



20,000+

Amount of pages in a typical client exchange

3,000+

Amount of documents in a typical client exchange

1

Number of platforms Marlin & Associates had to learn

Marlin & Associates

To gain a competitive advantage, Marlin & Associates has chosen IntraLinks® to streamline and accelerate its clients' transactions. Through its own privately branded IntraLinks exchange, Marlin & Associates is able to quickly set up and manage client dealrooms, providing buyers and sellers immediate access to critical information.

THE SITUATION

Marlin & Associates, a boutique investment banking and strategic consulting firm, sought a technology solution that would help organize and accelerate the M&A lifecycle process for its technology and information services clients.

THE PROBLEM

The use of paper-based datarooms to manage the lifecycle of a transaction, from deal team collaboration through the due diligence phase to deal closing, is resource-intensive and time consuming.

THE IMPLICATIONS

Trying to gather lawyers, accountants and others required for a deal in one room on a specific date could take months. Buyers were also requiring more time and information for their due diligence in order to assess the financial, operational and management risks of a deal.

THE SOLUTION

After trying other on-demand solutions without much success, Marlin & Associates decided to consider IntraLinks. The company recognized IntraLinks as the software-as-a-service provider that is an established leader in the investment banking community. With IntraLinks, Marlin & Associates was able to set-up, launch and manage multiple client dealrooms seamlessly.

THE RESULT

By selecting IntraLinks, Marlin & Associates is now able to deliver improved efficiency, cost savings, and shortened timelines to its clients. Productivity is also improved as a result of having a single platform to master, which ensures leveraging new and innovative capabilities. In addition, the company can monitor user activity across all of its clients' dealrooms and focus its efforts on serious buyers, providing added value to the process.

"We've tried other on-demand solutions for managing clients' M&A deals, but did not have as positive and beneficial experience with the software, technology or customer service as we did with IntraLinks."

— MICHAEL MAXWORTHY,
PARTNER, MARLIN & ASSOCIATES

THE BENEFIT

A value-added service for clients of Marlin & Associates, IntraLinks also acts as marketing tool for the company by giving it the ability to fully brand the platform, which reflects its highly professional image. Additionally, secure access to a client's exchange is available through the company's website, which helps drive traffic to the site and create awareness of the company.



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IntraLinks (NYSE: IL) empowers global companies to share content and collaborate with businesses partners without losing control over information. Through the IntraLinks platform, companies, partners, and third parties can share and work together on even the most sensitive documents — while maintaining compliance with policies that mitigate corporate and regulatory risk.

IntraLinks has more than 15 years of experience, and a track record of enabling high-stakes transactions and business collaborations valued at more than \$19 trillion. IntraLinks is the proven provider of enterprise strength collaboration solutions, and is headquartered in New York City. In addition the company operates eleven offices on four continents.