



CASE STUDY

BANKING AND FINANCE

## CO-CREATION HELPS **INCREASE DEAL ORIGINATION BY 40%**

THIS IS OUR STORY OF CO-CREATING A SOLUTION  
WITH A GLOBAL INVESTMENT BANK

# CO-CREATION HELPS INCREASE DEAL ORIGINATION BY 40%

## 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 with 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 the process 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





## About WNS

WNS (Holdings) Limited (NYSE: WNS) is a leading global Business Process Management (BPM) company. WNS offers business value to 300+ global clients by combining operational excellence with deep domain expertise in key industry verticals, including banking and financial services, consulting and professional services, healthcare, insurance, manufacturing, media and entertainment, retail and consumer packaged goods, telecommunications and diversified businesses, shipping and logistics, travel and leisure, and utilities and energy. WNS delivers an entire spectrum of business process management services such as customer care, finance and accounting, human resource solutions, research and analytics, technology solutions, and industry-specific back-office and front-office processes. WNS has delivery centers world-wide, including China, Costa Rica, India, the Philippines, Poland, Romania, South Africa, Sri Lanka, Turkey, UK and US.



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