

# Saga and the AA

Acromas Holdings Limited, the holding company of Saga and the Automobile Association (AA), appointed IntraLinks again – after having streamlined the due diligence process in the merger – to provide a secure corporate repository for the combined management of critical information for the businesses.

## The Situation

The 2007 merger of two major UK service brands, Saga and the AA, created the UK's largest affinity business, serving 17.6 million customers with products that include roadside assistance, financial services and holidays. With a vast amount of sensitive company information located across the two organisations, it all needed to be consolidated, streamlined and efficiently managed in one central, secure place.

## The Implications

Because of the restrictions on the electronic transfer of data, Acromas Holdings faced the prospect of using paper and couriers to distribute its confidential documentation. Not only was this not secure, but it incurred massive courier bills, lengthened time scales, and decreased the accessibility of information. In turn, this would make reporting to the various stakeholders, including investors, auditors and management, difficult. It also made communicating with outside parties such as legal and financial consultants cumbersome.

## The Solution

Saga had been working with IntraLinks since 2004 when Saga was sold to private equity company Charterhouse. IntraLinks was used as a virtual dataroom to manage due diligence in what was a 'dual track' process where the company considered both an IPO and trade sale. As a result of this success, IntraLinks was chosen again to handle the 2007 merger. IntraLinks impressed both parties so much they were further appointed to store all of the new company's information.

## The Result

Acromas Holdings began exploring wider corporate use of IntraLinks. Rob Scott, Acromas Holdings chief accountant, saw that IntraLinks could be used as a repository for all sensitive information. He implemented an IntraLinks exchange to archive all documents and management accounts, comprising more than 20,000 documents and quickly growing.

Additional exchanges were also utilised by Acromas' Company Secretary, John Davies, and the IT team.

## The Benefit

Using IntraLinks has made the business's data more accessible and auditable without compromising security. Information that might have taken hours to access and distribute in the past now can be located and distributed to outside firms, for example, in a matter of minutes.

In addition, company users found the IntraLinks platform user-friendly and the Customer Service team very helpful during implementation.

**"IntraLinks has developed with us as an organisation. Having initially provided secure due diligence during two defining deals, it helped us again to develop a corporate repository for the whole organisation that makes us more organised, flexible and fleet of foot for the future."**

– John Davies,  
Company Secretary,  
Saga and the AA

## 20,000

Number of pages  
in one exchange

## Hours to minutes

Time saved searching and  
distributing documentation

## 3

Number of IntraLinks  
exchanges used by  
Acromas Holdings



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## Security

Our top priority is to provide you with the highest level of security, compliance and auditability for the exchange of your information, avoiding possible risks and exposure to your business. Our solutions adhere to industry-mandated regulatory requirements, including SAS-70 Level II and ISO 9000 certifications. IntraLinks' comprehensive approach toward security extends across our entire solution, including the application, infrastructure and process.

## Affordability

Offering a true turnkey solution, we require no additional hardware or software, no expensive training programs and no new demands on your IT resources. With no upfront capital costs, our Software-as-a-Service (SaaS) business model provides a budget-friendly, scalable cost structure that yields returns almost immediately and continues through the long term.

## Easy Implementation

With tens of thousands of implementations worldwide, we can get you up and running in minutes. Easy integration with your current software and internal systems ensures a seamless workflow. And as your business evolves, our solution enables you to easily add users, expand your uses and increase your volume of information to adapt to your ever-changing business needs.

## Cross-Organisational

Transforming the way organisations do business, we've created a way for you to collaborate on your mission-critical business projects with experts and colleagues regardless of their location, inside and outside the company firewall. Enabling you not only to do business more quickly, safely and efficiently but more profitably as well.

## Service

Delivering a technology solution to extremely demanding clients, such as those in financial, pharmaceutical, biotech and legal industries, requires a tremendous level of dedication and unwavering commitment to our customers' success. Offering a full-service approach, we'll set up and manage your solution so that your team can hit the ground running. And we provide global 24/7/365 live support in more than 140 different languages.

## Expertise

For more than a decade, we've been helping companies around the world exchange their critical information. With 750,000+ users across 90,000 organisations around the world, we offer solutions based on innovative best-of-breed technologies along with direct domain knowledge and best practices by industry to ensure you get the most value from your IntraLinks solution.

## Global

At your desk or on your Blackberry, our solution is available in multiple languages. And with thousands of customers worldwide using IntraLinks, you can be assured that we will manage your business globally. With personnel and offices in 16 countries on four continents and a growing list of leading enterprises around the world, IntraLinks offers international reach with customised support.

## The IntraLinks Advantage

IntraLinks® provides enterprise-class solutions, which facilitate the secure, compliant and auditable exchange of critical information, collaboration and workflow management inside and outside the enterprise. Our on-demand solutions help you organise, manage, share and track information, enabling you to accelerate your workflow, optimise your business processes and realise new profit potential.

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