

CASE STUDY

Navigating an Acquisition: A Success Story

INTRODUCTION

Acquisitions are often make-or-break moments for growing businesses. They bring expansion opportunities but also a tidal wave of financial and operational challenges. That's where 512Financial's fractional services step in to help companies not just stay afloat but thrive.

Take it from Matt Pearce, an account director and fractional CFO/COO at 512Financial, who recently worked with a legal tech company navigating its acquisition journey. This wasn't just about crunching numbers but about steering a ship through uncharted waters with confidence and clarity.

THE CHALLENGE

The client—a legal data and AI consulting firm—had a powerhouse technical team but relied heavily on its parent company for financial support. As the organization prepared for acquisition, company leadership realized they needed a financial leader who could focus on financial health and reporting.

Pearce recalls stepping into a whirlwind of priorities as he sought to:

- Speed up the closing process for faster reporting
- Highlight strengths and address weaknesses in their financial position
- Ensure leadership had rock-solid confidence in their financial projections

With an acquisition on the horizon, precision wasn't just important—it was everything.

ABSTRACT

*This case study highlights how **512Financial fractional CFO/COO services** helped a legal technology company navigate its acquisition.*

With help from 512Financial, the company strengthened financial reporting, ensured due diligence preparedness, and streamlined their post-acquisition integration.

THE STRATEGY: PREPARING FOR THE BIG DEAL

Acquisitions come with scrutiny, and buyers don't just take your word for it—they challenge every number, assumption, and forecast. Pearce and his team took a structured approach to empower the client to:

1. **Ensure Accurate Projections:** By refining forecasting models, they provided leadership with rock-solid financial projections.
2. **Perform Due Diligence:** The team built a comprehensive repository of key financial data to anticipate buyer requests.
3. **Negotiate Confidently:** With well-prepared financial documentation, the client approached negotiations with certainty.

To bring the strategy to life, Pearce emphasized the importance of precision and preparation.

“We worked diligently to ensure our forecasting and projections were as accurate as possible,” Pearce shares. “Potential buyers will challenge anything they see, so the leadership team needed to feel solid about the numbers on the page.”

THE INTEGRATION MARATHON

Once the deal closed, the real work began—integrating the client's systems and processes into the acquirer's infrastructure. The new ERP system was robust, requiring an operational uplift to meet higher standards.

Pearce's approach? Late-night calls, plenty of coffee, and hands-on collaboration with international teams.

“The acquirer had teams around the world, so it took time to align cultures and operational processes. Walking them through system limitations and helping them troubleshoot made a measurable difference.”

For Pearce, these late-night efforts weren't solely about resolving issues—they were about building relationships and setting the client up for long-term success.





THE RESULTS: LESSONS & REWARDS

When asked about the biggest lesson from this experience, Pearce says, “Be prepared for anything.” From unexpected requests to last-minute presentation edits, flexibility was key.

But the rewards made every challenge worth it.

“Helping this company grow and change was incredibly rewarding,” Pearce reflects. “The deal unlocked new potential for them that might have taken years to realize otherwise.”

For the client, having a fractional CFO/COO in their corner allowed them to focus on what they do best—pitching their exceptional product—while Pearce and the team handled the numbers.

CONCLUSION

512Financial isn’t just about offering fractional services; it’s about creating partnerships that empower businesses to grow confidently. Whether in finance, marketing, HR, or accounting, their holistic approach ensures tailored expert guidance.



Be introspective and know what sets you apart from your peers. That clarity can make all the difference.

-Matt Pearce, advice for companies considering an acquisition
Account Director and Fractional CFO/COO at 512Financial

