

PRIVATE EQUITY IN ACTION - CASE STUDY

# Suomen Asiakastieto



<b>Country</b>	Finland
<b>Region</b>	Helsinki-Uusimaa
<b>Investor</b>	GMT Communications Partners

When GMT invested in business and consumer credit information database company Suomen Asiakastieto (AT) in 2006, it was already the clear leader in its home market, catering for 70% of businesses and 100% of all consumers in Finland. However, the company still had room to grow throughout the Nordic market. It also needed to improve and update its pricing policy, which had been unchanged in ten years. It took GMT less than two years to lay the foundations for ongoing growth. It implemented a new pricing model, doubled its sales team to six people and hired a new deputy managing director primarily responsible for marketing.

When GMT sold the business in 2008, the company had cemented its position in the Nordic region and increased turnover by 30% in less than two years. AT subsequently enjoyed a successful period under the stewardship of private equity investor Investcorp, before being listed on the Finnish stock exchange in 2015, since when it has continued to perform strongly.

## What did the business need?

- New pricing structure, better aligned with market standards
- Development of new products, such as credit certificates
- Improved online presence
- Stronger sales team
- Capital to expand into neighbouring countries

## How did private equity backing create lasting value?

- Devised a new pricing structure

**30%**

increase in turnover in under two years

**2x**

increase in staff on sales team



Right from the outset GMT provided excellent support for the business, offering us all the benefits of their expertise in the media and communications sectors, yet allowing the

management to get on with what we do best.

- Doubled sales team to six, hired deputy managing director
- Launched new credit certificates
- Identified major acquisition target to implement regional industry consolidation

MIKKO PARJANNE

Managing Partner  
AT

## What outcomes did private equity investment achieve?

- Increased turnover by 30% in under two years
- Positioned the company for future growth
- Grew across the Nordic region

## More information

[Suomen Asiakastieto](#)

[GMT Partners](#)

