

Market Commentary

- M&A consolidation continues among Salesforce partners in 2024.
- Salesforce reported strong second-quarter fiscal 2024 results, with total revenue of \$9.13 billion, representing an 11% year-over-year (Y/Y) increase. Subscription and support revenues reached \$8.01 billion, up by 12% Y/Y. Professional services and other revenues contributed \$0.60 billion, showing a 3% Y/Y increase.
- Salesforce has been expanding its artificial intelligence (AI) suite and its corresponding large language models (LLMs).
- Salesforce acquired Spiff and added it to Sales Cloud.
- *Solganick is the exclusive advisor to a Salesforce Advanced Services Partner in its pending sale to a strategic buyer (undisclosed).*

Salesforce Latest M&A and Investment News

[Salesforce acquires Spiff and adds it to Sales Cloud](#)

[Salesforce announces Q1 2024 revenue of \\$9.13B, up 11% YoY](#)

[Salesforce attempts Informatica acquisition](#)

[Salesforce invests in 3 AI startups](#)

Select M&A Transactions

Date	Acquirer	Target	Deal Summary
Aug 2024	Capficiency PE Group	NimbusPoint Consulting	• PE firm acquires certified Salesforce partner NimbusPoint Consulting
July 2024	Infogain	Impactive	• Infogain, a leader in digital customer experience engineering based in Silicon Valley, has acquired Impactive, a New Jersey-based Summit Level Salesforce Consulting services firm.
July 2024	Bell	CloudKettle	• Canada based Bell acquires CloudKettle to strengthen its Salesforce consulting practice in Canada and the U.S.
May 2024	Trilliad	Sercante	• Salesforce and Pardot consultancy acquired by digital marketing and CRM solutions provider
May 2024	ListEngage	1to1 Tech	• Salesforce consultancy in New Jersey, USA acquired by digital marketing services provider and Salesforce partner
April 2024	Datamatics	Dextara Digital	• IT services company focused on AI, automation and analytics buys Salesforce Marketing Cloud agency for \$20 million
Feb 2024	Salesfive Consulting	We Speak Fluent CX	• Customer experience company and Salesforce partner acquired by Salesforce consultancy and implementer
Jan 2024	Global Tech Solutions	Adapt CX	• Leading tech services provider and Salesforce partner buys cloud contact center specialist serving governments
Jan 2024	OSF Digital	Digital Business	• OSF Digital acquires a Brazil-based provider of BI and digital consulting services

Select Salesforce Partners



Solganick M&A Transaction Experience

Cloud, AI, Data Analytics

NEXTIRA

has been acquired by

accenture

Cloud, Data Analytics

PANDERA

has merged with

66degrees

backed by **SUNSTONE PARTNERS**

Data Analytics

visualbi
LOOK FORWARD. THINK AHEAD.

has been acquired by

Atos

IT Services

SIG

has been recapitalized by

FORT POINT CAPITAL

Cloud, IT Services

FLAGSHIP SOLUTIONS GROUP

has merged with

DataStorage CORPORATION

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.

AI, Data Analytics

LONE STAR

has been recapitalized by

HCAP PARTNERS

IT Services

NAVIGATOR BUSINESS SOLUTIONS

has been acquired by

ALERION Capital Group, LLC

IT Services

iXerv

has been acquired by

TSP THE SILICON PARTNERS

backed by **MV. MONETA VENTURES**

Software

learn on demand systems

has been recapitalized by

QUAD PARTNERS

Software

VIRIDIAN SCIENCES

has been acquired by

AKERMA

IT Services

eMedApps

has been acquired by

Med Tech Solutions

backed by **SUNSTONE PARTNERS**

Data Analytics

Waypoint

has been acquired by

WIPFLI

IT Services

ITENTIVE Healthcare Solutions

has been acquired by

DAShealth HEALTH IT & MANAGEMENT SOLUTIONS

backed by **SHERIDAN CAPITAL PARTNERS**

IT Services

ITELAGEN HEALTHCARE

has been acquired by

SHERIDAN CAPITAL PARTNERS

AI, Software

AIM ARTIFICIAL INTELLIGENCE IN MEDICINE INC. INFORMATICS IMPROVING HEALTH

has been acquired by

inspirata

Cloud, AI, Data Analytics

NEXTIRA

has been acquired by

accenture

Artificial Intelligence

Cloud Computing

Data Analytics

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