THE COMPLETE CHECKLISTE



What does due diligence actually entail?

Most of it comes down to organization. After doing this for 30 years, we've learned that creating a checklist and breaking down each area of due diligence keeps the process tidy and efficient.

At SEG, we help our clients break down their due diligence process into six different areas of focus:

- 1) Business Diligence
- 2) Accounting Diligence
- 3) Tax Diligence
- 4) SaaS Diligence
- 5) Tech Diligence
- 6) Legal Diligence

Each area represents a unique and integral part of any business. Let's dive into each area, its importance, and provide an in-depth checklist to help you ensure you're making the most of your due diligence. We'll divide each of the six areas into priority requests and delineate important subsections in order to make the information as useful as possible.





BUSINESS DUE DILIGENCE

Business diligence includes all information regarding the core tenants of your business model and operations. This includes revenue reports, sales and marketing activity, financial balance sheets, professional services, customer support data, and development. Here are a few checklist items you should consider when conducting business due diligence.

Priority Requests

- Historical monthly income statements
- Employee census with employee name, title, department, salary, bonus, commission, benefits, and hire date
- Organizational chart
- Executed customer contracts with amendments and contract terms
- Contracts with third party software providers and partners
- Sales bookings data by revenue type (break out new vs. existing bookings)
- List of all customers and revenue per customer
- List of any known at-risk customers

Sales & Marketing

- Current sales pipeline details including stage of sales cycle, probability of close, product and revenue type
- Current sales compensation plans
- Future obligations for sponsorships and marketing events (including costs)
- Pricing books
- Average sales price and average discount percentage by product
- Historical sales productivity by quota-carrying representative (break out new vs. existing customers)

Financial	Development
Current backlog by revenue type	Size of current development fix backlog
Audited financials if available	Product architecture overview, description, layout, as well as security and vulnerability analysis for
Balance sheets and cash flow statements by quarter	SaaS environment
Profit and loss (P&L) statement by quarter	Lines of code counts by product
Historical and projected capital expenditures	Development documentation
Revenue recognition process and policy	List of any outstanding contractual obligations to perform material product development work
Historical professional services utilization, productivity, and profitability reports	List of third-party software packages, commercial and open source, used in the products
List of all current implementations: date of contract signing, percent complete, schedule of hours to completion, and expected completion dates	Development staff allocation by skill set and description of standard development lifecycle process
	List of custom solutions currently in customer base
Customer Support	 Historical and current product roadmap, including definitions of addressable market and
Summary of support incidents/calls by product, including total volume, incidents categorized by severity, resolution times, average hold times, average talk times by level or problem type, and details on incidents	buyer personas



ACCOUNTING DUE DILIGENCE

Accounting due diligence involves reporting around all the financial areas of the business, including cash flow, customer contracts, income statements, expenses, liabilities, and other related requests. Here are 11 areas to consider with checklist items for accounting due diligence.

General

Annual financial statements
 Detailed financial statements on a trended monthly basis including income statement, balance sheet, and cash flow statement
 Audit workpapers
 Explanation of any management reporting reflected in the company's internal financial statements that constitute a deviation from GAAP
 Descriptions of significant and/or unusual accounting controls, or any changes in accounting controls and business policies
 Five most significant customer and vendor contracts
 Revenue recognition policies for transactions
 Schedule of related party transactions

Income Statement

- Billing register with all invoices for the last three years
- Breakdown of cost of goods sold (COGS) and operating expenses on a monthly basis
- Cost of services by department
- Monthly operating expenses by function (SG&A, Sales & Marketing, etc.) for 12-month periods of the last three years
- Description of the company's policies and procedures relating to revenue recognition, pricing, credit, and collection
- Description of the company's management terms of sale including selling cycles, organization of sales force, discounts and incentives, and other invoice adjustments provided to customers
- Schedule of monthly headcount

Cash	Prepaid Expenses and Other Assets
Bank reconciliations for major accounts with supporting documentation	Detail for prepaid expenses Detail for other assets (deposits, notes
Agreements and indentures relating to the borrowing of money or mortgaging, pledging, or otherwise placing a lien on any of the company's assets, including a letter of credit arrangements	receivable, etc.)
	Property, Plant, and
	Equipment & Depreciation
Accounts Receivable	Company's policies for the capitalization of fixed assets and the useful lives or method of calculating
Calculation and support for the allowance of doubtful accounts balance	depreciation for each asset class
Receivable aging report	Rollforward by category of cost and accumulated depreciation
Schedule of significant accounts receivable balances over 90 days from the invoice with explanations as to why invoices are over 90 days, and rationale as to collectability	Schedule of capitalized and expensed software development costs
Historical bad debts write-offs by customer	Accounts Payable
A roll forward schedule of the allowance for doubtful accounts and other reserves which include	Accounts payable aging report
bad debt expense, write-offs, and recoveries	Accounts payable by vendor
Accounts receivable by customer	Payment policy for accounts payable
Policies and procedures related to standard payment terms, credit policies, and policy of	
reserving accounts receivable	



Accrued Liabilities	Schedule and commentary on all outstanding litigation and formal or informal claims against
Support for all significant accrual balances. This	the company
includes, but is not limited to, commission, payroll, payroll taxes, vacation, bonus, and other.	Schedule and commentary on any unrecorded liabilities or potential liabilities, claims asserted
Schedule of accrued expense balances	or unasserted
Narrative of the company's month-end accrual procedures for each significant accrual	
Information of a south of the books to a state of	Additional Requests
Information about any "off-the-books" activities	Listing of credit memos issued
	Invoices and deposits for 25 sales register selections
 Deferred Revenue Deferred revenue detail and waterfall by customer and by revenue type 	List of property, plant, and equipment with value
	over \$1,000 that was expensed in the last few years
	List of any management or shareholder expenses paid by the company
Contracts, Commitments,	Segregation of the balance sheet accounts (updated monthly vs. updated annually)
and Contingencies	
Summary of all current purchase and sale commitments, including descriptions of significant contract provisions.	Monthly revenue and deferred revenue calculation worksheets
Comment on any contingent obligations to deliver under existing contracts.	Payroll reports showing annual payroll expense
	Invoices paid to legal, accounting, and investment
All leases and related payment/expense schedules	bank that were related to transactions (prior and current transactions)
A summary of future commitments including, but not	
limited to, receivable purchase agreements, obligations	
for capital equipment purchases, obligations owing to employees or related parties, or management	

TAX DUE DILIGENCE

Tax due diligence is one of the more straightforward areas of examination during a M&A deal. It involves reporting all relevant tax information over the last few years, as well as providing any relevant documentation for federal forms. Check out our checklist for tax due diligence below.

Priority Requests

Consolidated balance sheet and income statement by legal entity	Analysis of any tax contingency reserve or deficiency in tax liability accounts
Details on sales or value-added tax remittances and compliance policies	Analysis of all tax attributes including expiration dates of such attributes and any applicable limitations on the utilization of such carryovers by legal entity
Copies of sales and use tax returns for the last few years Current legal entity chart, including all domestic and foreign holdings. Chart should indicate the legal and tax	Schedule detailing the tax basis of assets, each of its subsidiaries, and stock basis of each subsidiary
form of each entity.	Details regarding transfer pricing for cross-border arrangements including transfer pricing studies and
Federal, state, local, and foreign income tax returns filed for all open tax years and workpapers prepared in	any agreements entered into with tax authorities
connection with such returns	Status of any pending federal, state, local, and foreign tax examinations and whether any waivers to extend
Federal Forms 5471 or 5472 filed by the company for all open tax years	the statute of limitations have been executed. Any federal, state, local, and foreign revenue agent reports issued, including detailed explanations of all
Analysis of deferred taxes and FAS 109 calculation and related workpapers, including a schedule of future	audit adjustments.
reversals of federal deferred timing differences and the effects thereon the proposed transaction	Tax rulings, ruling requests, or requests for changes in accounting methods or closing agreements entered into by the company

Opinion letters, correspondence, and memoranda or studies prepared by the company regarding significant tax items
Any contract, agreement, or arrangement under which the company has an obligation to contribute to the payment of a portion of tax determined on a consolidated, combined, or unitary basis
Details of any corporate merger, acquisition, divestiture and joint venture, bankruptcy, and restructuring history
Details on the company's use of independent contractors including Forms 1099 issued for such services
Company policies and procedures regarding unclaimed property/escheat compliance
Originally filed Form 2553 to elect S corporation status and IRS acceptance letter
Detail regarding how the exercise prices of the company's options have been historically determined
List of states where the company attended trade shows for years in which the information is available



SaaS DUE DILIGENCE

SaaS companies have unique areas that need to be disclosed in a due diligence process. This includes relevant information about the software platform, service, security and compliance, and any relevant methodology and processes. Below is our list of SaaS due diligence checklist items.

Supplier/Asset Manager

- List of all key suppliers and the services they provide, including network, servers, storage, disaster recovery, software, and data center outsourcing services
- Detail on service level contracts with suppliers.

 Include the contract end date on all existing supplier contracts, and if there are auto-renewal terms on any of the contracts
- List of key terms and conditions
- Details on the change of ownership clause, if any, and if assets can be transferred
- Annual volume commitments with suppliers
- Remaining contractual dollar spend
- Detail on how the infrastructure assets are procured: leased (remaining commitment) or purchased (net book value)
- Detail on the provisioning cycle

- Detail on the key buyout clauses or early termination clauses for leased assets
- Detail on the current utilization metrics and capacity for the assets
- Detail on how assets are tracked, and if there are any assets that are not being used
- Detail on any outstanding disputes with key suppliers
- Hosting/facility management agreements with existing clients, including the type of equipment that is hosted and terms of the agreement



Platform Make and model server(s) the service runs on	List of network protocols the service handles and percentage of users that utilize each type of network protocol
Amount of memory required by server type	Bandwidth requirements for each type of
Operating system and version	network protocol
Amount of disk storage required	
Vendor and model of disk storage used	Service
Standard tape retention periods. If exceptions exist detail the retention periods and any special handling requirements.	st, Detail on customer expectations and if the service is available 24/7
Detail on how the service is monitored in real time	Frequency and length of any scheduled service down time
(software used, protocol used) Detail on how support personnel are alerted to	Detail on the service and each application that makes up the service and how they interact
problems with the service	A complete list of the vendor software required
Detail on the kind and amount of printing required of the service	Detail on the kind of reporting the service requires
Documented operations procedures	Diagram of the flow of data through the service
Connectivity	Describe the roles and responsibilities of support infrastructure for the service (help desk, engineers, developers, etc.) and how many people are in each organization
Describe the network architecture of the environment, including a network diagram showing	Types of user interfaces required (web based, mobile, etc.)
connectivity from the hosted environment to the end users	Any interconnects with other service providers
Network bandwidth the service requires	Describe the recovery/restart procedures for application failure scenarios

Disaster Recovery	Security/Compliance
Specify if disaster recovery is provided offering for the service	d as a standard Describe the physical (data center, etc.) and logical (firewalls, routers, etc.) security of the service
Detail recovery time objective for the recover point objective (age of data)	for the service to prevent services from being affected by hackers, denial of service interruptions, etc.
Specify if any customers have specific disaster recovery that differs from the disaster recovery all customers are pro-	standard Detail on the method used and frequency of
Service level agreements related to d Specify if disaster recovery is supported.	isaster recovery Describe how the data is protected from being
teams or a third party vendor	List any period audits that are performed for the
Indicate who maintains the currency of recovery documentation, including ho it reviewed and updated	'
Frequency of disaster recovery exerci	ses Application
Description of data back-up/recovery your hosted solution	mechanism for Describe the application from a business process perspective and provide a diagram of end-to-end messaging data flows
Quality	Describe proprietary software components, noting development languages and any pertinent architectural framework information, and any open
List the quality objectives for the serv they are measured	ice, and how source software
Specify any quality service level agree customers	Physical level description and diagram of the solution including firewalls, processing hardware, system software versions, and network connectivity options
Describe how the service is architecter	
software and hardware power failures	gueries (e.g. SSL.SFTP, FTP proxies)

Detail on how environments for development and testing are provided	Describe the new client implementation process, noting team size and skills
Characterize the stability of your solution: Consider the meantime-between-failure for each component, if frequent restarts and/or workarounds are in place to address on-going quality issues, and any fail over mechanisms you employ	Process and tools for measuring performance of
Plans to upgrade the solution components including the application, database, processing, and network areas, and who performs these changes	your applications and services Standard reports and/or tracking mechanisms for internal use and for clients
Provide all of the engineering and technical support job descriptions required to maintain your applications, including technologies and experience required for each	Client Support
Indicate any components of your solution that are no longer supported by your vendors	Support hours for the service and if on-call support is provided or required
	Escalation procedures between the helpdesk and operations teams
Methodology and Processes Describe the software development	Client services tools and applications used to track client incidents and keep client profiles
life-cycle methodology Describe the change management practices and tools, including how changes are deployed and by whom	Telephone switch technology and tools used to facilitate the helpdesk
Describe the escalation management process and tools for clients, including an example of how a problem is identified, escalated, and resolved	
Describe the problem management process and tools for clients, including geographic coverage and help desk services, noting team sizes and skills	

TECH DUE DILIGENCE

<u>Tech due diligence</u> looks very similar to the SaaS due diligence checklist but entails reporting on all information surrounding business application operations rather than the software the company is selling. This can include information about the company's help desk, disaster planning, and network, servers, and technology that enable the business to run. Check out our tech due diligence checklist below.

Supplier/Asset Management

- List of all key suppliers and the services they provide, including network, servers, storage, disaster recovery, software, laptop/desktop hardware, and outsourcing services
- Describe service level contracts with any suppliers.
 Include the contract end date on all existing supplier
 contracts and if there are any auto-renewal terms on
 any of the contracts
- List of key terms and conditions
- Details on the change of ownership clause, if any, and if assets can be transferred
- Annual volume commitments with suppliers
- Remaining contractual dollar spend
- Detail on how the infrastructure assets are procured: leased (remaining commitment) or purchased (net book value)

- Detail on the provisioning cycle
- Key buyout clauses or early termination clauses for leased assets
- Current utilization metrics and capacity for the assets
- Detail on how assets are tracked, and if there are any assets that are not being used
- Detail on any outstanding disputes with key suppliers
- Hosting/facility management agreements in place with any vendors, including the type of equipment that is hosted and terms of the agreement

Platform	 Bandwidth requirements for each type of network protocol
Make and model server(s) required for internal	network protocor
business applications	Telephone switch technology and tools used to
Amount of memory required by server type	support the user base
Operating system and version	
Amount of disk storage required	Business Application Operations
Vendor and model of disk storage used	Specify if internal applications are expected to be available 24/7
Standard tape retention periods. If exceptions	_
exist, detail the retention periods and any special handling requirements.	Frequency and length of down time for the scheduled maintenance window
Detail on how internal applications are monitored in	Describe each application required by the
real time, including software and protocol used	business and include any integration points
_	between applications
Detail on how support personnel are alerted to	A segreplete list of very day of frage as a size of
problems with internal applications	A complete list of vendor software required
Detail on the kind and amount of printing required to	Detail on the kind of reporting required
support business processes/internal applications	
	Describe the roles and responsibilities of support
Documented operations procedures	infrastructure for the business applications (help desk, engineers, developers, etc.) and how many
	people are in each organization
	, ,
	Types of user interfaces required (web based,
Network	mobile, etc.)
Describe the network architecture of the environment, including a network diagram	Any interconnects with other service providers
	Describe the recovery/restart procedures for
Network bandwidth required for employee access	application failure scenarios
Network protocols used for employee access,	How opvironments for development and testing
and percentage of users that utilize each type of	 How environments for development and testing are provided
network protocol	,

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Methodology and Processes

Describe your software development
life-cycle methodology

- Describe the change management practices and tools, including how changes are deployed and by whom
- Describe the escalation management process and tools for internal clients, including an example of how a problem is identified, escalated, and resolved
- Describe the problem management process and tools for internal clients, including geographic coverage and help desk services
- Documented process for adding new employees and handling terminations

Help Desk Support

Detail on the help desk, including support hours, if on-call support is provided or required, and any help desk tools and applications used to track client incidents and keep client profiles



LEGAL DUE DILIGENCE

Conducting legal due diligence ensures that all liabilities, insurance, litigation, and intellectual property matters are considered as they relate to the business and employees. Our checklist covers a wide range of areas in legal due diligence.

Corporate Matters

- Corporate structure chart reflecting the various entities constituting the company and the ownership structure
- Certificate of Incorporation and bylaws, including all amendments
- List of jurisdictions in which the company owns real estate, conducts business, and/or is qualified as a foreign corporation to conduct business
- Good Standing Certificates in all states where the Company is qualified to do business
- Agreements relating to the ownership and control of the company
- The company's profit interest plans, stock option plans, restricted stock plans, and other similar equity-based incentive plans
- Agreements to which the company is a party relating to any completed or proposed business acquisitions, mergers, sales, or purchases

- Agreements relating to ownership of or investments in any business or enterprise, including investments in joint ventures and minority equity investments
- Description of all material intercompany services provided to or on behalf of the company by any of its affiliates and the costs associated
- List of all corporate names and assumed names used by the company within the past five years
- The company's stock record book, stockholder list, and minutes of all meetings for at least the last five years.
- The company's independent accountants' management letters on internal controls and contingent liabilities for the last five years

Litigation and Contingencies Intellectual Property Documents concerning any pending or threatened Documents relating to the company's intellectual litigation or arbitration proceeding and documents property rights, including patents, trademarks, regarding material claims settled or adjudicated service marks, trade names, corporate names, within the past five years copyrights, trade secrets, etc. Also include all registrations, applications, royalty agreements and Documents relating to any pending or threatened licenses held or granted. investigations or proceedings by any governmental agencies and documents regarding material claims Describe policies and procedures for protecting settled or adjudicated within the past five years trade secrets Documents relating to any outstanding orders, Identify all domain names and websites decrees, or judgments affecting the company Describe all pending or threatened infringement Description of any pending or threatened warranty actions by or against the company claims or claims of ineffective implementations against the company, any subsidiary, or any Nondisclosure and Assignment Agreements with partnership or joint venture and the resolution of employees and consultants such claim, if any Identify whether the underlying source code or Documents with respect to pending or threatened documentation of the company's proprietary or material labor disputes (including strikes, grievances, licensed software has been disclosed or provided and arbitration proceedings) to any third party **Insurance Matters Property** Summary of the company's insurance coverage, Description of all real estate owned or leased including: the insured party, the insurer, the by the company and copies of related lease insurance agent, the policy holder and the period, agreements, deeds, mortgages, surveys, title and scope of coverage insurance policies, certificates of occupancy, easements, condemnation orders and zoning Insurance claims history for the past five years and a variances description of any self-insurance programs and any retro-premium obligations List the location of all of the company's material personal property A summary of worker's compensation claims pending and incurred over the past five years

Regulatory Matters	Indemnification agreements with any employee,officer, or director
List of all governmental approvals, permits, certificates, registrations, concessions, exemptions, etc., required for the company to conduct its business in every jurisdiction in which it does business	Schedule of all compensation paid during the last three fiscal years to officers, directors, and key employees
Any filings with, or inquiries, information requests, reports, administrative orders, notices of violation or complaints from, any foreign, federal, state or local governmental or regulatory authority	Material Contracts Agreements and indentures relating to the borrowing of money or to mortgaging, pledging, or otherwise placing
	a lien on any of the company's assets and letter of credit arrangements
Labor and Employee Matters Organizational charts by department and by legal entities	Guaranties of any obligation for borrowed money or otherwise, other than endorsements made for collection, and any other similar or related type of agreement
All collective bargaining agreements with any labor union	Any agreement under which the company is lessee of or holds or operates any personal property
All bonus, pension, profit sharing, retirement, profit sharing, management incentive and other forms of deferred compensation plans together with all	Any agreement under which the company is lessor of or permits any third party to hold or operate any property, real or personal
actuarial reports and trust agreements All health and welfare, insurance and other employee benefit plans and all employee handbooks and policies	Any agreement for the sale or purchase of products or services under which the undelivered balance has a price in excess of \$10,000
Employment agreements with any officer, director, member and with any individual employee or other person on a full-time or consulting basis	Any other agreement continuing over a period of more than six months from the date or dates thereof, not terminable by it on 30 days' or less notice without penalty
All severance plans and agreements providing for the payment of any cash or other compensation upon the change in control of the company	Any customer agreement Any agreement which prevents the company from disclosing confidential information or which prohibits
Management, consulting, or advisory agreements	the company from freely engaging in business Any sales distribution, OEM, partner, marketing, joint
Non-disclosure agreements and non-compete agreements binding present and former employees	venture or reseller agreements, franchise agreements, and advertising agreements