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## Latest News from CSA

### CSA supports Calculus Capital for the fifth time on its latest investment in Active Operations Management

**Carlton Strategy Advisors has successfully supported Calculus Capital by providing full-scope commercial due diligence in connection with its investment in Active Operations Management International, a back office workforce optimisation solutions company.**

#### **INVESTMENT SITUATION: Investment to support business growth and expansion**

Headquartered in Reading, AOMi provides workforce capacity management methodology and software services in labour-intensive clerical back offices, where consistency and assurance are critical to business success. With clients in the insurance and banking sectors in addition to government departments and outsourcing companies, AOMi has established operations in six of the major international trading regions and its cloud-based Workware™ software suite of products and AOM Approach have been adopted in 37 countries and by over 40,000 client employees.

The new funding provided by Calculus will enable AOMi to make the most of global demand, confirming its proprietary Workware™ software as the industry standard for back office workforce optimisation, internationally.

#### **PROJECT SCOPE: To report on the principal matters influencing risk and opportunity in the Company**

CSA's commercial due diligence examined the AOMi business plan prepared by company management in support of the transaction. A key feature of the plan was the business's ability to seek growth by extending its competitive offering across a number of private and public sector market verticals and by working with channel partners.

#### **THE RESULT: A report and opinion providing commercial insight on identified business and market issues**

CSA reviewed AOMi's competitive juxtaposition within the sector supply chain relative to clients, rivals and other market participants. A key output of the CSA commercial due diligence process was the commentary and opinion provided to Calculus about the steps taken by the AOMi management team to differentiate the company's proposition and create customer value.

Richard Moore, an investment director with Calculus, said of the commercial due diligence; "This is our fifth transaction where we have asked CSA to support the Calculus investment team by providing business and market information and analysis on issues of potential concern to us during our assessment of the proposed investment opportunity. CSA communicates well and brings valuable analysis and insight to the table, which helps us to shape our investment thinking. CSA reported on the main sources of perceived market risk and opportunity; assessing AOMi as a business which, according to CSA's interpretation, could develop its commercial proposition and successfully grow sales over the coming years."

*David McClelland is Director of Carlton Strategy Advisors Ltd. CSA is a commercial due diligence and business strategy consultancy, with clients across the Private Equity and Corporate Banking sectors.*