

# Tennant Company Boosts Pipeline by 76% with Sourcescrub



## Case Study Highlights

**76%**

increase in direct sourcing pipeline

**75%**

of deals discovered using Sourcescrub

**10/10**

likely to recommend Sourcescrub

## Challenge

Scoring and prioritizing targets to efficiently act on opportunities

The Corporate Development team at Tennant Company, a NYSE-listed mobile equipment OEM, was looking to improve deal flow and productivity. Specifically, Tennant needed a solution to help them become more intimate with markets, identify relevant add-on targets, and track competitors.

Tennant's Corp Dev team evaluated other providers to accomplish these goals, including CapIQ, Pitchbook, and Grata. However, none of these providers had a large enough universe of founder-led companies to help Tennant identify the right targets. What's more, the platforms' weaker company scoring and attribute data made it difficult for Tennant to identify the most actionable companies.

## Solution

Robust, vetted data and AI-powered tools

Tennant's Corporate Development team now uses Sourcescrub's AI-powered deal sourcing platform to find opportunities that best match their investment criteria. They start by using Sourcescrub's unmatched data from across thousands of sources and millions of companies to develop market insights and create market maps.

Then, Tennant leverages Sourcescrub to seamlessly monitor news and growth signals that indicate top targets' investment readiness. The Tennant team uses these AI-powered updates in their communications to differentiate themselves from other potential acquirers.

## Results

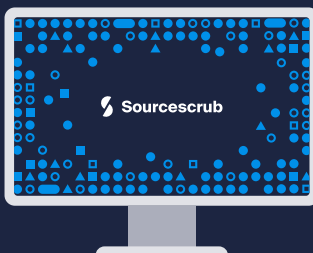
Increased deal pipeline and a huge reduction in research time

Tennant's Corporate Development team increased their direct sourcing pipeline by 76% with Sourcescrub. Charles Shannon, Tennant's VP of Corp Dev, says, "You couldn't build a pipeline or market map without Sourcescrub."

The vast majority of Tennant's deals are sourced from Sourcescrub thanks to its 15 mil+ company listings and 200,000 connected sources.

In addition to Sourcescrub's unmatched data and sourcing tools, the platform's user experience also shines through – Charles Shannon scored the platform 10/10.

Automated notifications, AI-powered search recommendations, and intuitive filtering and scoring quicken time-to-value for Tennant and other Sourcescrub customers.



## About Sourcescrub

Sourcescrub is the leading Sources-first Deal Sourcing Platform for investment and M&A teams looking to research, find, and connect with founder-owned companies. Founded in 2015, Sourcescrub leverages AI and on-demand data operations to provide rich deal-ready data, unique insights from over 177,000 interconnected Source lists, and an AI-driven platform to give firms a decisive advantage so they never miss a deal.

To learn more, visit [www.sourcescrub.com](http://www.sourcescrub.com)