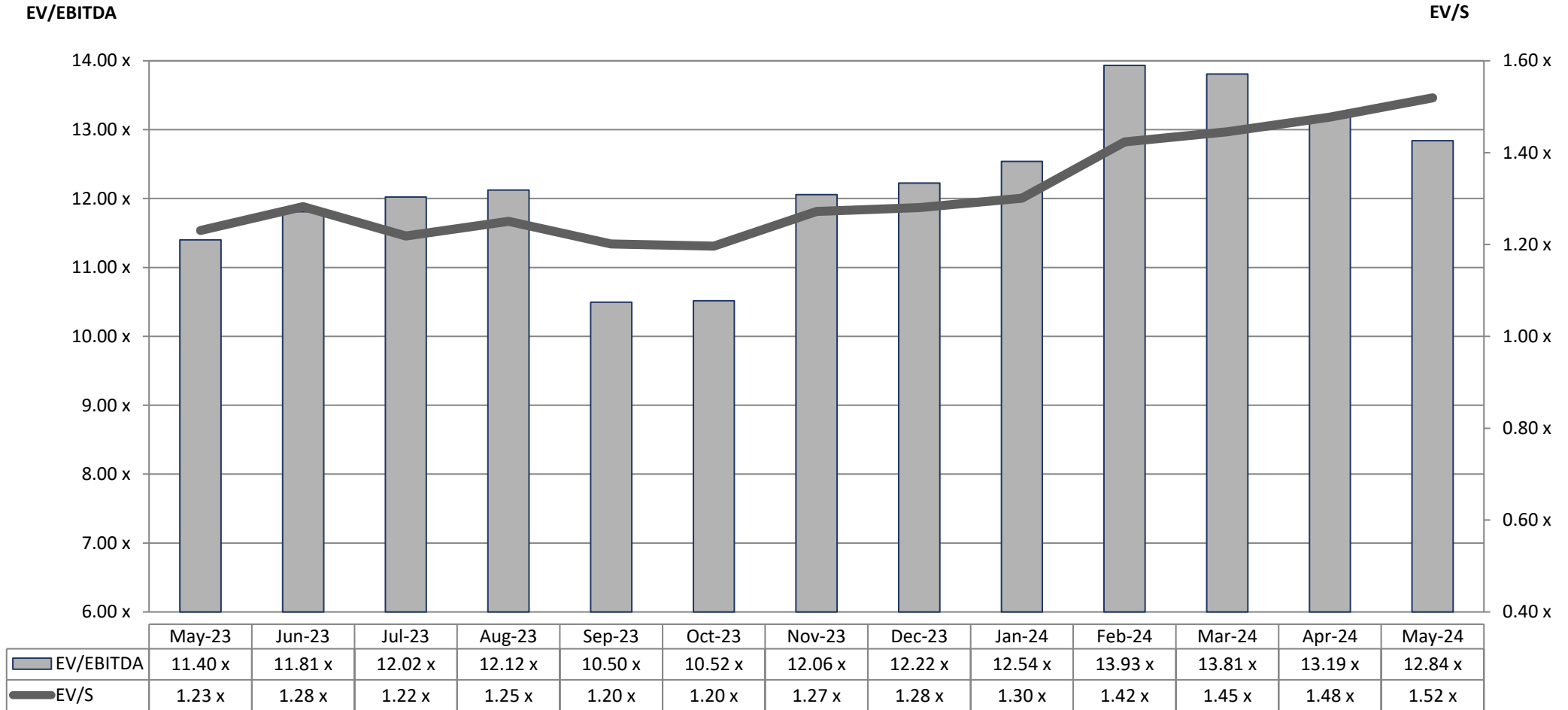
Seller: DeÔnibus [Brazil]

Acquirer: Travelier [Israel]

- Online bus ticket marketplace



Public Valuation Multiples

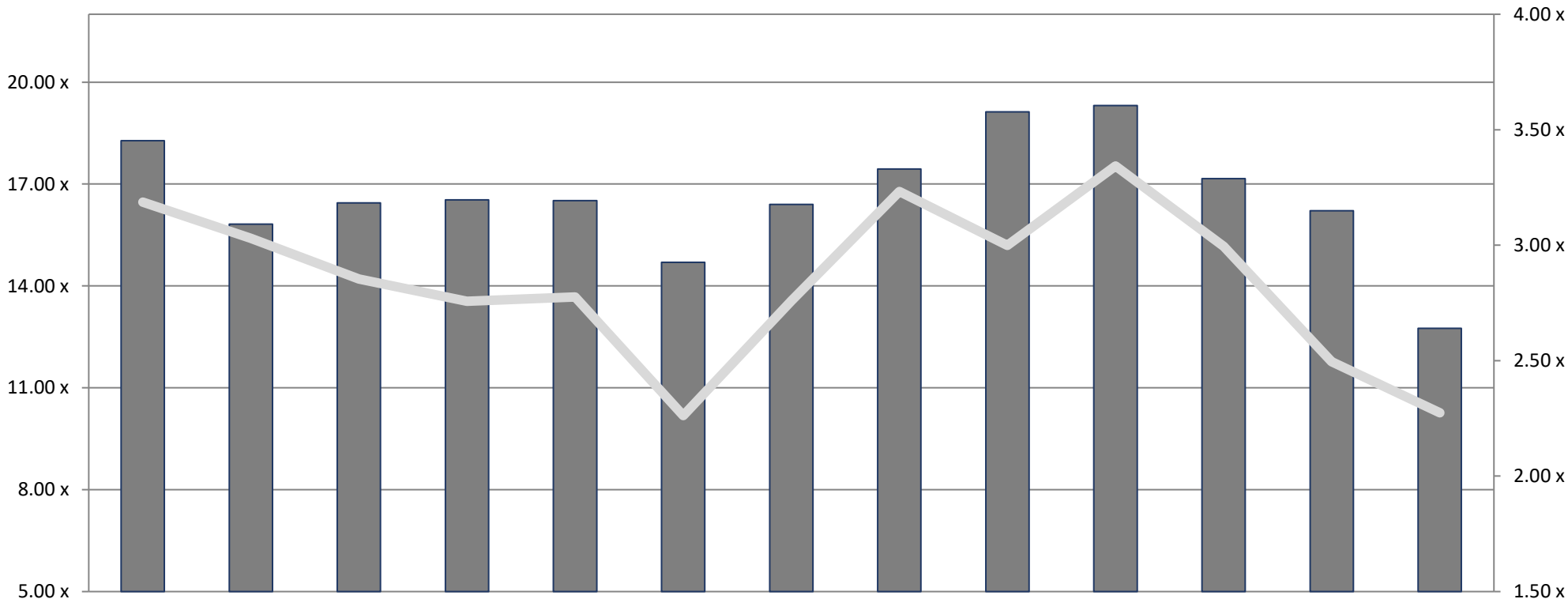




Public Valuation Multiples

EV/EBITDA

EV/S



EV/EBITDA

May-23 Jun-23 Jul-23 Aug-23 Sep-23 Oct-23 Nov-23 Dec-23 Jan-24 Feb-24 Mar-24 Apr-24 May-24

EV/S

18.28 x 15.82 x 16.44 x 16.53 x 16.51 x 14.69 x 16.40 x 17.44 x 19.13 x 19.31 x 17.16 x 16.21 x 12.75 x

3.19 x 3.03 x 2.85 x 2.76 x 2.78 x 2.26 x 2.76 x 3.23 x 3.00 x 3.34 x 2.99 x 2.50 x 2.27 x

2024 Mega Deals (Jan-May)

PERFICIENT

SOLD TO

EQT

Seller: Perficient [USA]

Acquirer: EQT [Sweden]

Transaction Value: \$2.7B (3.4x EV/Sales and 20.8x EV/EBITDA)

- IT consulting services



IT SERVICES
2 Deals – \$3.9B



Software Development



SOLD TO



Seller: Teamexpat [Netherlands]

Acquirer: Accenture [USA]

- Semiconductor industry software development



SOLD TO



Seller: Scalio [USA]

Acquirer: KOAT Capital [USA]

- Mobile & web applications development



Focused Systems Integrators

procori

SOLD TO

devoteam

Seller: ProCori [Sweden]
Acquirer: Devoteam [France]
- ServiceNow-partnered IT consulting services

Chilli

SOLD TO

celerity

Seller: Chilli [United Kingdom]
Acquirer: Celerity [United Kingdom]
- IBM-partnered systems integration services

Citrus
a Redington Company

SOLD TO

zainTECH
zain

Seller: Citrus [Redington] [UAE]
Acquirer: ZainTech [Zain Group] [UAE]
- AWS-partnered IT consulting and transformation services

techware

SOLD TO

rkl eSOLUTIONS

Seller: Techware [USA]
Acquirer: RKL eSolutions [USA]
- Sage-partnered software integration services



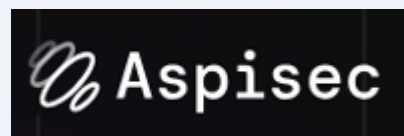
Cybersecurity IT Services



Seller: Locuz [India]
Acquirer: SHI [USA]
- Cybersecurity & digital transformation services



Seller: CyberSheath [Lightview Capital] [USA]
Acquirer: BV Investment Partners [USA]
- DOD cybersecurity compliance services



Seller: Aspisec [Italy]
Acquirer: Abissi [Metrika] [Italy]
- Computer and network security services



Seller: EITS [USA]
Acquirer: Mainline Information Systems [USA]
- IT cybersecurity services



Amber Stoner
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**Artem
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Elena Serikova
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**9 Ways AI Can
Improve Your Value**

A glowing blue 'AI' logo is centered on a dark blue, textured background that resembles a circuit board or a complex network of data. The 'AI' is rendered in a bold, sans-serif font, with the 'A' and 'I' connected. The logo is illuminated from below, creating a bright blue glow that spreads across the surface it sits on. The background is filled with intricate, raised patterns that look like microchips or data pathways, all in shades of blue and grey.

**Embracing AI is a necessity
for survival and growth.**

9 Ways AI Can Improve Your Value

1. Enhance Marketing Content Creation
2. Automate Internal Processes
3. Rapid Prototyping and R&D
4. Augment Non-Technical Staff
5. Optimize Software Development
6. Automate Customer Support
7. Personalize User Experiences
8. Enhance Existing Products
9. New Products and Services

1. Enhance Marketing Content Creation

- GenAI can help you auto-generate marketing copy, images, and videos more quickly, saving time and resources while enabling more personalized campaigns and improving engagement and conversions.

**Implementation time:
1-3 months**



2. Automate Internal Processes

- Streamline and automate internal business processes like data analysis, accounting and project management. This can greatly improve operational efficiency and reduce costs.

**Implementation time:
3-6 months**



3. Rapid Prototyping and R&D

- Leveraging AI technology to quickly generate and test product ideas, designs, and prototypes. This can accelerate innovation cycles and help bring new competitive features to market faster.

**Implementation time:
3-6 months**



4. Augment Non-Technical Staff

- Providing AI-powered tools to departments like sales, marketing, and customer service can make employees more productive and effective in their roles helping revenue generation.

**Implementation time:
3-6 months**



5. Optimize Software Development

- Use AI to assist with tasks like code generation, documentation and testing to improve developer productivity and code quality. These efficiency gains can free up resources for other revenue-generating activities.

**Implementation time:
3-6 months**



6. Automate Customer Support

- AI-powered chatbots and virtual assistants can provide always-on customer service while reducing support costs. This can improve customer satisfaction and loyalty, with increased retention and revenue.

**Implementation time:
3-6 months**



7. Personalize User Experiences

- Boost engagement, satisfaction and loyalty by tailoring interfaces, content, and recommendations to individual users based on their behavior and preferences. This can lead to increased revenue through higher conversion and retention rates. This has a high impact but takes longer.

**Implementation time:
6-12 months**



8. Enhance Existing Products

- Integrating genAI into the company's software products can provide a significant competitive advantage, improve user experience, and increase customer value proposition. However, this requires more extensive development and testing before ROI is realized.

**Implementation time:
6-12 months**



9. New Products and Services

- Creating entirely new offerings centered around genAI capabilities can open additional revenue streams and help the company establish itself as an innovator. However, this requires the most time and resources to bring to market and generate returns.

**Implementation time:
12-18 months**



9 Ways AI Can Improve Your Value

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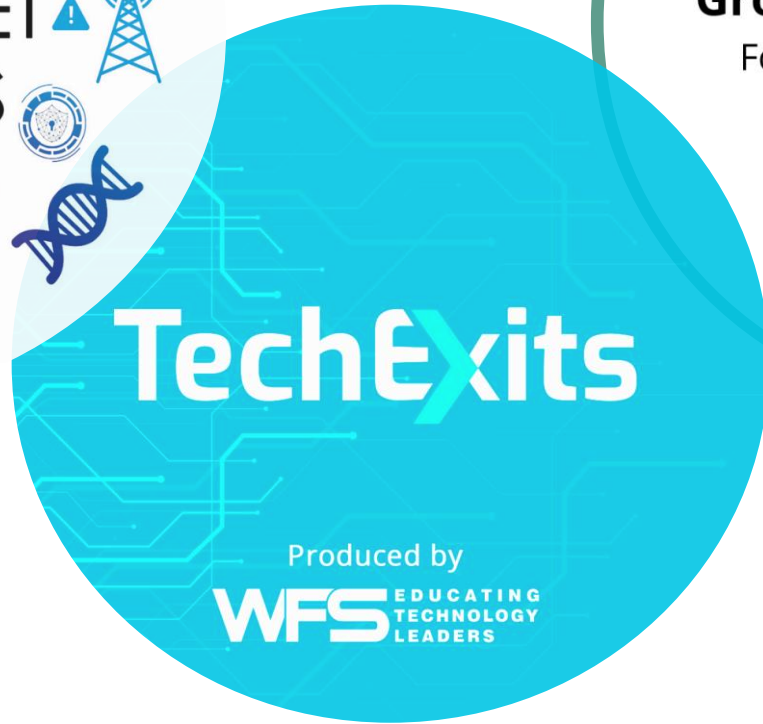
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Thank you!