

HOW EG ACCELERATES VALUE CREATION IN ACQUISITIONS



Product Strategies for 8 Units and Action Plan for Product, Organizational, and GTM Development

- STARTING POINT**
- Over 30 acquisitions completed in 3 years, including a recent Norwegian company with 10 products
 - Synergy potential estimated at +80 million
 - Desire for insight and factual understanding of barriers preventing growth potential
- CHALLENGE**
- The acquired company is a collection of previous acquisitions (some acquired multiple times)
 - Previous strategies to leverage product synergies remain unfulfilled
 - Local autonomy and a resistant culture exist among units
 - Need for an external perspective on ‘what have we truly acquired’
- PROCESS**
- In-depth analysis, reports, and market research across the Nordics
 - Interviews with BU management, product managers, sales reps, support functions, etc.
 - Customer and market validation through interviews and real-time insights
 - Workshops with Core Team and debriefs to the Steering Committee
- RESULT**
- Insight and data on underlying barriers and the company’s growth capabilities
 - Customer-validated product strategies for 8 business units
 - Recommendations and action plan for product, organizational, and GTM development
- TIPPING POINTS**
- Key insight into an organizational barrier caused by repeated acquisitions, leading to strategic and value alignment challenges
 - Recommendation to adopt EG Agile Product Governance as the new operational approach

FINAL DELIVERABLES

