PAALAM ADVISORY

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# Strategic Advisory Services (Enterprise)

*Where Strategy Meets Execution.*

.ABOUT PAALAM LABS

# Our Story

## How Paalam Labs Was Born

Paalam Labs was founded on a simple but powerful belief: that the gap between strategy and real-world execution is costing enterprises billions in failed transformations, eroded deal value, and invisible technology spend. The definitive way to close that gap is to build connections across people, process, technology and data.

Paalam means bridge in Tamil. It is more than a name. It is our mission. To build bridges that connect digital strategy to market outcomes, and technology complexity to business results.

## Paalam Labs

Paalam Labs is the parent company, an endeavor built at the intersection of thought leadership and real-world execution. It operates across three business lines: Paalam Labs Podcast, Paalam Advisory, and an emerging enterprise software.

## Paalam Advisory

Paalam Advisory is the strategic advisory arm of Paalam Labs — bringing structured, practitioner-led engagements to C-suite and executive leaders navigating digital transformation, M&A complexity, and the organizational demands of the AI era. We don't just advise. We follow through to the blueprint that makes transformation executable.

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THE FOUNDER

# Tipu Swaran

## Founder & Managing Director, Paalam Labs

**LinkedIn**

## Meet the Founder

Tipu Swaran is a published Forbes thought leader, IEEE Senior Member, 2025 Future CIO (HotTopics) and 2026 Next CIO (Foundry/CIO100) honoree with over two decades of experience at the intersection of strategy consulting and enterprise leadership across firms like EY, Capital One, Discover, and Infosys. He has led digital transformations spanning $500B+ in M&A transactions, $10B+ technology portfolios and digital product management across financial services, healthcare, and beyond, delivering 10%+ in growth and 15%+ in operational efficiencies.

Throughout his career, Tipu saw the same gap repeat itself — consultants who built brilliant strategies that never got executed, and operators so deep in delivery and fueled by hype that long-term vision became an afterthought. And at the center of it all, a relationship that defines every enterprise yet struggles to work — business and technology, capable of everything together, but too often operating in silos. He built Paalam Labs to close that gap.

Tipu believes the best advisory work goes beyond a strategy deck. It enables organizations with clarity, structure, and blueprint to execute and measure the results to prove it.

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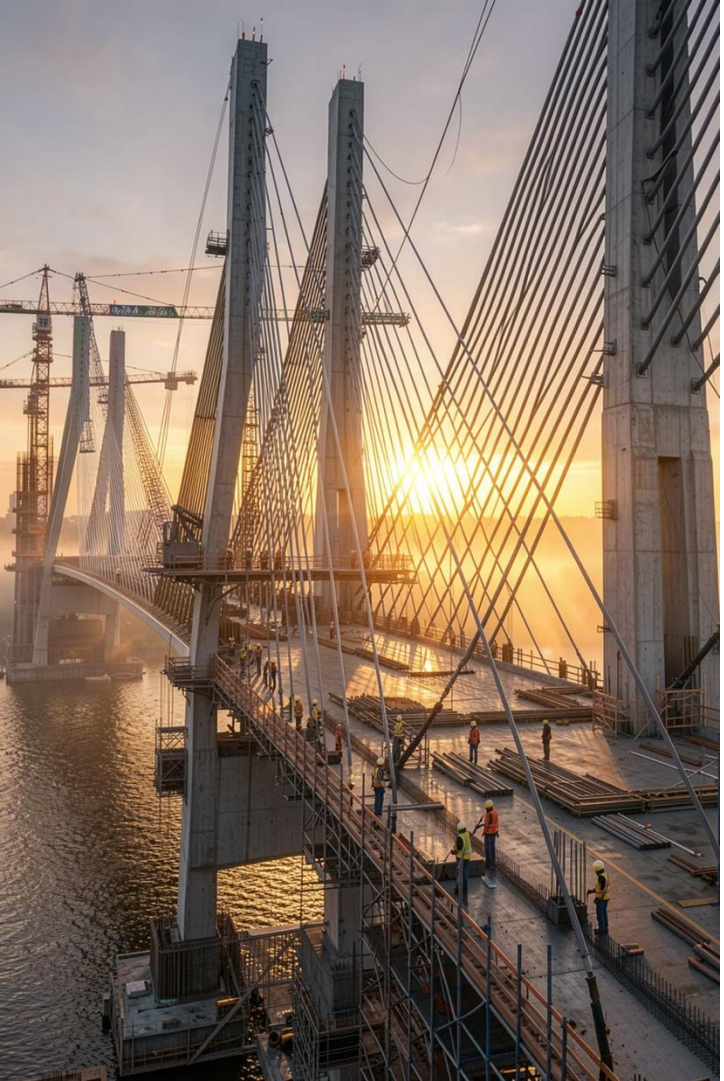

# Our Practice Areas

Three advisory practices built around the outcomes that matter to C-suite leaders: protecting deal value, transforming enterprises, and controlling technology spend in the AI era.

## Digital M&A

Protect deal value before and after the ink dries — from due diligence to synergy realization.

## Operating Model Transformation

Translate digital strategy to executable blueprints — market assessment, operating model, and enterprise architecture.

## Technology Business Management

Turn technology from a cost center into a transparent business partner — across on-prem, Cloud and AI.

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# Digital M&A

> Most deals erode value after the ink dries. We make sure yours doesn't.

Digital capability is the make-or-break factor in most M&A transactions — yet it's consistently underestimated. We bring a structured, four-phase approach that moves from uncovering risk before the deal closes to realizing the synergies after it does.

## Phase 1

**Due Diligence**

Assess the digital capabilities, talent, operational debt, financial risk, vendor exposure, and integration complexity for technology commitments in preparation for Day 0.

## Phase 2

**Integration Planning**

Define target state operating models, architectures, integration roadmaps, financials and governance frameworks to guide execution from Day 1.

## Phase 3

**Post-Merger Execution**

Manage the integration between source and destination — capabilities, processes, data, systems and integration with precision and business continuity.

## Phase 4

**Value Realization**

Track and deliver on the synergy commitments — cost savings, automation, skills, capability gains, and operational efficiency into Day 2 and beyond.

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WHAT THIS MEANS FOR YOU

# M&A Outcomes That Stick

### Fewer Surprises After Close

Digital and technology risk is surfaced and priced before you commit — prevent costly discoveries post-close.

### Faster Time-to-Integration

A clear roadmap from day one — anticipate roadblocks, risks and dependencies.

### Synergies That Actually Land

Tracked, managed, and delivered against the business case that justified the deal.

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# Operating Model Transformation

> A vision without execution is a story left unfinished. We write the ending.

We help organizations to strategize, design and architect their future through market assessment, operating model design, and enterprise architecture. Each phase can stand alone, but together they deliver a transformation that is executable, not just presentable

1

## Digital Strategy & Roadmap

*“Where do we go?”*

Market research, maturity assessment, benchmarking, investment planning, and a prioritized strategic roadmap for digital enablement including AI strategy and cloud transformation

2

## Organization Design

*“How do we get there?”*

Capability and service definition, organization structure, spans & layers, sourcing strategy, agile product delivery, governance model, and balanced scorecards (OKRs/KPIs) for AI, Cloud and Analytics enabled ecosystem

3

## Enterprise Architecture

*“What do we need to get there?”*

Customer journeys, process maps, vendor evaluations and business architectures across data, applications, integrations, and infrastructure aimed at simplification, modernization and AI enablement.

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WHAT THIS MEANS FOR YOU

# Transformations That Deliver

## No More Strategies That Stall

Every recommendation connects to an executable path. More than slide decks, with real outcomes.

## Business and Technology Alignment

Increased collaboration between business and technology teams, now speaking the same language.

## Blueprints For Modernization

Your teams get a blueprint that connects organizational, operational and system realities that is built to execute.

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# Technology Business Management

> Transparency drives trust. Trust drives results. We connect technology investments into measurable ROI.

Most organizations have significant technology expenses and limited visibility into its ROI. The advent of Cloud and AI has exponentially increased the need for technology spend transparency to control and manage costs. We build the financial architecture that turns IT from a cost center into a transparent business partner — foundations that enable cloud and AI capabilities scale economically.

### Phase 1 — Financial Transparency

Redefine IT cost pools, build a modern product & service catalog, and develop TCO models for services, products, and portfolios.

### Phase 2 — Benchmarking & Rationalization

Peer benchmarking and qualitative analysis to identify redundant, high-cost, or low-value technology investments and rationalize the landscape.

### Phase 3 — Sustainable Cost Management

Automate cost models, build a "Bill of IT" reporting framework, and enable ongoing chargeback/showback to business units.

### Phase 4 — FinOps & Emerging Tech Governance

Extend the financial architecture into cloud and AI with consumption-based models and governance enabling unit economics for emerging technology investments.

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WHAT THIS MEANS FOR YOU

# Cost Clarity at Every Level

## No More "Black Box" IT

Full technology spend visibility for product and business functions on what it costs, where it delivers, and how to optimize without guesswork in the budget cycle.

## Sustainable Cost Discipline

Recurring cost savings and not just one-time cuts. Cost management built into the digital operating model driving accountability and long-term value creation.

## Foresight on AI & Cloud Economics

As AI investments scale, our FinOps foundation ensures every dollar is governed, allocated, and tied to measurable business outcomes before it becomes a problem.

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# Paalam Labs Partner Network

We don't just bring solutions. We bring the ecosystem.

## Knowledge Network

*(Insights)*

- Industry Thought Leaders
- Market Research & Analysis
- Subject Matter Expertise (Corporate Functions & Technical Domains)

## Paalam Advisory

*(The strategic spine)*

- Digital M&A
- Operating Model Transformation
- Technology Business Management

## Enablement Network

*(Solutions)*

- Product Vendors
- Fractional Operators
- System Integrators

The success of a technology is only as good as the ecosystem it operates within. Paalam Advisory anchors the strategic spine, with a curated network defined by organization needs, aligned to one strategy, by design.

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# Different Industries. Shared Outcomes.

Practitioner-proven and client-tested across Financial Services, Manufacturing, Healthcare and beyond.

FINANCIAL SERVICES | DIGITAL M&A

**THE CHALLENGE**

Simultaneous divestiture of a $10B loan portfolio and integration of $500B in deposits across complex regulatory and legacy system constraints.

**THE RESULTS**

**$50M+ cost synergies · 99.9% uptime · 90%+ KPIs met**

MANUFACTURING & CPG | TECHNOLOGY BUSINESS MANAGEMENT

**THE CHALLENGE**

Billions in technology spend across a fragmented multi-entity landscape with zero visibility into cost, value, or ROI.

**THE RESULTS**

**20% recurring cost savings · 80% spend transparency · IT → strategic partner**

FINANCIAL SERVICES | AI & ANALYTICS

**THE CHALLENGE**

35% SLA breach rate driving a $35M consent order. $20M spent on 100+ contractors with no proof of risk reduction. Business/Technology friction due to lack of visiblity into financials, resources and customer issues.

**THE RESULTS**

**SLA breaches <10% · $25M vendor savings · AI-powered predictive analytics · Single source of truth**

MANUFACTURING & TELECOM | CLOUD STRATEGY & ARCHITECTURE

**THE CHALLENGE**

Application landscape 10% over benchmarks. Lack of documented customer journeys. Customers flying blind — no real-time visibility into equipment, parts, or scheduling.

**THE RESULTS**

**20%+ cost savings · 30% customer satisfaction increase · 25% Process Improvement · Predictive analytics foundation in Cloud**

MANUFACTURING & HEALTHCARE | DIGITAL STRATEGY & OPERATING MODEL

**THE CHALLENGE**

Post-divestiture IT fragmentation across three business units. No unified strategy, duplicated capabilities, spend above benchmarks.

**THE RESULTS**

**Hybrid capability model: 50% Centralized/30% Federated/20% Customized · 25% improvement in logistics & patient forecasting · 10% cost savings on 3-year roadmap**

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# Why Paalam Advisory

> We've lived these transformations.

Every framework we bring to a client engagement is grounded in real delivery experience across small, mid and large enterprises. We don't stop at the strategy. We follow through to the blueprint that makes it executable.

**$500B+**

### Portfolio Experience

Transactions advised across industries and geographies.

**25+**

### Enterprises & PortCos Served

Delivery experience at the highest levels of enterprise complexity.

**3**

### Core Practice Areas

Digital M&A, Operating Model Transformation, and Technology Business Management.

**Paalam means bridge in Tamil.** That's exactly what we do — bridge the gap between enterprise strategy and digital enablement.

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# Ready to Bridge the Gap?

Whether you're navigating a complex acquisition, designing a transformation that needs to execute, or bringing financial discipline to your technology investments in the AI era, Paalam Advisory is built for exactly that moment.

## Digital M&A

Protect deal value from due diligence to synergy realization.

## Operating Model Transformation

From digital strategy to executable blueprint that is aligned, actionable, and built to last.

## Technology Business Management

Full financial visibility across on-prem, cloud, and AI driving sustainable cost discipline at scale.

*"Our three practice areas are interconnected by design. When your enterprise objectives span boundaries, so does our engagement."*

**One mission. Three practices. Outcomes that stick.**

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