

# Commercial Due Diligence: Cloud Management Solutions

*Market Sizing, Competitive Positioning Analysis, and Voice of Customer*

## CHALLENGE

A private equity client conducting acquisition due diligence wanted a market study of cloud management solutions utilized by managed service providers (MSPs) and enterprises. Key questions included:

- Total addressable and serviceable market size estimates
- Competitive positioning, threats, and M&A trends
- Customer dynamics, key purchasing criteria (KPC), stickiness, and demand drivers

## THE GLG APPROACH

GLG assembled an engagement team led by a former commercial due diligence consultant from a top-tier firm, along with a 30-year former Microsoft executive who served as an advisor. During the two-and-a-half-week effort, the GLG team coordinated:

- 10 expert calls from the competitor and customer perspectives
- A survey of 100 IT decision makers

## OUTCOME

GLG's team helped provide a 75-page report about market sizing, competitive landscape, and customer dynamics. Given market tailwinds the diligence team uncovered, the client gained confidence in the investment thesis to proceed with the transaction.

## FEATURED PRODUCTS



GLG Integrated Insights



GLG Calls



GLG Surveys

[Learn more](#)

## Why GLG?

### Unique Engagement Model

Using GLG's engagement model, our client gained access to a former Microsoft executive with 30+ years of experience. This accelerated the "get-smart" phase of diligence and ensured final insights were nuanced with first-hand expertise.

### Targeted Scope, Precise Methodology

GLG partnered with our client to pinpoint the critical investment thesis questions, designed a research approach consisting of 10 expert calls and a survey of 100 customers, and helped deliver a 75-page report within two-and-a-half weeks.

As the world's insight network, GLG connects clients to the subject-matter experts who can provide real-world insights to make informed decisions. Our team of professionals work with you to create a tailored approach that identifies, assesses, and answers your questions on your timeline. We bring the power of insight to every great professional decision

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