



6700 Woodlands Pkwy Suite 230-254  
The Woodlands, TX 77382

PH: 832.449.8560

FX: 832.442.5278

[raccasolutions.com](http://raccasolutions.com)

## **CASE STUDY: CORPORATE INTEGRATION**

### **Situation Analysis:**

A Private Equity firm contacted Racca Solutions Group (RSG) to assist them with a pending acquisition that would result in a subsequent integration of two companies. They were in need of a project plan to ensure that all aspects of the integration were tracked and timely executed. Although the acquiring company had been through several integrations in the past, they were viewed by their own senior management staff as having been “problematic”.

### **Improvements Identified:**

Racca Solutions Group immediately began building and implementing an integration playbook. The goal was to organize all integration functional areas, list all tasks and to assign responsible parties and dates for completion. In addition to building the playbook, RSG was also requested to project manage the playbook to completion. Key drivers for this request were as follows:

1. **Lack of understanding of Successful Integration Practices** – To assist with a smooth integration RSG developed and taught an “Integration Basics” class to help with communication and to assist with change management for both firms.
2. **Lack of a business plan to cover a major compliance issue** - The acquired company had a business critical compliance issue facing them within five (5) months and no clear plan to execute a final solution by the mandated time. Further the acquired company did not have a planned course of action to communicate with their clients on how they would meet the deadline and what that meant to their clients.

### **Overall Results:**

Racca Solutions Group project managed the client through the comprehensive integration plan; ensuring that the required compliance project, the necessary legal requirements and customer expectations were met or exceeded. RSG demonstrated the importance of having a well-designed and comprehensive playbook to ensure a successful integration. A playbook provides an effective and valuable shared point of reference for organizational planning and structure. It drives cooperation and discipline. Having RSG project manage the playbook activities and deadlines allowed the acquiring company to focus its limited resources into those areas of integration that allowed for topline revenue growth and efficiency improvements that affected overall profitability.