

Real Stories, Real Value: Helping Public Companies Succeed

Helping public companies succeed is an important mission at Wipfli. By delivering a powerful blend and wide variety of services, we strive to provide real value for the companies we work with and build lasting relationships. Here's a small sampling of real stories and how we have lived up to our mission.

Growing Abroad

On the path to making a significant acquisition in Europe, a global manufacturer needed **Tax Due Diligence** expertise. Through Wipfli's membership in PKF North America (now known as Allinial Global), Wipfli had access to a global network of legally independent firms. Wipfli brought in-depth due diligence and expertise to help the manufacturer navigate the international tax terrain.

Wipfli secured and coordinated the services of a firm located in the specific European country. This gave the manufacturer the "boots on the ground" needed to determine the tax implications of the proposed structure.

Wipfli then helped the U.S. manufacturer determine the best structure for the acquisition and evaluated the proposed purchase price. Armed with this sound information, the manufacturer was able to pursue its largest international acquisition with greater confidence. Wipfli gave the company seamless support and reliable international tax insights, saving the manufacturer travel costs and extending peace of mind.

Being a True Business Partner

Wipfli was providing **IT Custom Software Services** to a \$300-million private company for several years. The company was acquired by a rapidly growing public company with technology at the core of its business model. The company asked the firm to increase production capacity from approximately 4,000 hours per month to 9,000 hours per month.

At the same time, the company was looking to reduce its costs.

Being agile and not a "one size fits all" kind of firm, Wipfli quickly leveraged the resources of SpiderLogic, Wipfli's custom software development division. A solid plan was put in place to ramp up production and streamline staffing.

Today, the company is receiving round-the-clock, coordinated service delivery with a continued focus on high-quality service and results. Wipfli demonstrated our ability to live our mission of being a true business partner and continues to be a preferred outsourced custom software developer for the company.

Doing the Math for Free

A simple, complimentary benefit study conducted by Wipfli led to big savings and a significant refund for a \$40-million public company. The company had expanded its facilities several times over the last 15 years. Each time, a **Cost Segregation Study** was recommended. An in-depth, engineer-based analysis of the costs associated with the acquisition, construction, or renovation of building projects could have provided the company with savings, but each time management wasn't quite convinced of the value.

When a change in tax law presented the opportunity to carry back losses to previous years, Wipfli proactively explained how a cost segregation study would result in substantial tax savings. To illustrate the potential return on investment, Wipfli performed a complimentary benefit study projecting the tax benefits and quoting its fee.

Seeing was believing, and the company readily agreed to the study. Wipfli was able to secure a refund of more than \$1 million on past tax payments for the company.

Steady Service Leads to Savvy Solution

A \$200-million retail food and beverage company had previously relied on Wipfli for a number of services, from a benefit plan audit to SOX outsourcing. Wipfli's mission to be a partner, not a vendor, was ultimately put into practice when the company asked the firm for advice and assistance with **Business Intelligence (BI)**.

Wipfli helped define the necessary analytics, vision, approach, and key performance indicators to then implement a robust BI solution. With insights at their fingertips, the company's management could effectively oversee key initiatives. The solution was leveraged by the company's executive, finance, and marketing teams to extract valuable customer data and build a customer loyalty program. According to statistics, 84% of loyalty program members are likely to choose the program retailer over its competitor.¹ The analytics solution, with guidance from Wipfli, aided the company in monitoring and modifying its loyalty program to optimize its true value.

¹Loyalty360

Put the power of our public company experience and focus to work for you.

Contact **Ron Hafner** at 952.548.6714 or rhafner@wipfli.com today.