

Technology Services M&A Market Update

August 2023





Investment banking and M&A advisory firm established in 2009 and based in Los Angeles, CA

Exclusively focused on the mid-market Technology Services, Software, and Healthcare IT sectors

Experienced team of investment bankers with diverse professional backgrounds in banking, private equity, M&A law, corporate development, and management consulting

Founded by Aaron Solganick, a 28+ year experienced technology-focused investment banker (Bear Stearns, KPMG, Perot Systems, and B. Riley FBR)

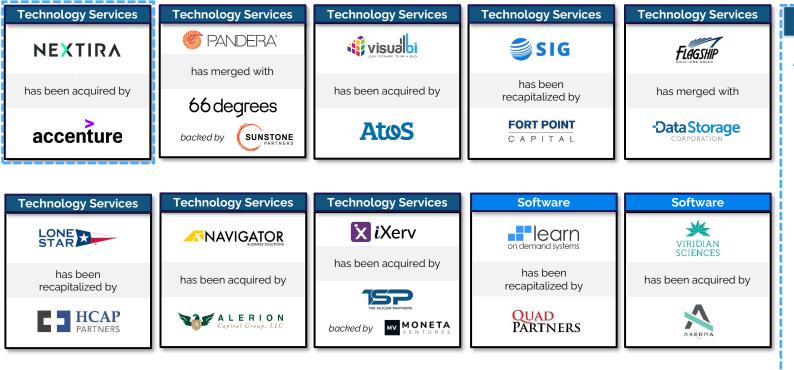


Axial Top Software M&A Advisory Firm, 2022

Solganick & Co. was recognized as a top software M&A advisor by Axial



Select M&A Transaction Experience





Highlighted Transaction: Nextira

Solganick & Co. Advises Nextira in its Sale to Accenture

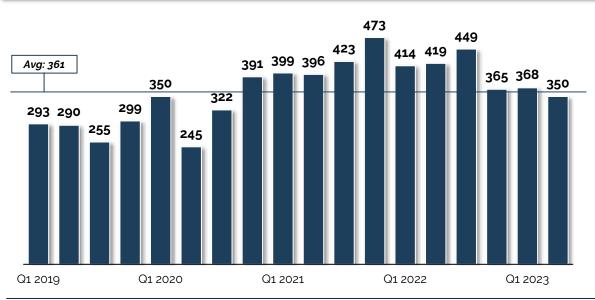
- Nextira, an AWS Premier Partner headquartered in Austin, TX, uses AWS to deliver cloud-native innovation, artificial intelligence, predictive analytics, and immersive experiences for their clients.
- Because of Solganick & Co.'s deep experience within technology services, including the buyer universe, valuation drivers, and overall M&A environment, Solganick & Co. was engaged to run a highly targeted, efficient and competitive M&A process.
- The Solganick team worked closely with Nextira management to attractively position the business and ultimately receive several attractive offers exceeding initial valuation expectations.
- Solganick & Co. supported the entire M&A process, including the client's initial selection of Accenture as well as successful transaction negotiations.
- The transaction was completed in June 2023.

Technology Services	Artificial Intelligence
has been acquired by	Cloud Computing
accenture	Data & Analytics

SOLGANICK

Market Commentary

- Transaction volume and valuation multiples for technology services companies has remained solid during the first half of 2023, continuing to exceed pre-pandemic levels in aggregate. Strong balance sheets and available capital from both financial and strategic acquirers has helped support deal activity and valuations, particularly for companies in the middle market and lower middle market.
- The technology services sector is highly fragmented and presents significant opportunities to build high-growth and differentiated platform investments.
- We expect that AI/ML competencies (particularly within cloud computing), cybersecurity, software development, and digital transformation will be key areas of interest for investors during the remainder of the year. Demand for specialty firms supporting application software platforms continues to be very strong, particularly for partners of applications supporting large and growing market opportunities (e.g., public cloud computing adoption, data analytics, cybersecurity).



Technology Services Quarterly Deal Volume

Key Market Growth Drivers Increased Outsourcing **Modernized Systems** Accelerating technology Growing need for 24/7 evolution necessitates an support related to services \star Ê urgent overhaul of legacy such as remote monitoring and network management infrastructure <u>n</u>nni **Growing Security Risks Cloud Maturation** Increasing customer base is The number, complexity, and migrating vital workloads severity of cyber risks from local setups to off-site continues to climb, supporting cloud infrastructure continued market growth for security services providers

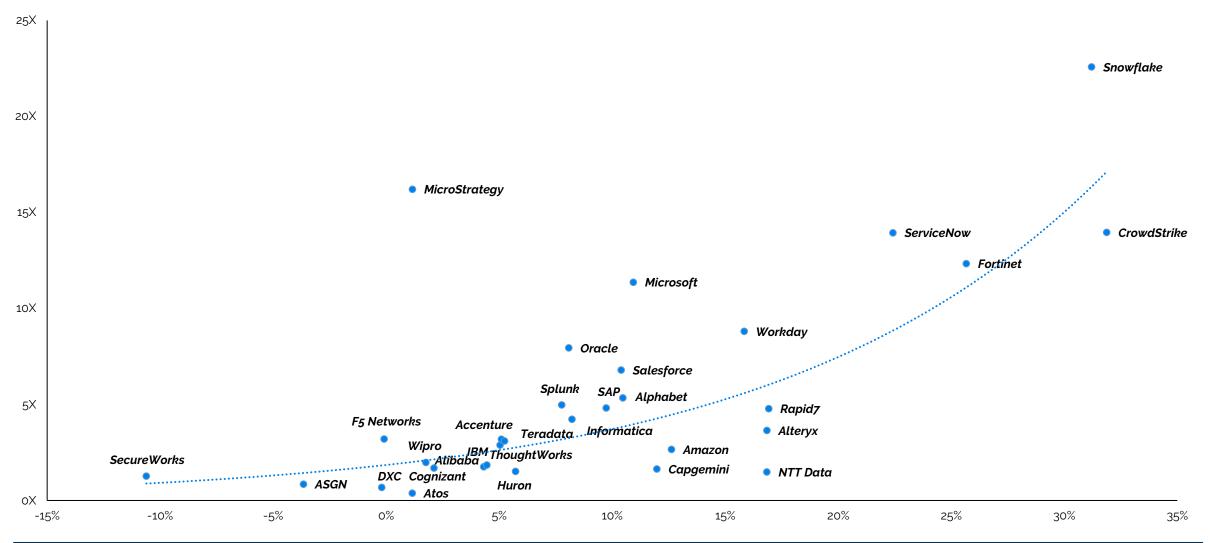


Market Cap Weighted Blended Average EV/EBITDA Multiples



Technology Services Revenue Growth Shows High Correlation with Valuation Multiples





Technology Services Highlighted Subsectors

Application	Cybersecurity	Data & Analytics	Managed Service	Public Cloud	Software
Partners	Services Providers	Consultancies	Providers (MSPs)	Partners	Development Firms
Firms supporting enterprise	Firms providing managed	Firms helping enterprises	Firms providing outsourced IT	Firms focused on the	Firms providing outsourced
software applications and	security services (MSSP),	understand and act on the	support services including IT	implementation, optimization	software development and
ecosystems such as Salesforce,	managed detection and	various data sources that exist	planning and strategy, help	and maintenance of cloud	product engineering services.
ServiceNow, SAP and Oracle.	response (MDR), penetration	within their organization. Using	desk, network management	computing capabilities,	Services delivered both
Services include resale,	testing, Identity and Access	new technologies to visualize	and communications.	typically supporting Amazon	onshore and offshore, and
implementation, and ongoing	Management (IAM), governance,	and manage data is imperative	Thousands of MSPs exist in the	Web Services (AWS), Microsoft	often with specific application
support and customization.	risk and compliance (GRC).	in today's environment.	United States alone.	Azure and Google Cloud.	and vertical specializations.

Representative Companies



Key Trends

Adoption and optimal use of enterprise software, especially within large enterprises, is complex and organizations must rely on specialists to help them through the implementation and ongoing management of these software applications.

With cyber attacks becoming more prevalent, cybersecurity services have become critically important for organizations, especially those which are highly regulated such as education, healthcare and financial services. Effective management and use of increasingly large and diverse data sources to drive effective business decision making and processes is becoming a necessary element of the basic strategy of companies in all industries. Third-party outsourcing of fundamental IT support services is increasingly common within all industries, a trend expected to continue as the underlying complexity and breadth of technology increases. Implementation and management of cloud computing technology is highly technical, and organizations are increasingly reliant on thirdparty professional services firms to create and support the necessary infrastructure. Outsourcing software development initiatives is often more cost effective, flexible, faster and more effective than in-house solutions, particularly as the complexity and breadth of the underlying technology continues to expand.

Highlighted Subsector Application Partners



Market Commentary

- Many of the leading enterprise software companies rely on their partner networks to sell and implement their products and ensure customer success via the availability of related professional services.
- Demand among strategic and financial acquirers for software application partners continues to grow, with considerable levels of capital available to deploy towards M&A in the coming years.
- Many "pure play" technology services companies focus on a single software or platform, while others remain agnostic or adopt a multi-partner approach, dependent on strategic, industry, geographic and scale related factors.

Featured Application Partners and Ecosystems

Adobe	/ {naplan	ATLASSIAN	Collibra	databricks
 1000+ partners ~\$17.6B Rev 	100-500 partners ~\$600M Rev	100-500 partners~\$2.1B Rev	 100-500 partners ~\$250M Rev (est.) 	100-500 Partners ~\$1.2B Rev (est.)
DATADOG	ORACLE	∬ OneStream"	QlikQ	salesforce
 500-1000 partners ~\$1.7B Rev 	1000+ partners ~\$42.4B Rev	 100-500 partners ~\$300M Rev (est.) 	 500-1000 partners ~\$600M Rev (est.) 	1000+ partners ~\$31.4B Rev
SAP	🛐 shopify	snowflake *	servicenow.	workday.
 1000+ partners ~\$32.5B Rev 	1000+ partners ~\$5.6B Rev	 500-1000 partners ~\$1.2B Rev 	 500-1000 partners ~\$7.3B Rev • 	500-1000 partners ~\$6.2B Rev

Highlighted Transaction: Beniva Consulting Group

- acquired by
- In May 2023, SoftwareOne acquired Beniva, a Canadian ServiceNow partner specializing in providing end-to-end professional, workflow, and managed services.
- Beniva's team of 75+ cloud technology experts strengthen SoftwareOne's IT services capabilities and value proposition.

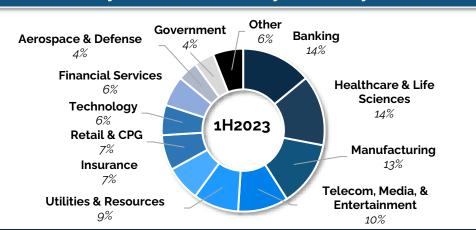
Date	Acquirer	Target	Target Description
Jun. 2023	KEENSIGHT	Blooprint,	Anaplan partner specializing in FP&A/Connected Planning implementation services, based in France
Jun. 2023	Queig	Cymetrix	 Salesforce consultancy with expertise in CRM data and market analytics, based in the U.S.
May. 2023	PRAECIPIO		Atlassian Platinum partner focused on enterprise agile coaching and workflow management
Apr. 2023	pwc	AVORAS	 SAP consultancy headquartered in Switzerland centered on the S/4HANA platform, serving pharma and life sciences
Jan. 2023		Qubix	Oracle partner based in the UK specializing in cloud migration and implementation services
Dec. 2022	BI BUCHANAN TECHNOLOGIES	Concept to completion and beyond	 ISG's Oracle service line provides a comprehensive suite of full stack ERP and database managed services

Highlighted Subsector Cybersecurity Services



Market Commentary

- The growing exposure, compliance requirements, and potential repercussions of cybersecurity events is driving businesses to invest heavily in their technology security infrastructure and related managed support services. Cyberattacks rose by 38% in 2022, with financial damage from cyberattacks is expected to amount to approximately \$10.5 trillion annually by 2025.
- The significant long-term market opportunity has driven considerable investor interest in the space. Key investment themes in cybersecurity services in 2023 include cloud security, identity and access management. Cybersecurity M&A deal volume consistently remained above 400 for the fourth consecutive year through 2022.
- Financial and strategic acquirers continue to be increasingly for providers of managed security services (MSSPs), providing managed services around penetration testing, managed detection response (MDR) and identity and access management (IAM), among others.



Cybersecurity Revenue Mix by Industry

Highlighted Transaction: *Safeway Consultancy*

SAFE WAY	• In March 2023, Stefanini Group acquired Safeway Consulting, a cybersecurity and information security firm based in Brazil.				
acquired by	• Safeway joined Cyber Smart Defense and Stefanini Rafael, a				
	joint venture with Rafael, an Israeli technology company focused on military security, an area of active investing for Stefanini Group.				

Date	Acquirer	Target	Target Description
Jul. 2023	⊜GMI	∕⊗CγVig	 MSSP with 175+ certified experts specialized in securing IT for enterprise clients, based in Phoenix
Jun. 2023	🖞 424 CAPITAL	🗧 NEOVERA	 Consulting and managed services specializing in in cloud infrastructure, CaaS, and IT security solutions
Apr. 2023	TRACE3	Set Solutions	Cybersecurity consultancy based in Texas
Apr. 2023			 New Zealand-based cybersecurity firms specializing ir governance, risk and compliance, penetration testing, cloud, and cyber strategy
Mar. 2023	CORE4CE	PATCH ADVISOR	 IT security firm specializing in comprehensive vulnerability assessments, based in Virginia
Feb. 2023	accenture		Cyber defense, risk management and cyber threat intelligence services provider based in Brazil

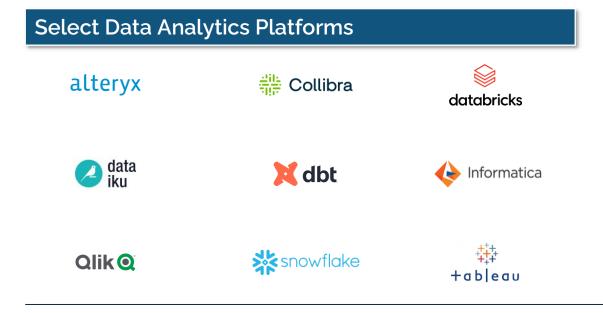
Highlighted Subsector

Data and Analytics Consultancies



Market Commentary

- The global data analytics market size is expected to grow significantly in the coming years as the amount of data available increases and organizational competitiveness and success is increasingly reliant on .
- Data analytics consultancies are growing in tandem with the underlying technologies in which they provide services towards, such as Snowflake (who experienced 100+% revenue growth between 2021 and 2022).
- In our current and recent engagements, we are seeing particular interest for firms providing services in and around Snowflake and Databricks.
- Solganick & Co. has advised on the sale of three Snowflake Partners over the last 18 months.



Highlighted Transaction: BizAnalytica



- In July 2023, India-based Mastek acquired BizAnalytica for \$17M at close and \$24M in contingent consideration.
- BizAnalytica is based in the United States and offers end-toend data, cloud and modernization solutions and leverages partnerships with Snowflake, Databricks, and AWS.

Date	Acquirer	Target	Target Description
Jun. 2023	Baird Capital		U.K. and India-based data science and engineering consultant focused on the Private Equity industry
Jun. 2023		<table-cell-rows> Lovelytics</table-cell-rows>	 Data and BI consultancy partnered with Databricks, Tableau, and Alteryx, based in Virginia
Mar. 2023	+datatonic	nontreal analytics	 Cloud Analytics consultancy and partner to Google Cloud, dbt Labs, and Snowflake, based in Canada.
Mar. 2023	One Equity Partners	sryas	Data management and analytics consultant focused on serving the telecommunications sector
Mar. 2023	Velir	BROOKLYN DATA CO.	 Full-stack data and analytics consultancy which leverages platforms such as Snowflake, dbt, Sigma, Fivetran, and Hightouch
Feb. 2023		8	 Technology architecture consultancy predominantly serving the financial services industry

Managed Service Providers (MSPs)



Market Commentary

- Key themes driving M&A demand for MSP services in 2023 include IoT and the rapid expansion of connected devices, meeting the technology needs of a more remote and distributed workforce, cybersecurity risk mitigation and compliance, and an increasing adoption of cloud computing solutions.
- The M&A market for MSPs has remained resilient, reflecting a highly fragmented industry coupled with a broad range of strategic and financial investors pursuing aggressive M&A strategies.
- In addition to scale-based opportunities, investors continue to create value through acquisition into new geographies, within new industry verticals, and via an expanded range of service offerings (e.g., cybersecurity or cloud services).
- MSPs with an industry or vertical focus (e.g., healthcare or financial services) often command a premium valuation in the market, as their unique expertise and value proposition positions them to be more successful and expanding client relationships in the long-term.

Select MSP Platforms



Highlighted Transaction: MSP Corp.



In May 2023, Alfar Capital and Walter Capital Partners completed the acquisition of MSP Corp., a Montreal, CANbased managed technology services provider, and subsequently merged it with IT MSP firm, Groupe Access.

 MSP Corp plans to further expanding its capabilities and market reach through acquisitions in the U.S. and Canada.

Date	Acquirer	Target	Target Description
Jul. 2023	2 2		Knoxville, TN-based managed IT services and consulting provider specializing in computer support
Jun. 2023	THRIVE:	ECCHARGE AND CHARGE AN	Consultancy and IT service provider exclusively for firms within Financial Services, based in Connecticut
Apr. 2023	UDSTACK	SIGNAL	Utica, NY-based provider of customer service solutions and cloud services for waste monitoring
Apr. 2023	TRG	SYMEC.	 U.Kbased end-to-end mobile technology solutions provider in managed services, software, and hardware
Mar. 2023			Olympia, WA-based provider of IT consulting, network security, and cloud management services
Jul. 2022	Med Tech Solutions	e Med Apps*	Provider of integration, hosting, and continuity solutions to healthcare organizations

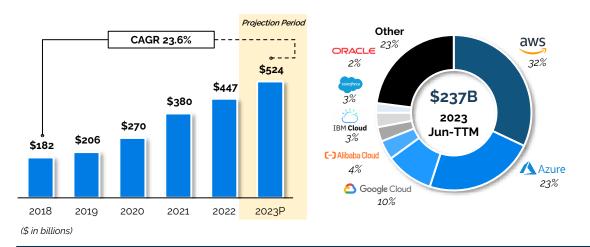
Highlighted Subsector Public Cloud Partners



Market Commentary

- Many investors are evaluating investment strategies around the cloud computing market. The cloud computing services market is expected to grow at CAGR of 17.0% from 2022 to 2030, reaching a market size of \$1.6 trillion.
- In recent years, AWS, Microsoft Azure, and Google Cloud have matured and expanded their offerings, with their cloud services segments now representing significant parts of each company's overall business profile and defining their future growth aspirations and success.
- Each company is investing heavily in their respective partner networks as a key avenue to grow market share. Buyers continue to seek companies with a strong relationship with their partners, often placing a premium valuation for investment opportunities involving a differentiated service offering and profile.

Market Growth and Market Share



Highlighted Transaction: Nextira

NEXTIRA	 In June 2023, Accenture acquired Nextira, an AWS Premier Partner helping clients use AWS to deliver cloud-native innovation, predictive analytics, and immersive environments 				
acquired by	innovation, predictive analytics, and immersive environ solutions.				
accenture	 The transaction will support Accenture's Cloud First pra robust set of engineering capabilities. 				
	robust set of engineering capabilities.				

Date	Acquirer	Target	Target Description
Jul. 2023	Services Group	WESTERN COMPUTER	Microsoft Solutions Partner focused on ERP and Cloud Solutions
Jul. 2023	BlueAlly		 Microsoft Cloud Partner in multiple solution areas, such as Azure, SharePoint, and Teams
Jul. 2023	aws	EPLEXITY	AWS Premier Partner offering cloud consulting and next-gen cloud managed services
Jun. 2023	🖞 424 CAPITAL		 Cloud consulting and managed services firm specializing in the life sciences industry based in Massachusetts
Jun. 2023	CDW		AWS Premier Partner that designs, develops, and manages applications, based in Virginia
Feb. 2023	NASSTAR	Coller Digital	U.Kbased technology consultancy with deep expertise in cloud computing



Market Commentary

- The global software application development market size is estimated to be \$335 billion in 2023 and grow to a value of \$916B by 2027, representing a 29% CAGR.
- For U.S.-based companies where the costs of labor continue to rise, outsourcing software development capabilities is becoming increasingly commonplace. Additionally, software development firms typically offer services on a flexible, project-by-project basis. Companies typically also benefit from an improved speed-to-market for development initiatives. The war in Ukraine continues to affect many software development firms with resources based in the region, resulting in increased market and investor interest in other sources of nearshore talent, particularly elsewhere in Eastern Europe and in South America.
- Transaction activity and valuations within the middle and lower-middle market for software development firms remains robust. Strategic and financial acquirers continue to deploy significant levels of capital in companies providing software engineering services, underscoring the continued market demand and growth opportunity in the space.



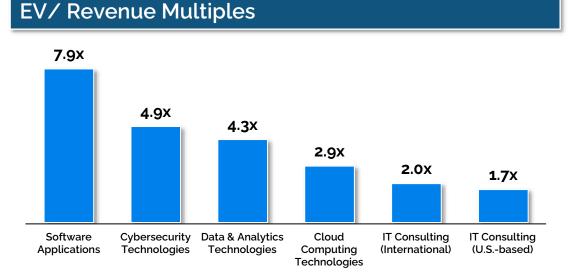
Highlighted Transaction: Pentalog

Pentalog 🔊	In May 2023, Globant acquired Pentalog, a digital transformation company creating technology solutions and products for industries such as finance, sports, and gaming.
acquired by	
Globant>	Globant's acquisition will boost its presence in France and support growth plans in the Netherlands and DACH Region, poised for enhanced capabilities and market reach.

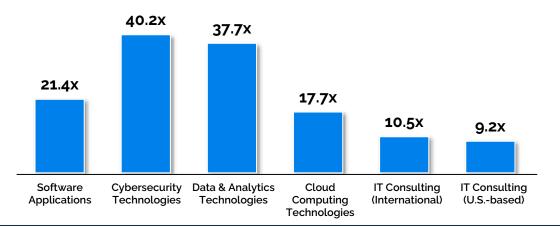
Date	Acquirer	Target	Target Description
Jul. 2023	cilio	Automation [®] Fact©ry.ai	AutomationFactory.Al is a Noida-based, end-to-end digital transformation and product development firm
Jul. 2023	Global Logic	sidero	 Ireland-based software services company with adept agile and cloud native software innovation solutions
Jun. 2023	M ALLATA		Argentina-based professional services company focused on Software Product Development and AI/ML
May 2023	-» Moove IT	December Labs	 Houston, TX-based designer and developer of UI/UX products for growth companies and corporations
Apr. 2023	Pearls	symbox	 Symbox is a global software development company focused on simplifying complex process orchestration, integration, and automation challenges
Feb. 2023		🖞 Umbrage	 Houston, TX-based studio that designs, develops, and delivers enterprise software and digital products

Technology Services

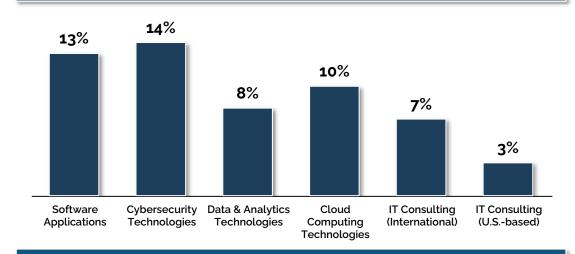
Public Valuation Multiples and Operational Metrics



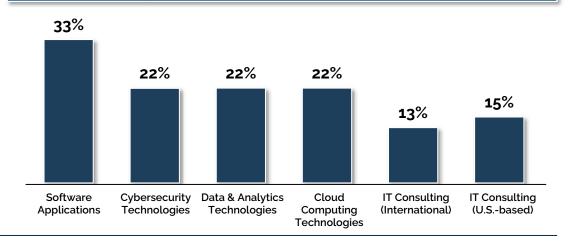
EV/ EBITDA Multiples



Revenue Growth



EBITDA Margin



Source: Pitchbook, as of July 31, 2023

Technology Services Public Market Data

(\$ in millions)	Market Data				EV/ Revenue Multiples		EV/ EBITDA Multiples		Revenue Growth	EBITDA Margin
Company	Market Cap	EV	TTM (A) Revenue	NTM (E) EBITDA	TTM (A)	NTM (E)	TTM (A)	NTM (E)	<u>NTM (E)</u>	TTM (A)
Cloud Computing Technologies										
Alibaba	\$250,396	\$221,968	\$126,711	\$26,381	1.8x	1.7X	6.8x	8.4x	4%	20%
Alphabet	\$1,673,964	\$1,584,746	\$289,531	\$130,681	5.5×	5.0X	17.7X	12.1X	10%	41%
Amazon	\$1,356,521	\$1,433,467	\$524,897	\$96,306	2.7X	2.4X	26.4x	14.9X	13%	16%
IBM	\$130,684	\$174,760	\$60,525	\$13,951	2.9X	2.7X	11.6x	12.5X	5%	22%
Microsoft	\$2,514,009	\$2,462,718	\$211,915	\$119,249	11.6x	10.5X	23.9x	20.7X	11%	51%
Median	\$1,356,521	\$1,433,467	\$211,915	\$96,306	2.9x	2.7X	17.7X	12.5X	10%	22%
Cybersecurity Technologies										
CrowdStrike	\$36,894	\$34,788	\$2,446	\$750	14.2X	10.1X	71.8x	46.4x	40%	22%
F5 Networks	\$9,252	\$8,811	\$2,778	\$1,023	3.1X	3.1X	10.8x	8.6x	(0%)	37%
Fortinet	\$60,303	\$58,415	\$4,725	\$1,706	12.4X	9.8x	40.2X	34.2X	26%	29%
Rapid7	\$2,736	\$3,387	\$711	\$104	4.8x	4.1X	48.2x	32.7X	17%	12%
SecureWorks	\$656	\$573	\$437		1.3X	1.5X			(10%)	NM
Splunk	\$17,297	\$18,907	\$3,731	\$817	5.1X	4.6x	24.4X	23.1X	11%	20%
Median	\$13,274	\$13,859	\$2,612	\$817	4.9X	4.3X	40.2X	32.7x	14%	22%
Data & Analytics Technologies										
Alteryx	\$2,738	\$3,313	\$897	\$161	3.7×	3.2X	59.0x	20.6x	17%	15%
Informatica	\$5,327	\$6,434	\$1,508	\$460	4.3X	3.9X	12.7X	14.0X	8%	28%
MicroStrategy	\$6,101	\$8,248	\$502	\$97	16.4x	16.2x	83.4x	85.1X	1%	19%
Snowflake	\$56,977	\$53,298	\$2,267	\$263	23.5x	16.7x	n/a	n/a	41%	NM
Teradata	\$5,595	\$5,690	\$1,775	\$481	3.2X	3.1X	16.4x	11.8x	5%	26%
Median	\$5,595	\$6,434	\$1,508	\$263	4.3X	3.9×	37.7×	17.3X	8%	22%

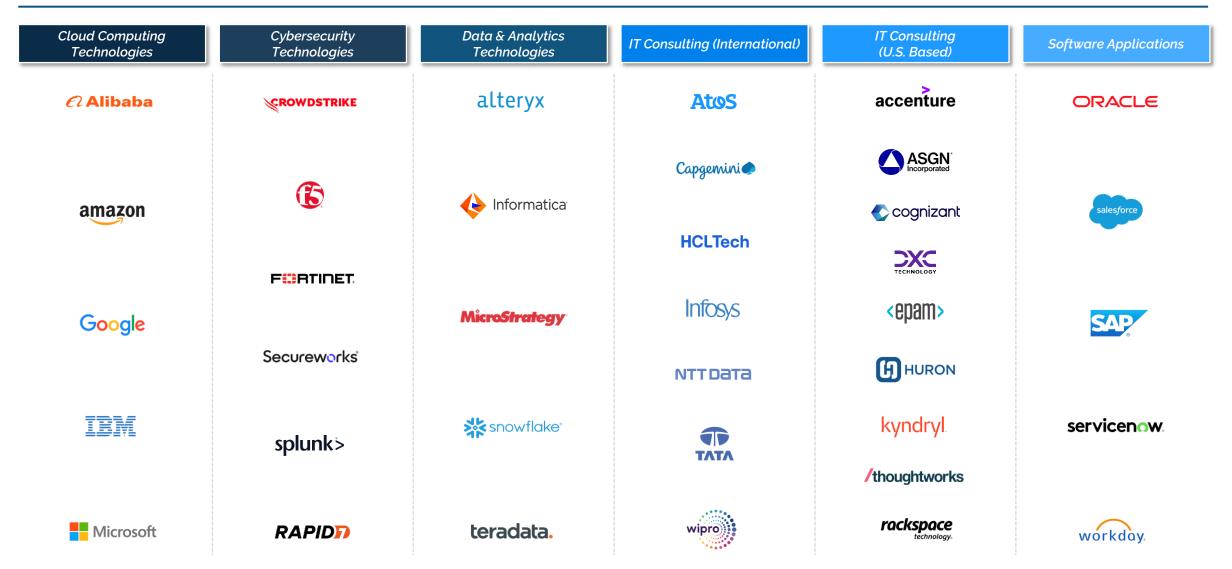
Technology Services Public Market Data Cont.

(\$ in millions)	Market Data			EV/ Revenue Multiples		EV/ EBITDA Multiples		Revenue Growth	EBITDA Margin	
Company	<u>Market Cap</u>	EV	TTM (A) Revenue	NTM (E) EBITDA	TTM (A)	NTM (E)	TTM (A)	NTM (E)	<u>NTM (E)</u>	TTM (A)
IT Consulting (International)										
Atos	\$1,791	\$4,508	\$11,924	\$1,288	0.4X	0.4X	3.9×	3.5×	1%	11%
Capgemini	\$34,204	\$37,823	\$23,126	\$4,148	1.6x	1.5X	10.5X	9.1X	12%	16%
HCL Technologies	\$36,354	\$34,350	\$12,823		2.7X		11.4X		NM	NM
Infosys	\$67,345	\$66,158	\$18,386		3.6x		14.8x		NM	NM
NTT Data	\$19,625	\$38,197	\$25,780	\$3,867	1.5X	1.3X	9.6x	9.9X	17%	13%
Tata	\$149,044	\$144,327	\$28,460		5.1X		19.2X		NM	NM
Wipro	\$25,220	\$22,052	\$11,256		2.0X	1.9X	9.8x		2%	NM
Median	\$34,204	\$37,823	\$18,386	\$3,867	2.0X	1.4X	10.5X	9.1X	7%	13%
IT Consulting (U.Sbased)										
Accenture	\$199,047	\$194,333	\$63,550	\$12,583	3.1X	2.9X	18.3X	15.4X	5%	19%
ASGN	\$3,885	\$3,885	\$4,619	\$518	0.8x	0.9X	7.8x	7.5×	(4%)	12%
Cognizant	\$33,372	\$32,398	\$19,414	\$3,450	1.7X	1.6x	9.2X	9.4X	2%	17%
DXC	\$5,837	\$9,667	\$14,430	\$2,204	0.7X	0.7X	3.9×	4.4X	(0%)	15%
EPAM	\$13,370	\$11,749	\$4,864	\$775	2.4X	2.5X	12.7X	15.2X	n/a	16%
Huron	\$1,782	\$2,213	\$1,295	\$167	1.7X	1.6x	13.5X	13.3X	6%	12%
Kyndryl	\$3,012	\$5,506	\$17,026	\$1,940	0.3X	0.3X	5.4X	2.8x	n/a	12%
Rackspace	\$486	\$4,199	\$3,106	\$391	1.4X	1.4X	7.8x	10.7X	n/a	13%
ThoughtWorks	\$2,148	\$2,385	\$1,282	\$252	1.9X	1.8x	11.2X	9.5X	4%	19%
Median	\$3,885	\$5,506	\$4,864	\$775	1.7X	1.6x	9.2x	9.5X	3%	15%
Software Applications										
Oracle	\$314,827	\$395,604	\$49,954	\$26,924	7.9×	7.3×	17.4X	14.7X	8%	50%
Salesforce	\$219,734	\$218,830	\$32,188	\$14,366	6.8x	6.0x	21.4X	15.2X	13%	39%
SAP	\$158,687	\$156,403	\$32,723	\$11,888	4.8x	4.4X	14.9X	13.2X	10%	33%
ServiceNow	\$116,186	\$113,651	\$8,017	\$3,223	14.2X	11.6x	45.6x	35.3×	22%	33%
Workday	\$61,335	\$58,261	\$6,465	\$2,138	9.0x	7.5×	35.7×	27.3X	20%	27%
Median	\$158,687	\$156,403	\$32,188	\$11,888	7.9x	7.3×	21.4X	15.2X	13%	33%

Source: Pitchbook, as of July 31, 2023

Technology Services

Public Market Indices Constituents



Solganick & Co. Questions? Contact Us Directly



LOCATIONS

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