



# More data to compare means better benchmarking

**Benchmarking Plus  
Deal Advisory**





Establishing 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 3,000 private companies.



## A few of our 140+ financial data points

- + COGS
- + Gross margin
- + EBITDA
- + R&D expense
- + Rent
- + Insurance
- + Return on capital
- + Days sales outstanding
- + Cash conversion cycle
- + Inventory
- + Percent of revenue from top five clients
- + Customer churn rate
- + Selling & marketing costs
- + General and admin costs as a % of revenue
- + Total personnel expense
- + Revenue per employee
- + Gross profit per employee
- + Total employees
- + Number of employees in general and admin department as a % of total employees
- + Order backlog
- + Working capital
- + Current ratio
- + Debt / equity
- + Net debt / EBITDA
- + Days inventory outstanding
- + Days payables outstanding
- + Free cash flow
- + Capital expenditure as a % of total revenue
- + Capex / D&A ratio



# 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 member firms' clients? Here are just a handful of deal-shaping insights our integrated team has 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

*Real results, achieved by integrated specialists*

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