



AI-Powered Real-Time M&A Thought Starter & News Monitoring and Impact Assessment – European Management & Consulting Firm

The AI-based news engine tracked real-time M&A insights, ensuring timely updates on competitors' activities for informed decision-making. Human analysis provided value-added strategic recommendations, including impact assessment metrics like intensity, sentiment, potential opportunities/risks, and impact duration. With structured categorization and 100+ tags, the noise was filtered out, reducing manual effort by 20-30%, improving analysis efficiency, and empowering targeted client advisory. This curated information was seamlessly presented in an MS Power BI dashboard.



STATXO's AI news engine and MS Power BI dashboard have transformed our M&A thought starters tracking & news monitoring. Real-time updates on competitors, strategic recommendations based on impact assessment, and streamlined analysis have made a significant impact on our decision-making.”

- Partner, M&A and Transaction Advisory

Q CASE FOR CHANGE

- A Europe-based leading global management consulting firm, offering Professional Services across diverse industries, struggles to stay updated on M&A thought leadership from top consulting firms, leading to gaps in industry insights and trend awareness
- The client finds it challenging to monitor frequent updates and analyses from leading consulting firms, impacting their ability to make timely and informed strategic decisions. Despite attempts to track information in-house, the client struggled to stay aligned with the dynamic market landscape due to the following:
 - Inadequate bandwidth availability to take the right actions at the right time
 - Extremely time-intensive manual process
 - Lack of centralized tracking

🔍 SHARED VISION

- To support the client with efficient and effective M&A thought leadership & news monitoring and tagging via a new process for Impact Analysis. Our goals included designing an external data tracking, tagging, and impact assessment system/ mechanism for 5 leading consulting firms and 5 PE/VE firms
- Our goals included:
 - Streamlined Information Management
 - AI-Enabled Thought Starters and News Tracking and Tagging
 - Standardized Data Formats
 - Proactive & Agile Response Framework



📌 FEASIBLE PLAN

- Identified key sources through thorough secondary research and fed those into the AI-based news engine. This enabled our team to track relevant news in near real-time, ensuring timely updates on competitors' developments & activities
- For the AI-based news engine to filter out only relevant M&A thought starters and news/ information by avoiding noise/ irrelevant ones, a mind map of **100+ tags** was created based on the **8 main categories**, and **30 sub-categories within M&A** across target news/ intelligence types (*market trends & industry dynamics, competitors' KOL/ thought starters tracking, customers' activity tracking, regulatory & legal, partnerships & alliances, divestitures, demerger/ spin-off, etc.*) for target **10 competitors**
- Conducted extensive secondary research and detailed analysis including impact assessment of news filtered & tagged through a proprietary AI-based news engine along with a BI specialist

✅ CAPABILITY TO DELIVER

- The AI-based news engine tracked relevant M&A thought starters and news in near real-time, ensuring timely updates on competitors' activities, and enabling informed decision-making. Further, Human Intelligence facilitated enhanced accuracy and effectiveness based on value-added analysis and strategic recommendations through **news impact assessment (impact intensity, overall news sentiment, potential opportunity/ risk, and impact duration)** to make informed decisions with the right actions at the right time
- Through 100+ tags and **structured categorization**, the engine filtered out noise & delivered only relevant news. This **reduced manual effort up to 20-30%**, and enhanced the company's ability to provide targeted client advisory based on impactful insights
- The curated information was presented in MS Power BI dashboard

