



CASE STUDY

Strengthening Portfolio Strategy through Company and Sector Benchmarking



● OBJECTIVE AND SCOPE

The client, a leading private equity firm, wanted to monitor the custom software and consulting sector to support one of its portfolio companies. For this, it sought Benori's support in:

- Developing a process for quarterly tracking and benchmarking of financial and operational metrics for various public companies in the sector
- Analyzing the tracked business metrics to gain insights around the growth and performance of its portfolio company, as well as sector growth and performance





● APPROACH

The approach involved defining benchmarking parameters, identifying companies for benchmarking, and establishing data collection methods. This was followed by the creation of quarterly reports, wherein we tracked, analyzed, and shared various financial and operational metrics to monitor the company and sector performance on an ongoing basis. We created consolidated and summarized views to help compare the performance of companies in scope.



● METHODOLOGY



Secondary
Research



Primary
Research



Data
Modeling



● IMPACT

The study helped the client in:

- Making data-driven decisions and improving the strategy for its portfolio company
- Gaining ongoing visibility into sector trends and competitive positioning through structured benchmarking
- Leveraging supplementary insights such as statements by the leadership of various companies, which provided an overview of the company's strategy and future projections





SAMPLE OUTPUT

Sample Output 1

FY End	Latest Quarterly Results					
	Jun-2023	Jun-2023	Jun-2023	Jun-2023	Jun-2023	Jun-2023
	Company 1	Company 2	Company 3	Company 4	Company 5	Company 6
USD M	Q2	Q2	Q2	Q4	Q2	Q2
Revenues						
Total Revenues	\$1,170.2	\$497.5	\$287.2	\$237.6	\$115.6	\$77.3
Year-Over-Year Growth Rate (TOTAL)	-2.1%	15.9%	-11.5%	5.2%	8.9%	0.009%
Sequential Quarter Growth Rate (TOTAL)	-3.4%	5.1%	-6.5%	-6.8%	-6.1%	-3.4%
Year-Over-Year Growth Rate (ORGANIC)	-2.1%	9.9%	-14.5%	1.5%	-	-
Sequential Quarter Growth Rate (ORGANIC)	-	4.1%	-	-	-	-
Year-Over-Year Growth Rate (Constant Currency)	-2.4%	-	-12.5%	4.8%	9.2%	-
Year-Over-Year Growth Rate (Constant Currency) (ORGANIC)	-	-	-	-	-	-
Sequential Quarter Growth Rate (Constant Currency)	-3.6%	-	-	0.0%	-	-
Verticals						
Financial Services	\$259.0	-	-	-	\$32.1	-
As % of Total Revenues	22.1%	-	-	-	27.8%	-
Year-Over-Year Growth Rate	3.2%	-	-	-	-1.0%	-
Finance	-	-	-	-	-	\$6.7

Sample Output 2

Back	Blue: Hard Coded	Black: Formula-based	CY Terminology							
			Jan-Dec (FY)				Quarterly			
			CY 2021				CY 2022			
		Company 1	Mar-2021	Jun-2021	Sep-2021	Dec-2021	Mar-2022	Jun-2022	Sep-2022	Dec-2022
			Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
			USD M							
		Revenues								
		Total Revenues					\$1,171.6	\$1,194.9	\$1,226.9	\$1,231.3
		Year-Over-Year Growth Rate (TOTAL)					30.1%	25.0%	24.1%	11.2%
		Sequential Quarter Growth Rate (TOTAL)					5.8%	2.0%	2.7%	0.4%
		Year-Over-Year Growth Rate (ORGANIC)					40.1%	29.2%	29.9%	9.7%
		Sequential Quarter Growth Rate (ORGANIC)					-	-	-	-
		Year-Over-Year Growth Rate (Constant Currency)					51.0%	40.1%	29.8%	14.4%
		Year-Over-Year Growth Rate (Constant Currency) (ORGANIC)					41.1%	31.9%	25.6%	12.9%
		Sequential Quarter Growth Rate (Constant Currency)					6.8%	1.2%	4.4%	-0.5%
		Verticals								
		Financial Services					\$260.1	\$251.0	\$254.8	\$260.9
		As % of Total Revenues					22.2%	21.0%	20.8%	21.2%
		Year-Over-Year Growth Rate					34.0%	29.4%	10.4%	2.4%
		Finance					-	-	-	-

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