

Wednesday, 1 March 2023

Strategic Repositioning and Acquisition

Blue Ocean Strategy Implementation for Technology Sector Client

Strategic Challenge Analysis

Aintel, a US-based data intelligence firm, possessed proprietary technology for portfolio analysis and threat assessment but faced declining revenues due to over-dependence on a contracting public sector market. Intense competition from well-capitalized competitors in the intelligence and security sectors was further compressing their market position.

Management's initial inclination toward immediate capital raising presented significant risks without underlying strategic repositioning.

Our Strategic Intervention

Rather than pursuing traditional capital raising, we advocated for comprehensive strategic repositioning based on our core methodology: strategic clarity must precede capital deployment.

Valuation Innovation: We developed a proprietary "cost to replicate" valuation methodology that accurately reflected the substantial prior investment in the company's technology infrastructure. This methodology received independent validation from Deloitte London, establishing credibility for transaction discussions.

Market Diversification Strategy: We identified substantial private sector applications for the existing technology platform, including eKYC services, background verification for financial institutions, private equity due diligence, and global trade partner verification.

Strategic Partnership Development: We structured a business complementarity strategy that led to productive discussions with Ankura Consulting, ultimately resulting in a strategic partnership and investment structure.

Transaction Outcome

Our strategic repositioning approach resulted in a successful minority acquisition by Ankura Consulting. The transaction provided Aintel with both the capital and strategic partnership required to execute their market diversification strategy, while our innovative valuation methodology ensured appropriate deal pricing that reflected true asset value.

Strategic repositioning often provides more sustainable value creation than capital injection alone, particularly in rapidly evolving technology markets.

Contact us to discuss how our expertise can accelerate your growth objectives across GCC, Eastern Europe, and Africa.



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