Global Medical Technology Manufacturer Integrates Acquired Business Through Enablement-Led M&A Support

Integrated a newly acquired global business in under 90 days

Unified data across legacy and acquired systems without disrupting operations

Reduced post-acquisition manual reconciliation by 60%+

SITUATION

A global medical technology manufacturer completed a major acquisition, significantly expanding its product portfolio, geographic footprint, and system landscape. The acquisition introduced additional CRM, ERP, and finance systems, each with its own data structures, sales rules, and operational practices.

Leadership needed to integrate the acquired business quickly while maintaining ongoing sales operations, regulatory compliance, and reporting accuracy.

CHALLENGE

M&A integration posed both technical and operational challenges. Beyond connecting systems, the organization needed to align processes, data definitions, and governance models without forcing a rigid consolidation too early.

Internal teams were under pressure to deliver rapid integration while continuing to support day-to-day operations, creating a need for hands-on enablement and advisory support.

SOLUTION

Optymyze supported the organization through an enablement-led integration approach, combining technical integration capabilities with close operational partnership. Using a unified, system-agnostic integration model, data from legacy and acquired systems was brought together without requiring wholesale rewrites or pauses in production activity.

Optymyze worked alongside internal teams to design integration logic, validate outputs, and manage controlled promotion into production. Advisory support helped stakeholders prioritize integration steps, manage risk, and align short-term execution with longer-term operating goals.

OUTCOMES

The acquired business was integrated into the broader sales performance environment quickly and safely. Operations continued uninterrupted, visibility improved across the combined organization, and manual reconciliation effort was significantly reduced. The integration reinforced the value of a seamless, governed integration approach and demonstrated how enablement extends beyond implementation into critical business events such as M&A.

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