



TRANSFORMING M&A DEAL MANAGEMENT,  
DEAL FLOW AND TRACKING WITH SALESFORCE

# Miles Advisory Success Story

**CLIENT/COMPANY** MILES ADVISORY PTY LTD.

**INDUSTRY** FINANCIAL SERVICES (MERGER & ACQUISITIONS FIRM)



# Overview

**Introduction:** Founded in 2002, Miles Advisory Partners (Miles) has established itself as the leading mid market corporate advisory practice in Australia. Miles partners with its clients to provide advice and guidance with the complexities of business divestments, mergers and acquisitions.

**Background:** Miles prides itself on delivering insightful, objective advice rooted in a deep understanding of each client's unique objectives and the broader market landscape. Through their experience working with clients, Miles Advisory had witnessed the significant benefits many of these clients received through investing in the management of their CRM, business data, internal processes and workflows.

## Problem

Miles Advisory (Miles) identified the need for an improved way to collate and share knowledge, more efficiently manage its various mandates and create a knowledge base that would benefit future mandates. The team were capturing a lot of knowledge from each mandate but the knowledge captured was not housed anywhere systematically to help Miles utilize the knowledge from previous mandates to make intelligent decisions and to utilize those to benefit any future mandate. The resulting lack of visibility and accessibility means additional time and effort is spent sourcing the related information in order to make decisions about current mandates.

## Challenge

- The initial challenge came with the business users being set in their way of working and working through a change management process that was driven through the top down approach.
- Another challenge faced was lack of off-the shelf solution available in the market for Miles to adopt. We had to customize the solution to fit their needs and requirements.
- Next we were faced with multiple ways of working through the team, some using different systems to others. We had to spend a good amount of time going through the deal process followed by each team member and then proposing a simplified/standardized deal management process in salesforce.
- The other biggest challenge was to design new and innovative ways of user interface (UI) to view and filter different types of data stored within the system. The main areas of concern were:
  - Buyer Universe Identification
  - Counter Party Tracking
  - Relationships Mapping between different entities
  - WIP Reporting - Replicate a live WIP (Work in progress) reporting in the CRM in a fashion that cleverly could read the data input by users to present this to management
  - Mandate Resourcing
  - Industry Sector Segmentation
  - Specialized customized reporting to identify financial pipeline



# Solution

The Salesforce-based solution we implemented for Miles focused on streamlining their overall mandate lifecycle. We created a well-structured system based on data relationships and clearly defined operational processes, which helped Miles efficiently qualify prospects for mandates based on specific criteria. This was achieved through:

- Developing a simple, easy-to-follow data model with multiple lookup relationships, enabling many-to-many connections among companies, buyers, contacts, opportunities, and mandates (projects).
- Implementing a comprehensive project management tool as a Salesforce plugin to manage the project lifecycle, including the creation of Gantt charts.
- Reporting the M&A firm's financial pipeline through received fees, which required complex customized reports to summarize the total firm pipeline by date. This enabled management to shift from heavy-duty spreadsheet reports to using reports directly from the CRM, driving team adoption of the CRM and standardized processes.



- We introduced intuitive and intelligent user interfaces that went beyond standard Salesforce capabilities. This showcased Salesforce's scalability and flexibility, enabling us to tailor the system to meet specific client needs through creative consulting. Our team successfully designed these customized solutions, which proved to be a game changer for Miles. The most significant improvement was in buyer universe identification. Previously, Miles spent hours sifting through spreadsheets, Outlook contacts, and manual notes to find the right buyers for a deal. Now, they can filter the entire database using the desired criteria and generate a custom buyer list in minutes.
- We also learned valuable lessons. Initially, we used an AppExchange product for detailed project management functionality. However, through system usage, we realized this plugin was overkill for their business needs. The same functionality could be achieved with a custom object and flow automations.





## Summary of Objectives Achieved



### Easy-to-follow Data Model & Centralise Data Repository

An easy to follow data model to streamline data management and accessibility. Additionally, a centralized repository in their Salesforce instance for all client mandate information to eliminate data silos.



### Streamline Mandate Lifecycle

Enhance features that help in the qualification of prospects and the management of mandates to improve operational efficiency.



### Mandate resourcing

Optimize the allocation of resources to various mandates by tracking and analyzing resource usage. This helps in ensuring that projects are adequately managed and that resources are utilized efficiently, improving overall project management and execution.



### Relationship Mapping

Ability to map out which private equity firm owns which assets, and analyze on which assets are building to understand the trajectories and interrelationships among different assets to make intuitive decisions.



### Replace Mission Control

Successfully transition from the Mission Control system to a custom-built Salesforce solution, while ensuring minimal disruption to ongoing work throughout the project.



### Customize WIP Reporting

Develop tailor WIP UI and reports that allow for real-time tracking of mandates, resource allocation, and financial metrics. By providing granular view of ongoing projects, Miles can make more informed decisions, quickly identifying bottlenecks and improve overall project efficiency.



### Counter Party Tracking

Implement a system to track the progress of each counterparty in the process, providing visibility into where each counterparty stands and what steps they have completed.



### Administrative Efficiency

Reduce the time and effort spent on administrative tasks through automation and optimized workflows.

## Results

The implementation of a customized Salesforce UI resulted in:

- Improved user adoption.
- Streamlined mandate lifecycle.
- Achieved a centralized data repository for efficient decision-making via Relationship mapping.
- Reduced time spent on administrative tasks.
- Enhanced overall system adaptability to evolving business needs.
- Improved prospecting and productivity with the aid of resourcing models.





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