

LRN / LEEDS EQUITY-BACKED / ACQUISITION VALUE CREATION

Selling CL products in 30 days. Aligned operations in under 120 days.

Thomson Reuters Compliance Learning carve-out

StreamForce helped LRN turn the Compliance Learning acquisition into a working commercial operation. The engagement enabled CL product and service selling within 30 days, integrated the acquired sales team, and completed full systems and process alignment in under 120 days.

30 days

CL product and service selling enabled

Under 120 days

Full systems and process alignment

VALUE CREATED THROUGH THE INTEGRATION

01 Accelerated commercial value

Enabled selling of the acquired CL products and services within 30 days. Commercial readiness came first, so the business could pursue acquisition value while the broader integration continued.

02 People and processes integrated

Onboarded the CL sales team onto LRN's systems and supported training. Aligned selling, quoting, service and delivery processes around LRN's operating model, with full alignment completed in under 120 days.

03 A unified customer view

Brought acquired customer, opportunity, contract, subscription and renewal records into LRN's environment. Connected the commercial history across in-flight deals and closed contracts to support coordinated sales and service.

04 Leadership and board reporting readiness

Established a consolidated customer and commercial data foundation for leadership and board reporting. Unified records supported a consistent view of pipeline, contracts and renewals across the acquired and existing business.

EXECUTION / COMMERCIAL AND SYSTEMS INTEGRATION

Integrate the selling motion. Then complete the operating model.

30 days

CL product and service selling enabled

Under 120 days

Full systems and process alignment completed

FROM THOMSON REUTERS TO LRN

SOURCE SYSTEMS AND RECORDS

Salesforce / Apttus deals and contracts
OpenAir project data
ServiceNow / Service Cloud
Jira projects, tickets and attachments
Benchmark marketing data

LRN TARGET SYSTEMS

> Salesforce / Salesforce CPQ
> Mavenlink
> Zendesk
> LRN Jira, then Jira cloud
> HubSpot

Finance separation dependencies included order processing, invoicing, collections, cash application, A/R and deferred revenue. Commercial record integrity supported those handoffs; SAP export analysis supported data reconciliation.

HOW THE VALUE WAS DELIVERED

The Apttus-to-Salesforce CPQ transition covered in-flight deals, closed contracts and renewals. Data recovery, cleansing, four staged loads and cutover reviews tied to TSA exit supported the customer view and reporting foundation. Sales onboarding and training helped the team adopt the integrated processes.

BROADER LRN RELATIONSHIP

5-7 to 1 day

Lead-to-quote cycle

34% lower

Quote approval time

4% higher

Average ACV per sale

Published results from the wider LRN engagement, including process and technology changes. These figures are not isolated carve-out or TSA exit measures.

FOR YOUR NEXT CARVE-OUT

Use LEVR to structure commercial milestones, workstream ownership and business acceptance. For new programs, AI-SDF for GTM supports approved delivery tasks with team review and controlled cutover decisions.

Compare notes with Pandu on a 20-minute scoping call.