



Sandra Jones and Company
10100 Sherman Road
Chardon, Ohio 44024
Phone: 440.285.4444
Fax: 440.286.9169
www.sjandco.com

CASE STUDY

Diebold Wanted To Grow Through Acquisitions

CHALLENGE

Diebold, Incorporated is a successful publicly traded company specializing in the financial market. They had expanded into the commercial security market and, in addition to their own sales growth, they wanted to grow through acquisitions. Rather than finding companies that were being bid on by multiple buyers, Diebold instead wanted to find companies that fit their business and geographic strategy. Diebold wanted to keep their strategy secret as some of the targeted companies were competitors, while others did not need to know about the Diebold strategy. They did not need assistance in negotiating, they just wanted to find the right target and see if there was an opportunity.

SOLUTION

Sandra Jones and Company was engaged to help identify logical target acquisitions, conduct a search and bring interested logical parties to Diebold for consideration. After obtaining the appropriate NDAs we were able to identify Diebold as the buyer. Rather than charging the standard broker fee we charged a project fee plus a smaller success fee.

After learning their strategy we sought to identify targets and then contact them in confidence. Much to our surprise rather than having 3 or 4 companies come back to us, over a dozen companies were interested in a discussion with Diebold.

RESULT

In a 3 month time frame Diebold was able to evaluate over a dozen target prospective acquisition targets. This is something they would never have been able to do as most companies at that time did not recognize them as a sincere buyer. Our search yielded 2 acquisitions that met their business development plans and financial metrics. Additionally they were quickly able to rule out other prospects after having the opportunity to explore their financial condition. After completing this search we were engaged to do virtually the same thing in three other countries. The person leading this effort is no longer with the firm and the company has since focused on growth in other countries than those we identified.

REFERENCE

We worked for Mr. Bill Rosenberg who no longer is with Diebold but we remain a trusted resource to Diebold. There are several key people in the organization that would provide a recommendation.