Case Study

How PwC's M&A Team Centralized Research and Sped Up Client Prep

PwC is one of the world's leading professional services networks, with more than 370,000 people across 149 countries working in audit and assurance, tax and legal, and deals and consulting. Guided by its purpose to build trust in society and solve important problems, the firm plays an active role in shaping Belgium's economic future. This case study is on how Gain supports PwC's Deals Advisory - M&A team in Brussels, Belgium.

The Challenge:

The Manual Work Behind Meeting Prep

Ahead of client calls and meetings, PwC's Deals Advisory - M&A team needed fast, reliable access to company financials and industry insights. The team drew on a number of data platforms, but the information they needed was often hard to locate, or split across different sources, which meant they had to manually patch information together, which took time.

> "We hoped to gain a comprehensive view on companies and the industries in which they operate before meeting with them."
>
> **Jacques de Merode**
> Senior Associate, Deals Advisory - M&A, PwC

The Solution:

Depth of Coverage That Keeps Growing

PwC chose Gain for the depth of information available on the platform, from financials, ownership, and deal histories to proprietary insights not found anywhere else. The team also values that Gain keeps expanding, adding new intelligence to provide a full, interconnected view of the market.

> “We chose Gain because it's very easy to use and it has extensive information on both companies and the industries in which they operate. We also very much like that they are constantly adding new information such as the conferences and live deals, which really differentiates them from other platforms.”
>
> **Jacques de Merode**
> Senior Associate, Deals Advisory - M&A, PwC

Use Cases:

Supporting Research from Company Financials to Investor Portfolios

- Sourcing company financials and industry information ahead of client calls and meetings
- Mapping competitors to build out industry context
- Reviewing investor portfolios to understand market positioning

The Results:

More Time for the Work That Wins Mandates

Since adopting Gain, PwC's Deals Advisory - M&A team accesses reliable company and industry information in one platform, rather than across various tools. That consolidation has translated directly into time saved on research and client prep work.

Gain

> "For us, the main benefit is the time it has saved us. Before, we had to go through a number of different platforms to get information. Now we can find all the information about both public and private companies in one space. It's easy for us to get a quick view on an industry, its players and their respective profitability."
>
> **Jacques de Merode**
>
> Senior Associate, Deals Advisory - M&A, PwC

> "Thanks to Gain, we have been able to make data gathering much more efficient and speed up our learning curve on new industries and businesses, enabling us to spend more time on all the rest"
>
> **Jacques de Merode**
>
> Senior Associate, Deals Advisory - M&A, PwC

That time saved has been redirected toward higher-value work. Rather than spending hours on data gathering, the team can ramp up faster on new industries and focus on other tasks, including analysis, relationship building, and other client-facing priorities.

Scan to try Gain for yourself

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

Gain

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