



Deloitte DataMAAP

Track and manage transfers in Mergers and Acquisitions (M&A) transactions

The success of an M&A transaction depends on many things. The transfer of data between buyer and seller is one of them. But data ownership is often scattered across multiple functions, locations, and platforms. Disputes, delays, and disconnects can occur

as stakeholders struggle with competing versions of the truth. On top of all that is the growing prevalence of unstructured corporate data, increased data volumes, and the difficulties of understanding content. Some data may be sensitive and at risk of leakage.

Get ahead of these challenges with Deloitte DataMAAP, an intelligent and modern platform designed to help you to scope, plan, de-risk, execute, and track organizational asset transfers during M&A transactions. DataMAAP empowers organizations to easily maintain and report on transaction asset/data transfers and segregate commingled data stores. It leverages machine learning, artificial intelligence (AI), and a codified methodology to accelerate business data scoping, segregation, transfer, and integration, including a transition service agreement (TSA) self-service function to help you reduce stranded costs and reduce risk.

With Deloitte DataMAAP, you can manage a master list of the data eligible for transfer and segregate it by user role and access level. From there, DataMAAP facilitates the entire data transfer process—from business approvals to third-party tool integrations to delivery receipt—while tracking the data's progress through the system.

Critical elements of a smooth data transfer



Separation/integration management office

Determine compliance with guiding principles of data separation or integration while gaining a single view of the data transfer process across all data types.

Information technology/services


Automatically separate comingled data assets and transfer data via built-in application programming interface (API) integrations. Connect to third-party ticketing systems to automate data transfer post business approvals.

Legal and compliance

Check for due diligence, data retention in accordance with legal and regulatory requirements, and filtration of intellectual property or commercially sensitive information prior to transfer.

Records management

Track the movement of physical and electronic data assets in line with recordkeeping requirements. Identify and remove ROT (redundant, obsolete, trivial) post data transfer.



Bring automation, clarity, and control to the data transfer process

Manage unstructured data

Market-leading technologies facilitate the segregation of unstructured data such as email, collaboration sites, work files, and paper documents.

Safeguard sensitive information

AI and machine learning capabilities identify specific confidential terms and clauses and help reduce the likelihood of transferring proprietary data.

Case management features and custom workflows

Create custom workflows for data transfer approvals and actions. Route approved data transfers in DataMAAP to ticketing systems via API integrators.

Coordinate user activities

Custom workflow management tools make it easier to assign ownership, create review protocols, and facilitate review processes leading up to data transfer.

Govern data transfer disputes

A detailed audit trail displays all updates, acknowledgements, and signoffs related to data transfers through DataMAAP.

Flag areas of risk

Dashboards and reports show the status of data transfers while DataMaaP generates alerts based on rules and search terms.

One company's data transfer experience

A prescription for data separation at a pharmaceutical company



A global pharma company announced a divestiture agreement to spin-off an existing business unit. The global nature and duration of transition service agreement (TSA) exits meant the default approach—using manual processes to track the data migration of thousands of records—lacked sufficient governance and robust data tracking mechanisms.

As part of this project, the company deployed Deloitte DataMAAP to facilitate the transfer of electronic and physical data. More than 150 users were onboarded to help track the data transfers.

Deloitte DataMAAP facilitated:

- Team, custodian, and inventory management to catalog and track the scope of the transaction
- Chain-of-custody tracking to manage the transfer of business data from one organization to another
- Role-based access control to safeguard data transfer security and manage complex access structures
- A platform for tracking acknowledgement and potential disputes from the buyer

Our solution assisted the global pharma company to:

- Establish consistent workflow for data transfer approvals in alignment with TSA exits
- Obtain acknowledgements, and highlight any disputes
- Reduce manual mechanisms and ad-hoc approvals
- Streamline the data transfers process

Data is one of the most valuable strategic assets a company acquires as part of a M&A transaction. Knowing when and how you'll receive it, whose sign-off is required, who's accepting it, and whether its format is correct and if it is being properly safe-guarded and monitored for legal and compliance reasons is vitally important. Deloitte DataMAAP can help track and manage all your data, maximizing the value of the asset you're buying. It serves as a complete platform for the entire data transfer process in an M&A. **And it's available only through Deloitte.**



Sean Riley

Principal
Deloitte Transactions &
Business Analytics LLP
seriley@deloitte.com

Jack Walker

Principal
Deloitte Transactions &
Business Analytics LLP
johnwalker@deloitte.com

Krishnan Ramachandran

Senior Manager
Deloitte Transactions &
Business Analytics LLP
krramachandran@deloitte.com

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