



cutting through complexity

Deal Advisory

**Benchmarking Plus**

MORE DATA  
TO COMPARE  
MEANS BETTER  
BENCHMARKING.





**E**stablishing industry benchmarks is essential to any acquisition or transaction. But all too often, benchmarking doesn't provide the details and context required for a truly informed decision. KPMG's proprietary Benchmarking Plus platform goes beyond the usual publicly sourced data to set standards that really matter.

# A DATABASE THIS RICH POWERS BENCHMARKING THIS VALUABLE.

In addition to publicly sourced data, Benchmarking Plus leverages KPMG's proprietary database, giving you access to valuable information gleaned from engagements with more than 1,000 private companies.



## A FEW OF OUR 70+ FINANCIAL DATA POINTS

- + COGS
- + Gross margin
- + EBITDA
- + R&D expense
- + Sales cost
- + Logistics expense
- + Rent
- + Insurance
- + Warranty claims
- + Return on capital
- + Days sales outstanding
- + Cash conversion cycle
- + Inventory
- + Percent of revenue from top five clients
- + Revenue per square foot
- + Percent of private label sales
- + Customer churn rate

## A SMALL SAMPLE OF OUR 40,000+ PROCESS DATA POINTS

- + Number of plants owned
- + Average plant age
- + Cycle time in days to perform monthly close
- + Number of invoices processed per accounts payable FTE
- + Personnel cost to perform the HR function per \$1,000 revenue
- + Number of learning days per employee
- + IT cost per employee
- + Number of IT FTEs
- + Number of FTEs that perform IT development and maintenance per \$1 billion revenue
- + Spend per supplier
- + Number of suppliers
- + Total number of suppliers per procurement FTE



# THE DATA YOU NEED AT DEAL SPEED.

Deals don't stand still. Knowing you can get relevant, accurate data virtually on demand is a huge advantage when you're looking at a transaction. With Benchmarking Plus at our disposal, we're often able to deliver the data and insights you need in a matter of hours.



# BETTER DECISION MAKING THROUGH BETTER BENCHMARKING.

As valuable as the benchmarking itself, is the discussion it drives on our team. Competitive intelligence drives insights into adjustments to acquisition price, cost-cutting strategies, and more.



# REAL WORLD INSIGHTS.

How has Benchmarking Plus paid off for our clients? Here are just a handful of deal-shaping insights we've been able to deliver:

1

Helped a leading telecommunications company gain insights into financial and operational performance of two major business units that it was unable to gain through independent benchmarking.

2

Provided data on peer operating expenses, including drill-downs of SG&A expenses, R&D expenses and number of patents, warranty expenses, and capital expenditures as well as other costs to help a leading touchscreen solutions company assessing a target company's proposed standalone costs.

3

Delivered financial health benchmarking and analysis that became part of the IPO Readiness Assessment deliverable and informed reporting decisions for a leading commodity trading company.

4

Provided financial benchmarking leveraging data from 45 peer companies to ascertain drivers of business performance for a software products and services company assessing a target. The final analysis also revealed how the target's cost structure and classification of expenses compared to its industry peers.

ONLY BENCHMARKING PLUS  
DRAWS ON KPMG'S OWN  
ENGAGEMENTS WITH ALL  
KINDS OF CUSTOMERS IN A  
WIDE RANGE OF INDUSTRIES  
AND SEGMENTS. SO YOU  
GET MORE MEANINGFUL  
COMPETITIVE INTELLIGENCE.

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## Deal Advisory

*We think like an investor*

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