Case Study

How Proalpha Uses Gain to Move Faster and Compete with Larger M&A Teams

For more than three decades, Proalpha has been a digital sparring partner for small and mid-sized businesses. With 66 locations, 2,500 employees worldwide and more than 17,500 customers across manufacturing, wholesale and other industries, Proalpha and its partners provide ERP and business applications that form the digital backbone of customers' value chains.

The Challenge:

Creating a Complete View of Private Companies Faster

Proalpha's M&A team relies on high-quality market intelligence to identify, assess and prepare potential acquisition opportunities. While the team already used intelligence platforms, these tools mainly provided entity-level information on target companies.

To build a truly comprehensive view, the team still had to combine information from multiple sources manually. This made private company research time-consuming and limited the speed at which the team could develop market perspectives and identify relevant inroads.

> "We were looking for a platform that would give us deeper insights into private companies beyond the financials, for example, around the competitive landscape, acquisition history and key stakeholders. The combination of deal insights and data on leading investors and advisors in the market makes Gain even more attractive to us."
>
> **Matthias Göller**

The Solution:

Curated Private Market Intelligence in One Platform

Proalpha chose Gain to bring together curated private company data, deal intelligence, conference information and market context in one connected platform.

The solution combines AI-powered data with analyst research and proprietary insights, giving the M&A team a more reliable and holistic starting point for its research.

Instead of moving between separate tools, the team can now access company profiles, acquisition history, competitive landscapes, key stakeholders, investors and advisors from a single source. This helps Proalpha focus faster on the companies and markets that matter most.

> "We needed a solution that combined a higher degree of curation and analyst work on top of AI-powered data. What makes Gain different is the reliable data that combines the best of both AI and analyst research to provide a more holistic view of companies. Having everything in one place from company data and deal intelligence to conference information is where Gain is quite unique. Other intelligence platforms tend to cover only a certain domain, while Gain combines all those data points in a single platform."
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> **Matthias Göller**
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> Vice President Corporate Development, Proalpha Group

Gain

Proalpha

The Result:

Faster Research, Better Context and Stronger Deal Preparation

- **Faster private company research:** Proalpha can build a deeper understanding of target companies before committing additional resources to detailed analysis.
- **More complete market context:** The team gains a clearer view of competitive landscapes, relevant market players and potential entry points in attractive segments.
- **Stronger deal preparation:** Company profiles, deal history and stakeholder information provide a stronger starting point for financial and strategic analysis.
- **A shared knowledge base:** Gain serves as a single source of truth for private market intelligence across the M&A team.

> "Gain allows us to be efficient and effective, while leveling the playing field. We want to become a best practice for a small, high-performing M&A team to be able to compete with larger investor teams and process larger workloads with a smaller team."
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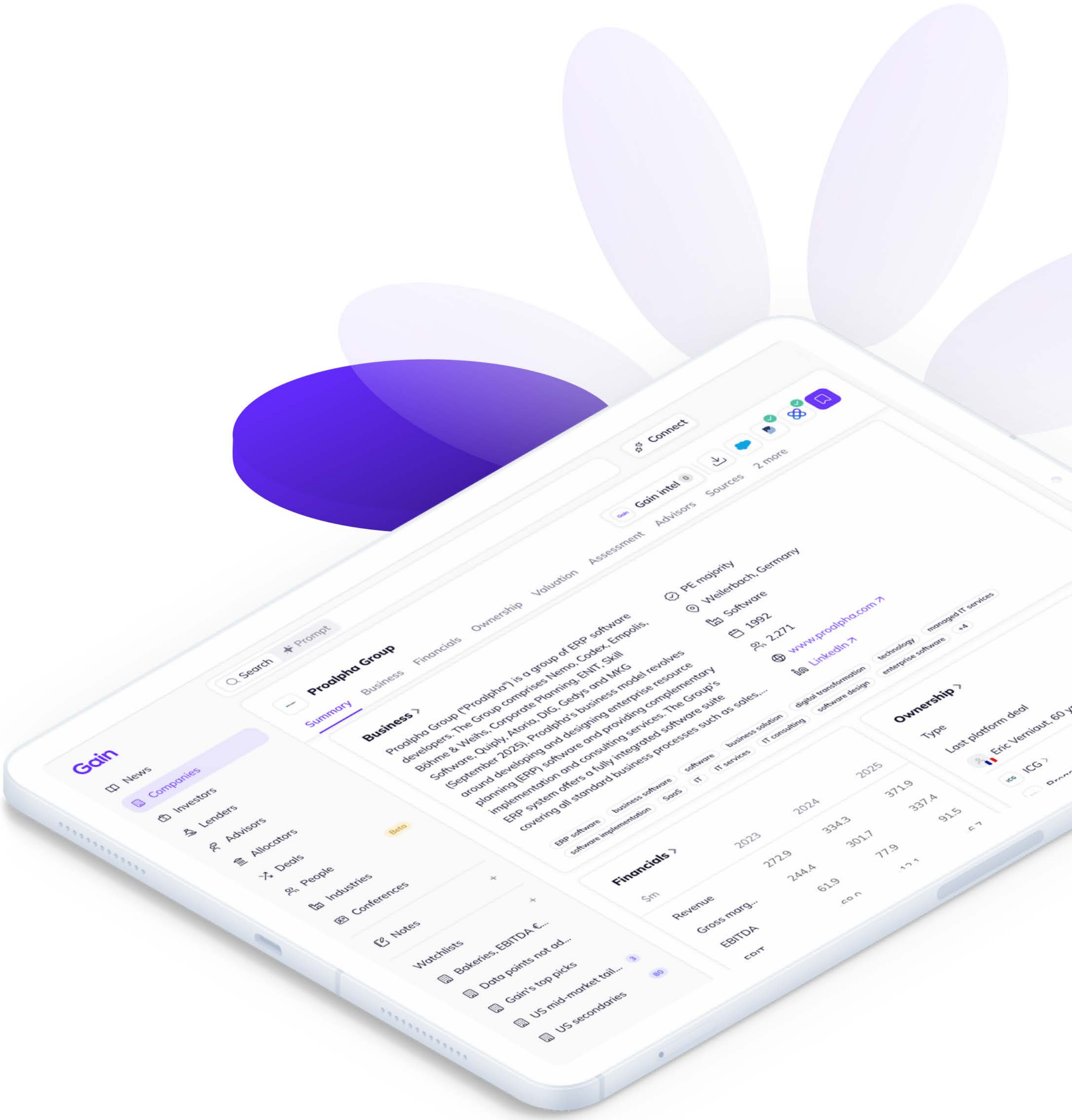
> **Matthias Göller**

Scan to try Gain for yourself

“The only reason not to recommend Gain is to keep it for myself.”



Gain

www.gain.ai