

Proactive deal origination: How Siemens uses delphai



Overcoming M&A blind spots with automated, international, and hyper-contextualized data

The M&A team at leading industrial company Siemens AG sought a way to eliminate network bias from their deal origination process. Knowing that market intelligence solutions increase the quality and efficiency of target research, head of M&A Siemens Digital Industries Jens Messer and M&A manager Armin Schuster looked for the ideal platform. delphai's depth and breadth of data, including twelve million automatically generated and hyper contextualized company profiles, led Messer and Schuster to choose delphai over competing B2B SaaS products.

delphai is the ideal B2B search engine for company identification

Before delphai, the Siemens M&A team relied on internal experts and external consultants to build their long lists. These experts use search engines and personal networks for deal origination. Messer and Schuster have found that other tools and general purpose search engines, are not focused exclusively on company data so this requires them to spend valuable time checking the results for relevance.

"The value of delphai is that we don't miss any target," Schuster said. "In the M&A process, delphai helps us create comprehensive long lists," he added.

delphai uncovers new technologies and emerging companies for Siemens

With delphai's gold standard data available at the stroke of a keyboard, Siemens is confident that fewer companies are missed and emerging technologies left undiscovered in their deal origination process. Already, Messer and his team have used delphai to find 10 new technologies Siemens can leverage in their upcoming growth initiatives.

SIEMENS

Industry

Technology

Company size

377,000

Headquarters

Munich, Germany

Benefits of using delphai

- _ Increased independence in short list creation
- _ Reduction of network bias
- _ Easy discovery of key companies and technologies



"Big companies shoot to the top in online search engines, and sometimes it can be hard to find the smaller and private companies – the hidden gems." – Armin Schuster, M&A manager

delphai removes middlemen from the identification process, enabling complete client privacy

While other solutions require clients to divulge search terms to their market intelligence teams, delphai provides users with direct access to its platform. This allows clients to have complete autonomy in their research and ensures discretion. Direct platform access, and the provided privacy, is a key reason Siemens chooses delphai over competing services.



“Direct access to delphai data allows us to be creative in our deal origination process.”

– Armin Schuster, M&A manager

Siemens creates quality short lists with delphai

With quality lists derived from delphai’s AI-driven integration platform, Siemens can confidently move to short list creation, then acquisition. Further, delphai acts as a bicycle for the mind – allowing Siemens M&A professionals to focus on the acquisition as opposed to tedious manual research.



delphai accelerates growth at Siemens

Siemens looks forward to continuing to use delphai, the B2B search engine, to perform agile searches and compile quality long and short lists. With delphai, finding new technologies is an instant, agile process.

Interested in learning how delphai can accelerate your company’s growth and maximize your efficiency? Book a personalized introduction with us today.

About delphai

delphai allows users to thrive in their industries by revealing their best partners, future customers, and key competitors. delphai is a highly automated company data integration machine. Our software makes accessing and understanding tailored market data as easy as using a search engine, but built for B2B.

Our customers



SIEMENS



Get started today!

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