Case Study

How OC&C USA cut research time and strengthened BD efforts

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OC&C Strategy Consultants is a global consulting firm with over 35 years of experience and 19 offices worldwide. As a certified B corp and specialist boutique, the firm focuses on a select set of sectors, including B2B Services, Consumer, Retail, Leisure & Travel, Technology, Telecoms, and Media, enabling its teams to deliver deep, high-impact insights tailored to each client's unique challenge. As a trusted advisor to the private equity industry, OC&C supports investors across the full deal lifecycle, from origination and due diligence through to value creation and exit. This case study is how Gain supports OC&C's New York and Boston teams.

The Challenge:

Manual research required to track portfolios and deal activity

The team at OC&C needed easy access to reliable information and insights on PE assets, as well as visibility into deals taking place across the private market. However, gathering this data across multiple sources was time consuming and made it difficult to build a complete, structured view of relevant portfolios and investment activity.

> "The primary reason I wanted to use Gain is because we want to gather information on assets across the PE houses of interest and the deals taking place in the private market."
> **Associate Consultant at OC&C Strategy Consultants**

The Solution:

A centralized solution to monitoring private market activity

The team needed a platform that could deliver in depth, relevant insights on private equity portfolios and deal activity, while being intuitive enough to fit seamlessly into their workflows. With Gain, they were able to onboard quickly and access the information they needed without friction, making it easier to conduct research and stay on top of market developments. As a result, the platform has become a core part of how they monitor transactions and approach private market analysis.

"Our firm has been using Gain for a while for monitoring the transactions in the market and Gain is always the first platform that pops to my mind when I'm looking to conduct extensive research in the private market." - Associate Consultant

Use cases:

Supporting M&A opportunity identification and BD

- Gather transaction data to inform M&A opportunities and identify potential acquisition targets within client projects
- Map assets held by private equity houses to identify relevant investors and support targeted business development outreach

"Once we identify an asset that's about to come to market in a specific industry segment, I'll pull all relevant assets from the PE houses we've worked with before. This helps us see which firms are active in that space and use it as a signal of their interest, making our outreach much more targeted." - Associate Consultant

The Results:

Turning time savings into faster insights and stronger outcomes

Since adopting Gain, the team at OC&C has benefited from having a centralized view of the private market. With detailed asset-level information, from business descriptions to last transaction data and AI-estimated revenues, they can quickly build a clearer picture of company size and relevance, even in areas where data is typically hard to access.

> "It definitely saves me time, which is the top benefit, and helps me avoid a lot of website scraping and manual work. Taking my last use of Gain for PE house asset extraction as an example, without it I would have spent at least an extra 20 minutes across ~70 PE houses we were interested in, which adds up to ~24 working hours at least. With Gain, I was able to do it in just 3 hours."
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> **Associate Consultant at OC&C Strategy Consultants**

These time savings have allowed the team to shift focus from manual research to higher value work. In client projects, they can spend more time addressing key questions and delivering insights, rather than getting buried in desk research. For business development, the efficiency gains translate directly into faster, more proactive outreach.

> "For BD work, this time savings means that we could send the proposals out earlier to potential clients."
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> **Associate Consultant at OC&C Strategy Consultants**

Together, these benefits enable the team to work more efficiently, respond faster to opportunities, and deliver more impactful outcomes for clients.

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Gain

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