



AS WE KNOW...

Research and market insights are of utmost importance to investment banks to create pitch books. Typically, a team of analysts is entrusted with deal origination, sourcing and deal valuations. Often, senior bankers have limited bandwidth available from the first discussion to the final pitch. The process of creating the exhaustive deal document leaves little room for actual ideation on the strategic advice that clients seek the most from investment banks.

THE CHALLENGE FOR THE INVESTMENT BANK WAS...

Due to limited time and resources, the bank was grappling to build high-quality pitch books

underpinned by the right business and industry research. The bank, with operations in 30 cities across North America, Europe and Asia, was helping middle-market corporate clients on mergers and acquisitions, restructuring, re-financing, initial public offerings and public finance.

The underlying issues were:

- Financial models and sector profiles were manually updated and created, and this was time-consuming
- The number of iterations and time required for deal valuations increased due to the lack of in-depth information on sector valuations
- There was duplication and fragmentation of data, limiting information sharing among bankers

HERE'S WHAT WE CO-CREATED AS A SOLUTION...

WNS leveraged its domain, research and financial analytics expertise to set up a center for sectoral research. This center mirrored the client's sectoral research group to provide insights on industry, best practices and market movements. The solution included:

- Creating a robust financial model and closely monitoring the earning cycle
- Providing key financials, keeping in mind sector specifications and growth outlook
- Maintaining centralized compendiums which acted as ready databases and research powerhouses for similar requests by clients

THE OUTCOMES FROM THEPROCESS OF CO-CREATION ARE...

WNS enabled a robust operating model for the complete deal cycle. The deployment of skilled resources and sector specialists with WNS' analytics expertise made the overall research process both efficient and effective. It led to faster decision-making and lower turnaround time. Specific outcomes included:

- 40 percent increase in deal origination with the help of real-time industry insights and analysis
- 30 percent savings in overall processing time and improved knowledge management through centralized compendiums
- 30 percent improvement in coverage due to access to accurate and quick financial models

Real-time analysis & insights led to faster decision-making



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