



CASE STUDY

NEXUS TELECOMMUNICATIONS

elitegroup

TECHNOLOGY | COMMUNICATIONS | SERVICES

A Note from Our **Founder**

“ Since founding Elitetele.com in 2000, we have, successfully, acquired 17 companies. This success has been a result of both ourselves and a potential acquisition sharing a similar ethos and culture, which has enabled a smooth post-acquisition transition period and less customer and staff churn. When entering into the acquisition process, it is important to us that both parties get to know one another to ensure we are a good match. ”

Matt Newing | Founder | Elite Group



The Perfect Fit

Nexus Telecommunications had built an excellent reputation within the telecoms industry, which was attractive to us as we knew that it would help strengthen our position as a multi-service provider, both tactically and strategically.

The combination of our unified communications and IT products and services with Nexus' staff skill set would enable us to deliver the strongest client offering in the industry. Both companies share a similar culture and with Nexus' high-touch customers and talented people, the acquisition would add significant value to the Elite Group team.

The **Acquisition Journey**

After 16 years of trading, Nexus made the decision to go to market to allow a number of its shareholders the opportunity to release their investment. Once the decision to sell was made and discussions with several industry contacts had been held, Nexus decided that they needed to find an organisation with a good cultural fit and similar aspirations.

Nexus were aware of us within the marketplace and saw us as a 'safe pair of hands' due to our proven track record of successful acquisitions, with many owners remaining as part of our team. After meetings with the Elite directors, the Nexus shareholders decided that Elite was the perfect fit and so entered into an exclusivity agreement. After the initial process, which only took six weeks and covered the opening conversations up to Heads of Terms, Nexus were then taken through a highly-structured due diligence process by Elite. They were provided with a comprehensive, yet clear list of due diligence questions which ensured the process was clearly mapped out. Elite and Nexus worked as a collective team throughout the due diligence process. All in all, this took two months to complete, including all legal requirements, preparation of the sale, and purchase agreement.



Overcoming Challenges

The hardest part of any acquisition is for the acquired team to continue their day-to-day duties whilst under a non-disclosure agreement. Elite's practical approach helped throughout this process.

Our structured approach ensured meeting dates were set, updates were given, and the relevant information was brought by both parties to meetings, this way the process ran smoothly, which meant that the relevant parties could focus on the negotiations and come to an agreement quickly without distraction.



Integration Process

Once the deal has been agreed upon, next is the challenge of communicating the deal to staff, customers, and suppliers. We ensure that we communicate with business owners throughout the due diligence process, to assist with this challenge. We engaged with Nexus staff immediately to explain the acquisition and the benefits to both parties. This allowed successful integration to start from day one. Our aim of ensuring all new team members felt included and valued was implemented from the very beginning.

Successful Outcome

Nexus had always provided a high level of customer service and support, so its customers looked to staff for assurance that this would continue with Elite. With the smooth transition into Elite Group, which caused as little disruption as possible to Nexus staff, we were able to offer continued high levels of service, as well as a broader product set.

Looking to **Sell Your Business?**

We understand that, as a business owner, making the decision to sell your business can be incredibly difficult. A lot of care, time and money has gone into building your business, so it's only right that you seek the right buyer.

Elite Group have a faultless acquisition history. Our experience and knowledge ensure a smooth process and successful integration of people, products and processes within our company. If you're looking to sell your business, get in touch today and our team will help you to find out more about our acquisition approach and how it could benefit you and your business.

Call: 0344 875 8880 let's work together to achieve success.





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