

M&A Market Analysis



Global Investment
Banking

[REQUEST THIS FULL REPORT OR SUBSCRIBE TO OUR LIST](#)

(Please specify which report you are requesting and include full contact information)

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

Chris Hildreth

Managing Director
childreth@rwbaird.com
+1.312.609.4937

Jonathan Harrison

Managing Director
jjharrison@rwbaird.com
+44.20.7667.8414