



3 Mistakes You Must Avoid to Integrate Your Acquisitions Successfully



RHYTHM[®]
S Y S T E M S

ALAN GEHRINGER

- Former CEO
- Business Strategist
- Execution Expert
- Author



alan@rhythmsystems.com



POLLING QUESTIONS?



THE DEAL IS DONE

Time to finally breath...Right?



A hand is reaching up from the water towards a life preserver. The life preserver is orange with two white stripes and is suspended by a rope. The background is a clear blue sky and a calm blue sea.

WRONG!

50-90% of Acquisitions Fail in the First Year!





THE NIGHTMARE BEGINS...

The investors are circling in...





A BETTER WAY - THE RHYTHM SYSTEM

How mid-market companies get more initiatives done, successfully.

1

SOFTWARE

2

EXPERT SUPPORT

3

STEP BY STEP TOOLS



2 STORIES OF SUCCESS



1

**2X REVENUE OF THE
BUSINESS**

*#1 FinTech firm funded by
Bain Capital*

2

**GREW FROM 5 TO 70+
LOCATIONS**

*A national chain that provides
wheelchair accessible vans*



TODD CUNNINGHAM
SVP - TALENT



“Without Rhythm Systems we would not have been able to successfully integrate our culture.”



DAVID WOLFE DIVISION MANAGER



“Rhythm lets everybody know where they stand and what the goal is. There’s never a doubt about what they should be working on.”





3 DIFFERENTIATORS FOR A SUCCESSFUL INTEGRATION

1

Set Expectations &
Eliminate Drama

2

Align One Team,
One System

3

Avoid Cultural
Chaos





1. SET EXPECTATIONS & ELIMINATE DRAMA



ELIMINATE DRAMA

- 1:1 with acquired CEO
- Address elephants in the room
- Do your due diligence
 - Personality tests
 - Employee Interviews
 - Set KPIs



ROLE & GOAL CLARITY

Build job scorecards

1. CEO
2. Executive team
3. Repeat with management





Job Position

Chief Financial Officer

Reports To

Jack CEO

JOB SCORECARD

Purpose

To control all cash in and out of company. Analysis, forecast and maintain all financial activity.

Desired Results & KPIs +

Desired Result	KPI
Healthy finances for the business	Cashflow Runway (Number of Months of cash)
Effective collection process	A/R Aging (30 days or less)

Key Responsibilities +

Manage all financial processes for the company: billing, payroll, taxes, collection, budgeting, forecasting
Analyze data and trends to help us make smart strategic decisions





DEFINE & COMMUNICATE STRUCTURE





Q & A





2. ONE TEAM - ONE SYSTEM



THE RHYTHM SYSTEM

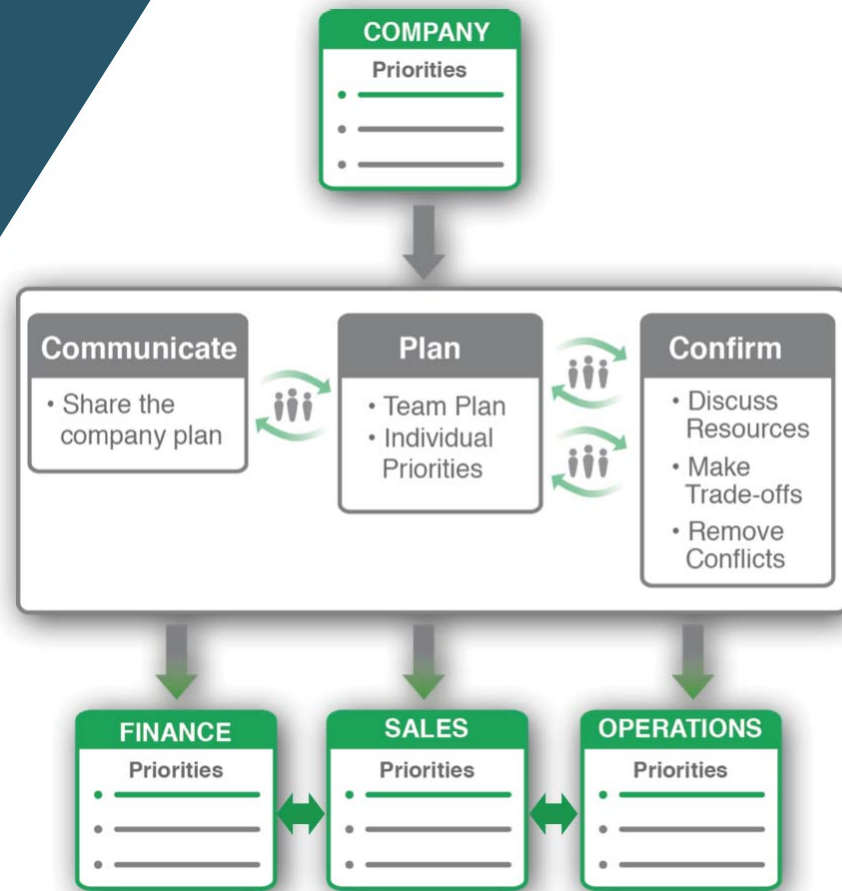


THE RHYTHM SYSTEM



AVIDXCHANGE'S PLAN

- 1 Plan every Quarter (13 Weeks)
- 2 Break down silos
- 3 Align Up/Down & Left/Right



WEEKLY ADJUSTMENT VS. STATUS MEETINGS

You can't solve what you can't see.

Gain visibility so you can solve problems faster.

WEEKLY ADJUSTMENT MEETING

- 80% of time working on solutions
- Focus is on the future
- Make adjustments for success
- Team focused on achieving company plan

WEEKLY STATUS MEETING

- 80% of time working on status
- Focus is on the past
- Review what happened
- Individual focus on status



SET UP A WEEKLY MEETING DASHBOARD

Priorities Energy Map +














Filter Linked Items By User All Users

- 1) Launch New Product
Jack CEO T Company Apr 1, 2017 - Jun 30, 2017
- 2) Prepare Sales Team for New Product Launch
John Sales T Company Apr 1, 2017 - Jul 31, 2017
- 3) Improve Client Retention
Joe Services T Company Apr 1, 2017 - Jun 30, 2017
- 4) Hire a VP of Marketing
Jack CEO T Company Apr 1, 2017 - Jun 30, 2017
- 5) Integrate XYZ Acquisition
Jeff COO T Company Apr 1, 2017 - Jun 30, 2017



GET THE RIGHT THINGS DONE

One click to see all the details with none of the drama.

^	 3) Improve Client Retention	
	Joe Services T Company	Apr 1, 2017 - Jun 30, 2017
	Improve our customer NPS score for consulting	
	Joe Services	Apr 1, 2017 - Jun 30, 2017
	Develop content for Client User conference	
	Jack Dev	Apr 1, 2017 - Jun 30, 2017
	Develop Keynote Speech for Client User Conference	
	Jack CEO	Apr 1, 2017 - Jun 30, 2017
	Develop marketing plan and budget for client user conference	
	Joan Marketing	Apr 1, 2017 - Jun 30, 2017
	Select event management firm to complete logistics for conference	
	Jim CFO	Apr 1, 2017 - Jun 30, 2017



OVERLOADED?

See who has capacity to work on strategic initiatives, while still maintaining operations.



Growth/Improvement
Initiatives

+



Existing Business
(day jobs)

=

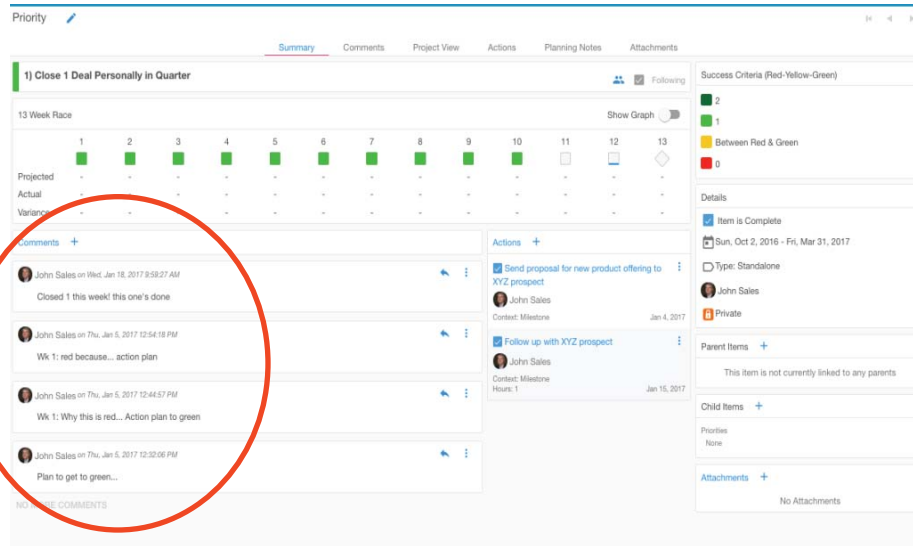


OVERLOADED?



CONNECTED COMMENTS

You can't solve what you can't see.
See the story behind the numbers so you can solve problems faster.



Connected Comments

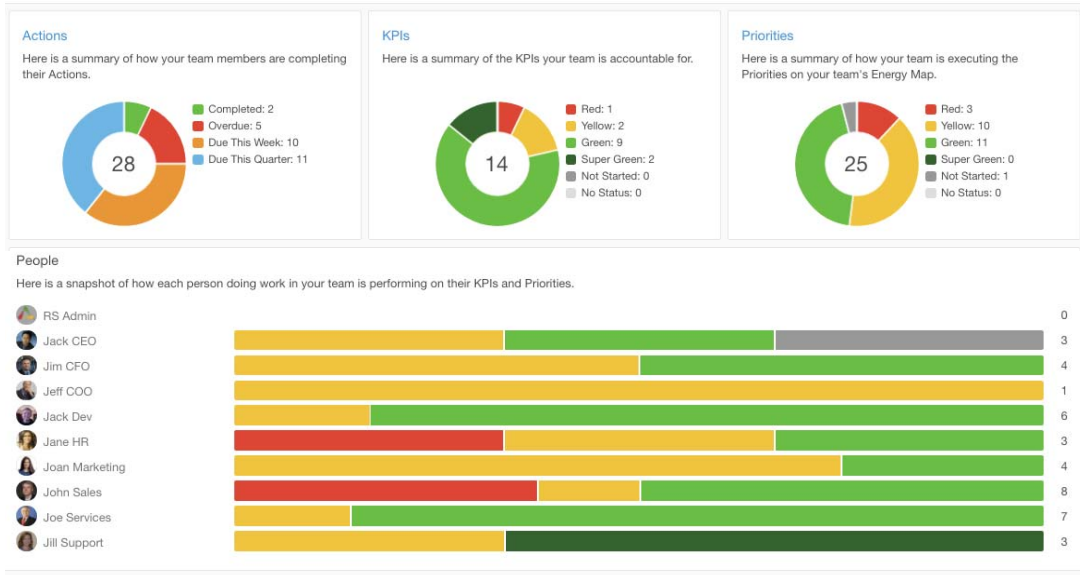
Eliminate a stream of unorganized emails. All comments and documents are attached to an initiative in your custom dashboard so you get relevant, real-time information without any hassle.



MANAGE YOUR TEAM TO SUCCESS

An easy way for managers to know who needs help & why.

Team Performance Dashboard



Team KPI Dashboards

Managers can view KPIs and Connected Comments daily so they can provide the right coaching to get their team unstuck and keep projects moving forward.



DON'T FORGET YOUR CORE BUSINESS





Q & A



3. AVOID CULTURAL CHAOS



ONE NAME = ONE COMPANY



Piracle Becomes AvidXchange (2014)

Piracle joined the AvidXchange family in November 2014. Piracle offered payment management tools for more than 20 years to over 5,000 customers. Based in Salt Lake City, Utah, Piracle provided customers with self-service software tools to generate electronic payments and manage their paper check printing process. Piracle's hallmark offering was Create-A-Check, which is now part of the AvidXchange portfolio. Along with Create-A-Check, we also got some amazing team members which work in the Salt Lake City office that we maintained.



Strongroom Becomes AvidXchange (2015)

Strongroom joined the AvidXchange family in June 2015. Strongroom Solutions offered accounts payable solutions to the community association industry since 2007 and was founded in Houston, Texas. Strongroom helped us to strengthen our position as the leading AP provider in the Real Estate market. Strongroom's hallmark offering was Payables Lockbox, which is now part of the AvidXchange portfolio. Along with Payables Lockbox, we also got some amazing team members which work in the Houston office that we maintained.

\$225 Million Funding by Bain Capital (2015)

We completed a \$225 million minority growth financing led by Bain Capital Ventures, with contributions from Foundry Group, NYCA Partners, KeyBank, Square 1 Bank, and TFC Special Situations Partners. This funding was used to invest in hiring staff to support our rapid client growth, make select strategic acquisitions, and develop new products and technologies to serve our clients further. As a result of this funding, we were recognized as the most funded startup in North Carolina in 2016 by CB Insights. Our hope was that we could serve as a beacon of opportunity for other startups in the city and state.

AvidXchange Rebrands Music Factory (2016)

AvidXchange purchased the naming rights to the NC Music Factory and it effectively became the AvidXchange Music Factory on March 1, 2016. This was a monumental decision for our company because it connected our brand with the Queen City in a very tangible way. We were excited to become involved in a unique business community that would be art, and entertainment. We knew that this would be the perfect home for innovation in the world. If Michael Prager, "My hope is that the AvidXchange Music Factory will serve as a catalyst for creating the "Music of the South" in Charlotte, North Carolina."



INTEGRATE CULTURES

Core Values & Purpose

- Share on job scorecard
- Share at quarterly planning meeting
- Share stories and legends
- **Bring to life**

HAVE A BLAST
CUSTOMER SUCCESS
TEAM INNOVATE TO
CHANGE THE GAME
INVEST AND
SPEND WISELY
STRENGTHS BE PASSIONATE ABOUT
CUSTOMER SUCCESS
INNOVATE TO
CHANGE THE GAME

 davidxchange™



DON'T DISAPPEAR



BE PRESENT

HEART OF OUR AVIDXCHANGE RHYTHM IS OUR
Quarterly Planning Process & Town Hall Meeting

67





& DON'T FORGET TO CELEBRATE TOGETHER



90 DAY CHECK-INS

- Interview employees
- Review job scorecards
- Review KPIs





Q & A





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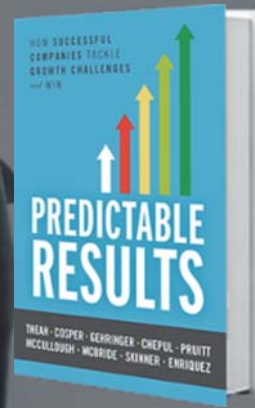
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ARE YOU CONFIDENT YOU ARE GOING TO GET ROI?



WWW.RHYTHMSYSTEMS.COM
CHRISTINE@RHYTHMSYSTEMS.COM

1

Read Mobility Works Case Study

2

Learn about The Rhythm System



THANK YOU

Alan Gehringer
alan@rhythmsystems.com
(814) 935 - 7529

