



## THE PROJECT

Based in Illinois, USA, Sara Lee Corporation is a global manufacturer and marketer of high-quality, brand-name products for consumers throughout the world. Its businesses comprise North American Retail, North American Foodservice, International Beverage and International Bakery.

When Sara Lee embarked on a Euro 2.1 billion divestiture of its complete Household & Body Care (H&BC) units, it chose Imprima Virtual Data Rooms to help investors with their Due Diligence and Asset Management.

In conjunction with Deloitte, Imprima structured Sara Lee's H&BC businesses into 18 separate Imprima VDR's, each containing data specific to a work stream such as marketing, sales, distribution, procurement, and finance

## THE CHALLENGES

- The deal impacted in over **38 countries** in the world – in every single time zone – and took 18 months to complete.
- **1,500 active deal managers** needed to upload data securely via VDR, and full support from the Imprima VDR project team.
- **3,000 members** of the various potential investor due diligence teams also needed time-critical access to the Imprima VDR, alongside timely help and support.
- Combined data within the VDR amounted to over **300 GB**.

## FACTS AND FIGURES

### BUSINESS SOLUTION

Virtual Data Room

### SECTOR

Consumer

### DATA VOLUME

300 GB

### REGION

38 countries worldwide



## THE SOLUTION

Given the size and scale of its requirements, Sara Lee considered all the leading virtual data room providers before choosing Imprima VDR, based on its flexibility, security, and unmatched local project management capability. Using its advanced software, Imprima's unique Permissioning System enabled Sara Lee's 1,500 deal managers to create and manage access rights for all 3,000 users – no mean feat given the complexity inherent in assigning permissions on this scale, and the enormous potential impact on the deal should any users be given incorrect access to sensitive information.

Imprima asset and due diligence software organised simultaneous, continual online training for over 150 users worldwide. Throughout the whole 18-month project, Imprima's 24/7 teams worked tirelessly alongside Deloitte and Sara Lee, to facilitate the transaction as expediently and efficiently as possible.

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Imprima's project team is extremely dedicated in getting even the most challenging jobs done...

**SARA LEE**

We have built up a highly impressive customer base of high-profile corporations, financial institutions and advisors. Our clients rely on us over other VDR providers when the stakes are high because we have the most secure, reliable and easy to use virtual data room in the industry.

To find out more or request a demo of **Imprima VDR**, find us online or contact Sales.

**[www.imprima.com](http://www.imprima.com)**

## IMPRIMA GLOBAL OFFICES

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