

Financial Teams Navigate Mergers & Acquisitions



The Company

Motive, an Austin-based software company, develops applications that address the challenges and risks associated with the growing number of broadband and mobile data customers. Their IP-based services seamlessly integrate voice, video and data into a single-connected experience. This allows operators to leverage one service management platform to automate and remotely manage key customer touch points throughout the service lifecycle across multiple networks and devices.

The Situation

Motive has endured a series of financial difficulties which resulted in a requirement to restate previous years' financial statements. At the same time the company was downsized, there were substantial changes in the senior management team. Motive was delisted by NASDAQ. Throughout the restructuring and reorganization process, the board of directors remained in place to oversee the company as it continued to sell products to the customers that relied on them to stay in business.

The Solution

Bridgepoint led the recruiting efforts that identified a new chief financial officer who was willing to step in and lead in the midst of a crisis period. Because Motive was not able to attract the permanent talent needed to support the company, Bridgepoint deployed a team of financial accounting professionals that played a key role in leading the organization throughout the pending acquisition.

The Bridgepoint team supported auditor requests throughout the restatement, performed various controller and SEC reporting responsibilities, and supported the sales and marketing departments by producing commission and pricing analyses. With the help of the professionals from Bridgepoint, Motive was able to affect the sale of their business to Alcatel.