



Sonenshine chooses integrated deal marketing tools to save senior bankers hours of time

About Sonenshine

Established in 2000, Sonenshine Partners is a private investment bank advising major companies worldwide on mergers, acquisitions, corporate finance, and restructuring transactions across multiple industry sectors.

Collaborating in a Remote Environment

At the Sonenshine HQ in New York City, junior bankers have an excellent space to collaborate on work and run live deals. Sam, an Associate at Sonenshine Partners, describes how Analysts and Associates will normally “print stuff out and put it on the board so we can all see it.” This helps them prioritize what they are working on and divide and conquer on strategic projects.

However, some projects are inherently more difficult, especially in a remote environment. For example, the marketing phase of a sell-side M&A deal- it isn’t as easy to manage when you are not sitting next to your fellow colleagues. Sonenshine has remedied this situation with frequent group calls and virtual meetings, but they realized they needed additional technology tools to help optimize the process even more.

Sonenshine Partners

Type Private Investment Bank

Offices New York and London

Sector Coverage TMT, Industrials, Healthcare, Consumers & Retail, and Business & Financial Services



Sonenshine chose Datasite Outreach for several sell-side M&A processes. The platform gives them a virtual space that enables junior bankers to visualize what they are working on via cloud-based project tracking. As Sam mentions, “For a middle-market sell-side process, where we may be reaching out to a significant number of parties, it’s a great tool to keep everything in one place.”

Senior Bankers Save Valuable Time and Execute with Confidence

With the large volume of deals at Sonenshine, junior bankers often look for ways to save senior bankers time, so that they can focus on high priority items. This benefits everyone, especially the clients who have high expectations for positive deal outcomes.

One opportunity Sonenshine saw was to leverage the bulk email & watermarking tools within Datasite Outreach to create up to hundreds of customized email drafts to potential buyers. “We had a few processes where senior bankers had to do massive amounts of email outreach – and we saw an opportunity to save a lot of their time,” says Sam. “Using the Datasite Outreach tool, it saved our senior bankers between 1 – 5 hours, depending on the project... this is time that they can use to pick up the phone and call people who might be very strategic buyers.”

Key Pain Points

in Deal Marketing

- Current environment challenges the deal marketing process
- Senior bankers spend too much time writing emails
- Traditional technology tools are not integrated

Key Outcomes

via Datasite Outreach

- A virtual space for all bankers to collaborate on buyer engagement
- 1-5 hours saved for senior bankers on every project
- One integrated platform to manage the M&A process



Additionally, by leveraging the bulk email functionality, the firm has top confidence that communications are error-free. As Sam states, “Any given buyer can have hundreds of other emails to read, if they see a major typo, they might move on without considering the pitch.” Datasite Outreach reduces human error by streamlining email to multiple buyers. “If you can push a button and do it at scale, it’s just safer,” says Sam.

Set up for Success and Ready for Diligence

The ability to consolidate their technology across the deal lifecycle was an important factor when considering Datasite Outreach. “It’s great to have one platform where we can all go, which has connectivity between deals, and connectivity with our data room.” This enables a smooth transition from one phase of the deal to the next, all within one technology platform. By leveraging the integrated deal staging room in Datasite Outreach, the team can get key documents ready and then shift them immediately to diligence.

The interconnectivity amongst projects enables Sonenshine and other banks to see insights which help them understand buyer habits across deals—a valuable resource for senior bankers to carry into their next client conversation. As Sam states, these types of tools can be a huge differentiator “Clients want us to be using helpful tools so we can maximize the service that we can provide to them.”



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Sam
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