

Value Enhancement Group – Case Study Examples

Orion Media

In May 2009, LDC acquired several Midlands based radio stations from Global Media, to create Orion Media.

The Value Enhancement Team worked with the management team to effectively create a back office infrastructure from scratch whilst operating under a three month Transition Services Agreement (“TSA”) from Global Media.

The key areas of focus were on ensuring that broadcast and station programming systems were sufficiently robust to minimise any risk of the radio stations going off-air.

The stations involved are BRMB - Birmingham, Mercia FM - Coventry, Beacon FM - Wolverhampton & Staffs, Radio Wyvern - Worcester, Gold stations in Birmingham, Coventry and Wolverhampton and Heart 106 in the East Midlands.

Avelo (previously 1st - The Exchange)

In August 2009, LDC backed the management team of Avelo as part of a £115million transaction. LDC invested £42million to purchase a controlling stake in the company. This was followed up in 2010 with LDC's support for the acquisition of N4 Solutions.

The investment in Avelo saw the carve-out of two UK based software businesses from a multinational US plc.

Whilst already operating on a stand-alone basis the carve-out from the plc and the integration of the two businesses drove the need for better coordinating of sales and marketing activities across the two brands.

The Value Enhancement Group were involved in the organisation redesign, 100 day planning and business strategy work and has continued to support in these areas and other longer term performance improvement projects.

Avelo provides a market-leading integrated suite of technology solutions, software and consultancy to the financial services industry throughout the UK.

Based in Cheltenham, Warwick and Woking it supports the key stages of a distributor's business process, whatever its size and enables users to service their clients more efficiently and profitably, whilst meeting regulatory demands, reducing costs and maximising profits.

Targeting the UK financial services industry, the company is the largest provider of online comparative quotations and electronic new business applications, has approximately 27,000 registered users and has processed 185 million client illustrations over its online information and transaction services since January 2008 and develops, markets and supports market leading software delivering financial planning, client management and full back office administration to more than 1,600 adviser firms.