

# M&A Market Analysis



Global Investment  
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## INFORMATION SOLUTIONS REPORT

### Industry Update

The Information Solutions report, created by Baird's Global Technology & Services investment banking team, highlights our extensive coverage of information solutions business models, which have become increasingly prominent in the global economy. Information solutions companies aggregate and transform client, third-party, and proprietary data into valuable insights, forecasts, and predictive analytics. The attractive features of information solutions business models include recurring revenue, non-discretionary demand, operating leverage, scalability, and high entry barriers.

Baird categorizes companies in the sector by their orientation, which is often focused on serving customers' needs within a particular corporate function. Other companies serve needs more broadly but focus on a particular industry vertical. We have described the 10 subsectors featured in the report along those lines.

- Subsectors with a corporate function orientation:
  - Credit
  - Financial and Economic
  - Legal and Compliance
  - Marketing
  - Supply Chain
  - Strategy and Business Intelligence
- Subsectors with an industry vertical orientation:
  - Energy and Environmental
  - Real Estate
  - Insurance
  - Automotive

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