

Enterprise End-to-End Software Solution for Deal Management

Case Study

INTRALINKS

Intralinks is a global technology provider of inter-enterprise content management and collaboration solutions. Its products serve the enterprise collaboration and strategic transaction markets, enabling the exchange, control, and management of information between organizations.

Deal Suite Vision

Corporate Goal

Establish Dealspace as the required, must-have brand for dealmakers during an entire M&A deal process from deal inception to closing.

Mission

Build a Deal Suite beta to validate the value proposition of the MVP and validate the demand and likely adoption of the MVP among customers matching the primary persona.

Market/customer problem

- An M&A advisor's objective is to close high value deals for their clients by providing exceptional deal management service and by providing valuable insights into buyer intent
- M&A advisors use Intralinks Dealspace or a competing VDR to manage due diligence, but they need a more efficient way to accelerate the entire deal process, from inception to close, and want to provide clients with deeper insights into buyer intentions.

Who we were solving for (persona)

1. Primary persona: Investment Banker M&A Advisor Associate
2. Secondary persona: Investment Banker M&A Advisor VP
3. Secondary persona: Corporate Development Director (sell-side)

Persona needs

- Securely collect and store deal documents from their client Secure place for deal team to collaborate and prepare VDR
- Efficient way to market the deal to potential buyers in a way that results in finding most promising buyers quickly
- Speed up the VDR set up with workflow tools for document review/approval
- Streamlined process for evolving a deal team space to a buyer-ready VDR
- Easy/quick ways to provide deal status during any phase of the deal

Unique value prop

Dealmakers are able to accelerate the process of closing deals successfully with tools to progress smoothly through each phase of the deal from deal prep to marketing to due diligence. Dealmakers can leverage data for a real time status of the deal and valuable insight into buyer intent.

Business goals

- Grow the Dealspace business by generating net new revenue from and through M&A advisors
- Provide advisors with a subscription service that they'll pay for to manage deals
- Encourage advisors to increase the rate at which they recommend their clients use Dealspace for deal prep and VDR

Deal Suite Design Goals

Our design goal was to create an aspirational user path through the entire deal process and to identify which solutions are the most critical to inform MVP. I was engaged on this project as the UX designer responsible for creating Vision artifacts. I've worked alongside User research team which did the customer recruitment and together we worked on User Research Analysis. When creating these Vision artifacts I received and iterated design feedback through team design reviews.

1. Vision artifacts: user journeys, task analysis, high level wireframes to illustrate the aspirational user path from deal sourcing to close
2. Design validation through external customer interviews
3. Ranking of needs/most critical solutions to inform MVP
4. Follow identified aspirational path when working on next MVP



INTRA LINKS

Opportunity

Deal Suite Value

Target Persona

Advisors

Next Steps

Target Persona - Adam

Investment Banker, M&A Advisor Associate

Adam's primary goals are:

- Get hired by client
- Get highest possible valuation for client
- Smooth and fast deal closing

Supporting objectives

- Adam is able to accelerate the process of closing deals successfully
- Adam can manage the entire deal lifecycle in the Deal Suite, the experience is sticky
- Adam can leverage data, real time deal status and valuable insight into buyer intent

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User Journey, Task Analysis and Mental Model Maps

To map the user journey through the M&A deal our research group helped us recruit actual customers for “Day in a Life” research interviews.

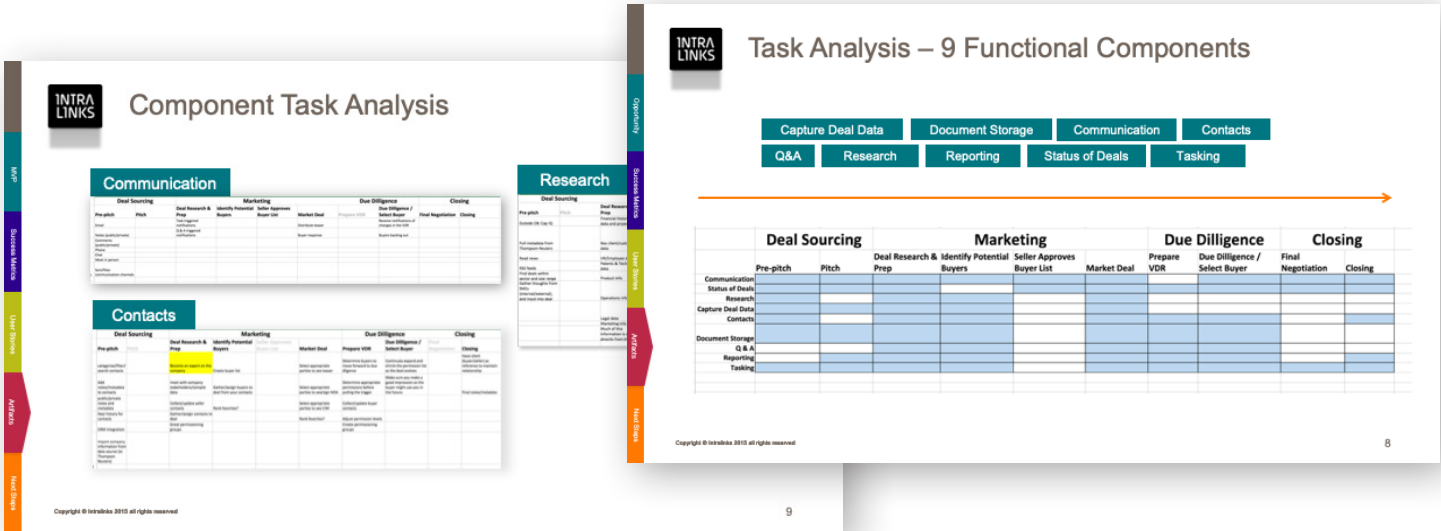
As part of the journey discovery we've mapped out tasks and mental models for each phase of the deal.

In addition, the UX research team organized a series of interviews with internal SMEs to help the team to form a high-level picture and context for a complete end-to-end deal management.

During discovery we also collected our customer's Excel spread sheets that they used to manage their deal workflow. The data and structure helped us inform mental models of our customers.

Through task analysis we identified 9 functional components that could deliver the end-to-end Deal Management solution.

To derive Deal Suite MVP we mapped the nine functional components across the entire journey to get visibility into the components that we needed the most. We used them to rank their order to inform the Deal Suite MVP.



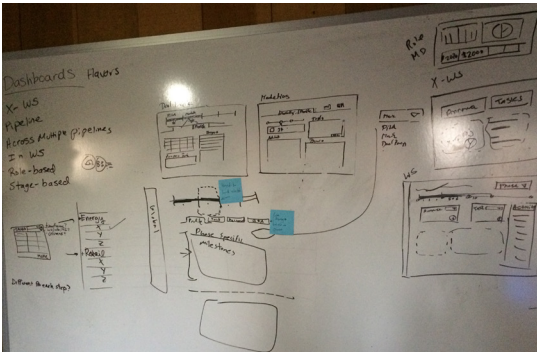
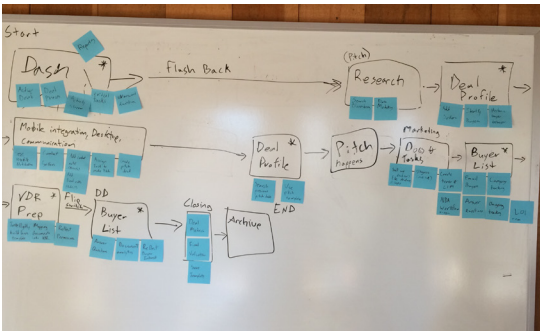
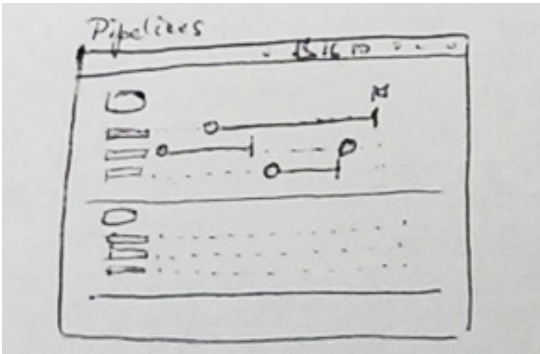
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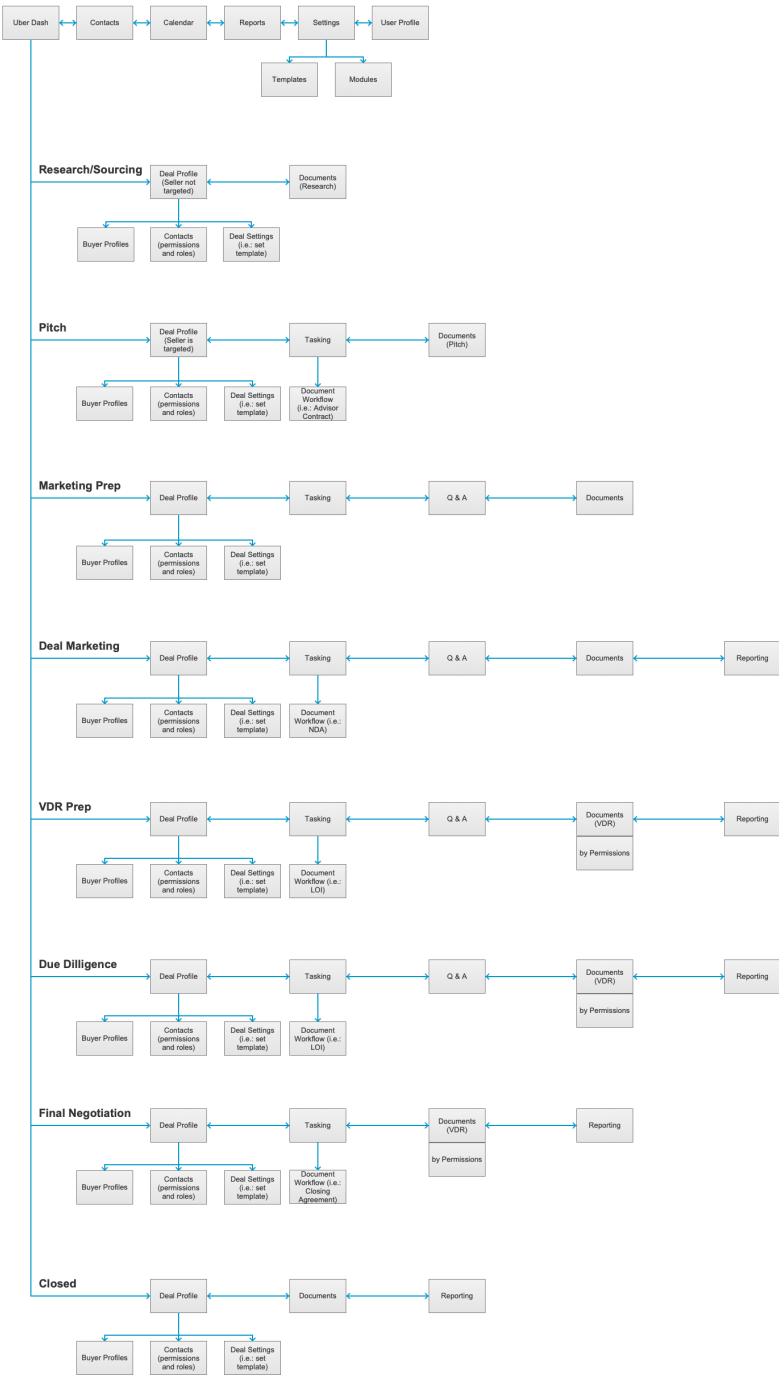
High Level Wireframes

We've identified the core functional components and as a next step we mapped out the Information Architecture for each phase of the deal.

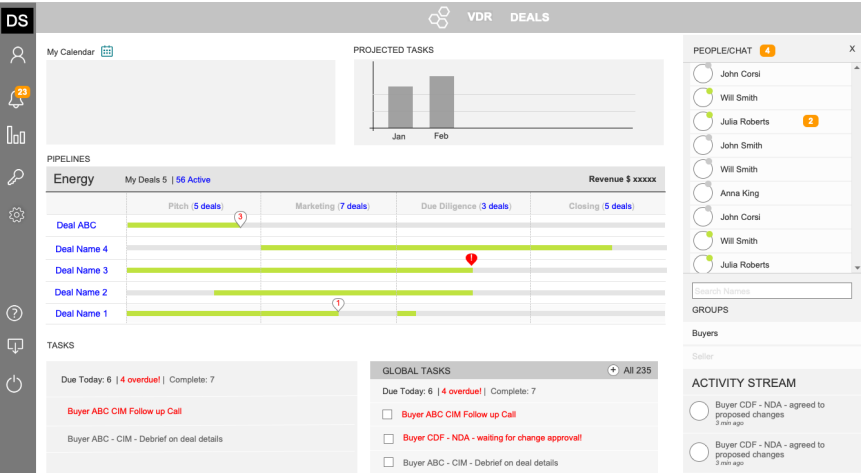
At a design team outing, the entire design group engaged in white board affinity excersizes to map and discuss the deal managment solution, deal dashboards, and their optimized versions for each persona need.



Deal Suite Information Architecture

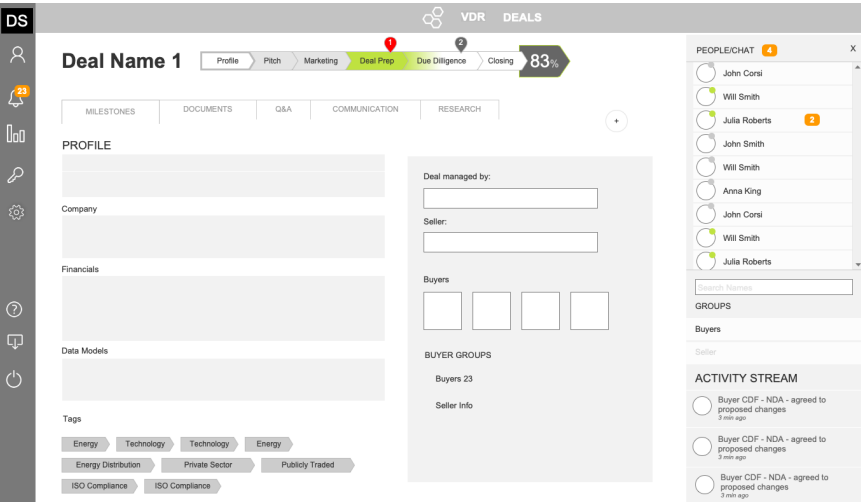


Uber Dashboard offers visibility of progress across multiple deals at flight. We wanted the user to be able to drill down to the Deal Dashboard easily and quickly, the Advisor Associate persona spends most of his/her time managing deal progress in here.

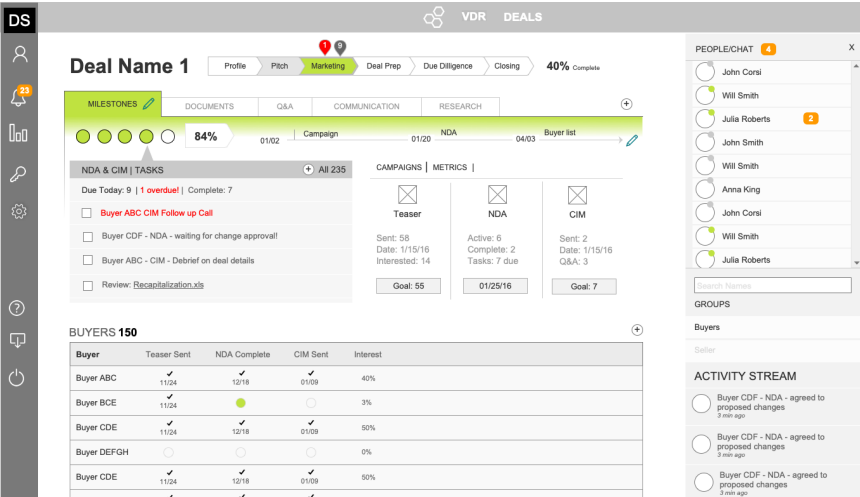


Deal Progress tracker helps the user to indentify which phase the deal it's in, see the deal completion percentage as well as next action items required for deal phase completion. The user can navigate all the deal states by clicking on them and navigating to that specific phase's Milestone set. As a deal phase sample we chose Marketing and Deal Prep screens which you can see on the following page.

Below is a Deal Profile screen, displaying deal data which is imported into the Deal Suite from Deal Nexus, Intralinks deal seller/buyer matching product.

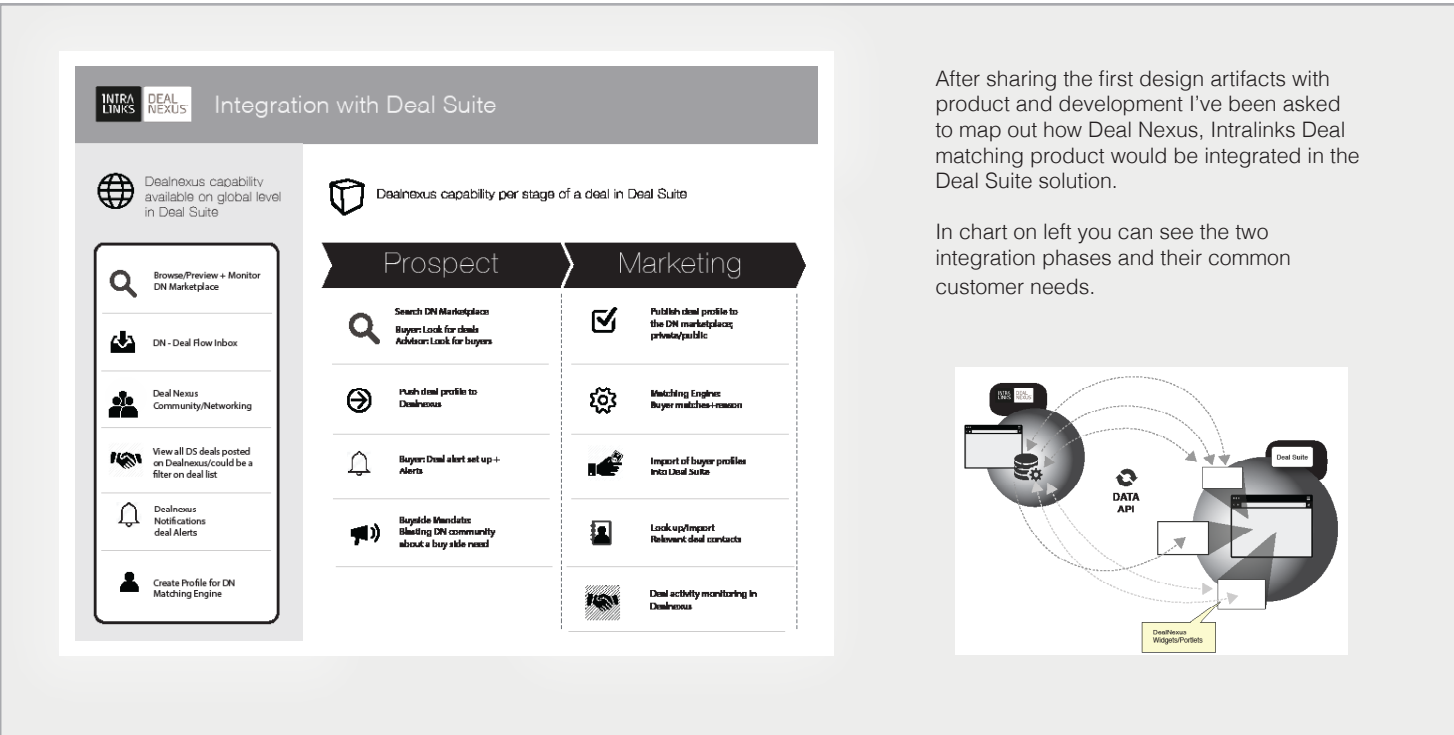
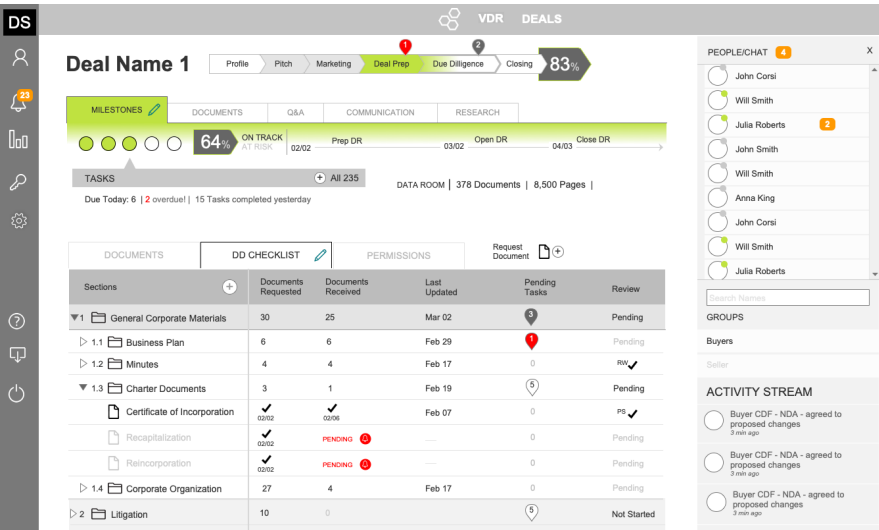


Marketing phase, like all phases are defined by milestones, based on a recommended DealSuite template, and allowing user the flexibility to define each milestone and its target date completion, artifacts/documents needed. Timeline element is visually aiding the upcoming milestones and their target dates. Missed Target dates set overdue Task Alerts in the dashboard UI. Shown by a red location marker, or red text in the wire below.



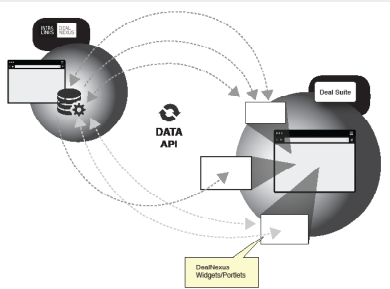
Deal Nexus Integration

Deal Prep phase; here buyers request a list of documents that are going to be part of the Virtual Data Room (VDR) during the Due Diligence (DD) phase of the deal. Deal Prep is a preparation stage of the VDR where all documents are provided by the seller but the Data Room (DR) is not open to the Buyers. Timeline displays a date "Data Room Open" indicator to the user and creates a timebox reference for the team's progress in the deal phase.



After sharing the first design artifacts with product and development I've been asked to map out how Deal Nexus, Intralinks Deal matching product would be integrated in the Deal Suite solution.

In chart on left you can see the two integration phases and their common customer needs.

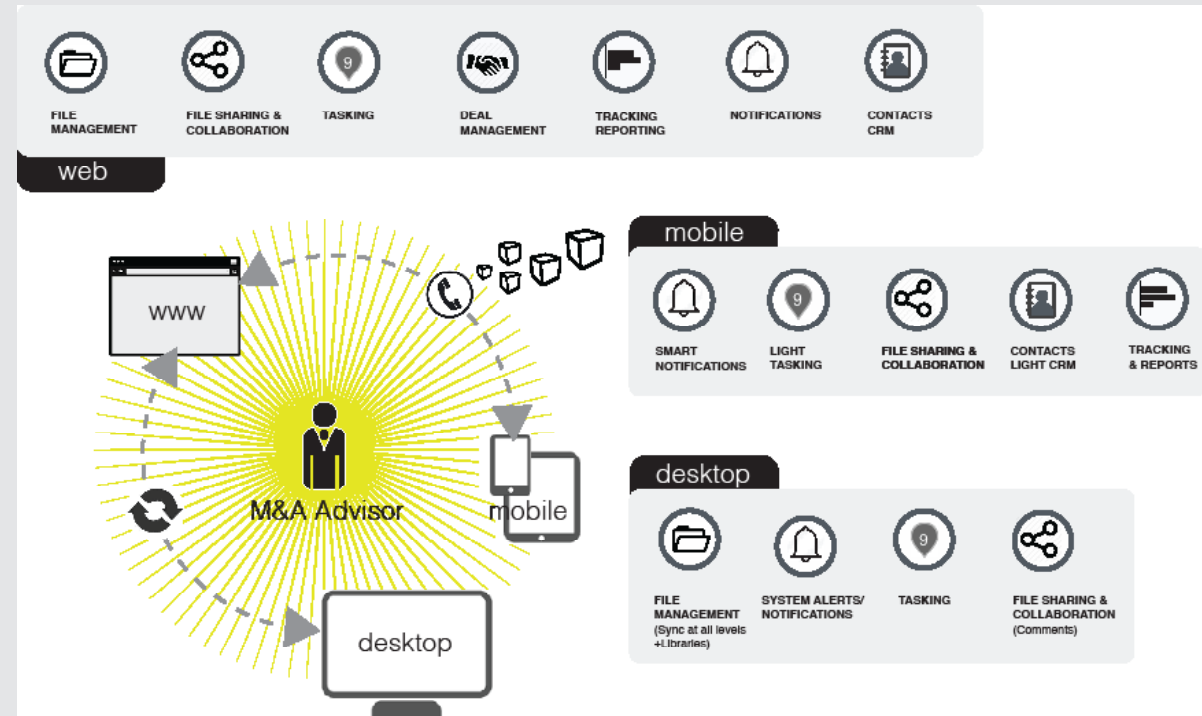


ECOSYSTEM

To form a high level view on the overall Deal Suite Vision, I took an educated guess at what an Ecosystem could look like based on the 9 functional components.

For mobile VDR solution the existing products had a low adoption, the primary platform for users is the web product. Mobile could compliment the user experience of the web by providing business intelligence through smart notifications and real time deal progress updates.

As well as supporting the user on the go with light task flows that would enable the user to to move the project towards the next milestone.



Next Steps - Design Cycle 2!

- Internal stakeholder interviews
- Design iteration based on feedback
- External stakeholder interviews
- Ordered list of features/functionalities to inform MVP

Off this project for a new mission!