



## VENUE CASE STUDY

# How We Helped a Leading Tech Platform Get Acquired By a Major Brand

**DFIN**  
Venue

**workfront**  
An Adobe Company



CORPORATE SNAPSHOT

# Growth through smart acquisitions.

**22,000**

global employees  
at Adobe

**\$12.87B**

2020 revenue  
for Adobe

**9**

major acquisitions  
since 2005 by Adobe

**10**

out of the world's  
top 10 brands  
use Workfront

**30,000+**

organizations  
use Workfront



## CHALLENGE

# Speeding document review for a timely acquisition

When Workfront received an unsolicited bid to acquire the company, they had to move fast to facilitate the due diligence process. Workfront needed to provide a secure platform to share documents and collaborate with multiple parties in a controlled manner.

To make this all happen, Workfront looked to DFIN.



Venue®

Username

Password

LOG IN



2-Factor Authentication

Enter code sent to \*\*\*\*\*9428

SUBMIT



Creating Room



Creating Room

Create New



Venue  
by DFIN

MAP DOCUMENTS LIST PATTERNS HEAT MAP PATTERNS LIST

POSTAL ADDRESS  
2,536

POSTAL CODE  
194

EMAIL  
55

## SOLUTION

# Accelerating your most critical business deals

DFIN introduced Workfront to Venue's virtual data room. Workfront quickly set up a Venue data room to prepare for the upcoming M&A and be deal ready. Instant set up, an intuitive interface, and 24/7/365 support streamlined a once complicated due diligence review process and ultimately helped drive the deal with Adobe across the finish line faster.



### INSTANT SET UP

Teams had access to their virtual data room immediately.



### EXTENSION OF YOUR DEAL TEAM

Dedicated 24/7/365 regional expert support ensured all parties were up to speed.



### QUICK UPLOADS

All teams were able to submit and access documents in minutes.



“

You never know when you're going to need a data room, so you need one now. Filling in specific diligence requests is a lot easier when you have a running head start, and DFIN made it cost-effective for us to have their data room, Venue, at the ready. I'm grateful to DFIN for helping us to get the deal done.

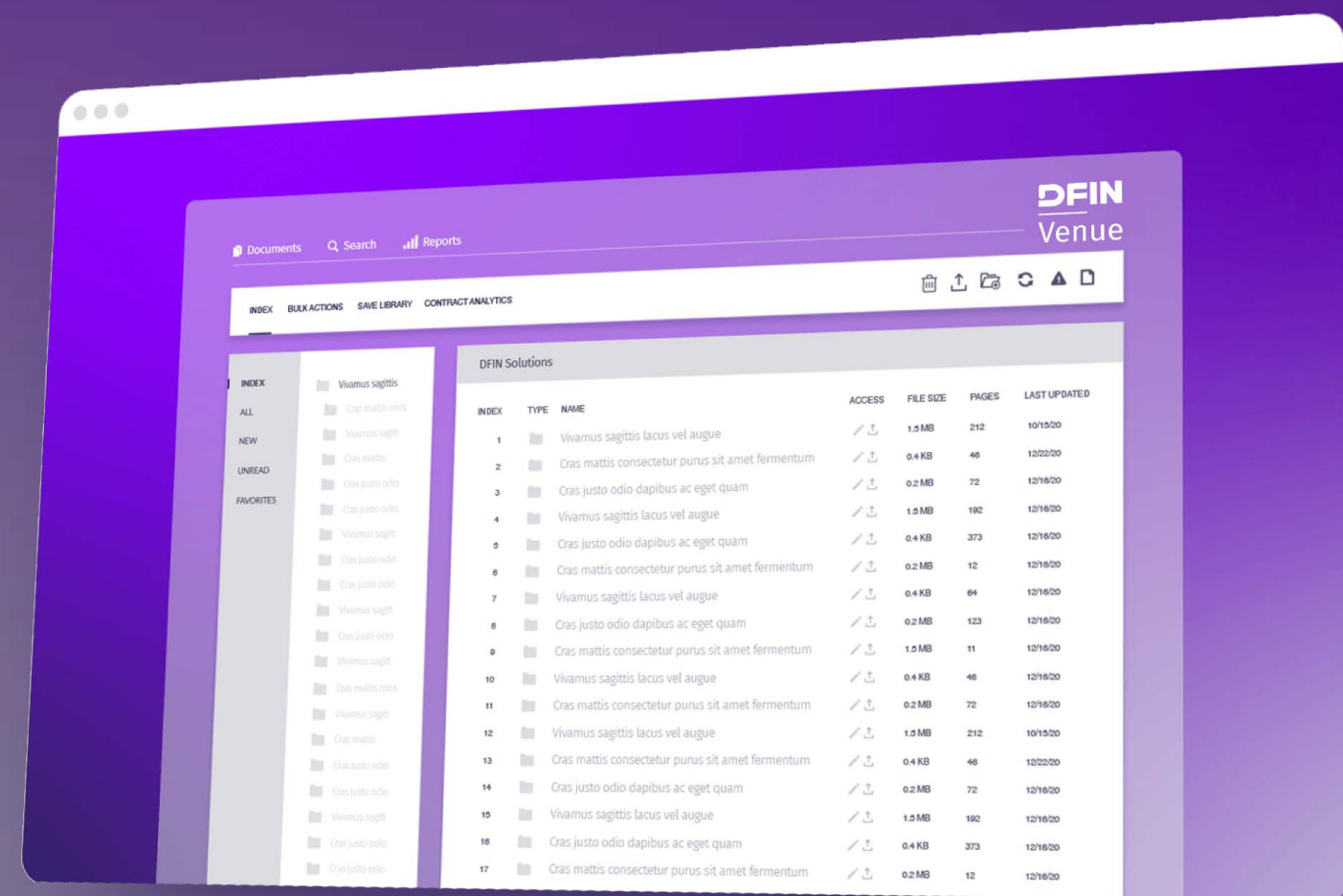
**STEVE HOLSTEN**

General Counsel and Secretary, Workfront



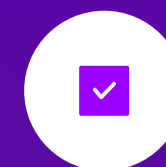


# The virtual data room built for deals.



## GET STARTED INSTANTLY

When you need a virtual data room fast, Venue gets you started in minutes.



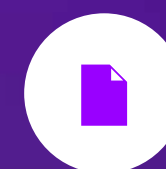
## EASY TO USE

An intuitive interface makes it easy to request, review, browse and upload data.



## LAYERED PERMISSIONS

Advanced permissions ensure only authorized users can view, print and update files and folders.



## QUICK DOCUMENT UPLOADS

Optimized upload and download speeds make submitting and retrieving documents quick and easy.



## 24/7/365 SUPPORT

Venue has expert project managers who are available to help anytime, anywhere.



# Get in touch.

**[DFINsolutions.com](https://dfinsolutions.com)**

NORTH AMERICA: +1 800 823 5304

APAC: +852 2522 3803

EMEA: +44 203 047 6100