Salesforce Consulting Partner M&A Summary, YTD 2024

sales*f*orce

Market Commentary

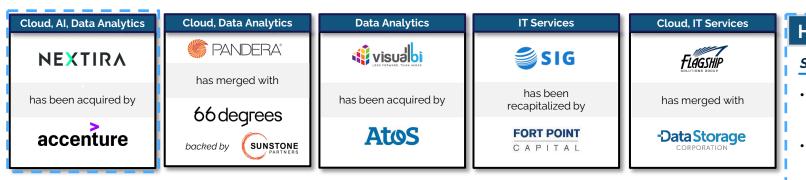


M&A consolidation continues among Salesforce partners in 2024. Salesforce reported strong second-quarter fiscal 2024 results, with total revenue of \$9.13 Salesforce Salesforce Salesforce billion, representing an 11% year-over-year (Y/Y) increase. Subscription and support acquires Spiff and announces Q1 Salesforce invests attempts revenues reached \$8.01 billion, up by 12% Y/Y. Professional services and other revenues adds it to Sales 2024 revenue of Informatica in 3 Al startups contributed \$0.60 billion, showing a 3% Y/Y increase. \$9.13B, up 11% YoY acquisition Cloud 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. **Select M&A Transactions** Solganick is the exclusive advisor to a Salesforce Advanced Services Partner in its Date **Deal Summary** pending sale to a strategic buyer (undisclosed). Acquirer Target Capficiency NimbusPoint PE firm acquires certified Salesforce partner NimbusPoint Aug 2024 PE Group Consulting Consultina Select Salesforce Partners Infogain, a leader in digital customer experience engineering July 2024 Infogain Impactive based in Silicon Valley, has acquired Impagtive, a New Jerseybased Summit Level Salesforce Consulting services firm. Capgemini Globant) Deloitte. **OSF** DIGITAL Canada based Bell acquires CloudKettle to strengthen its July 2024 Bell CloudKettle Digital Salesforce consulting practice in Canada and the U.S. publicis Christian Driving Digital Salesforce and Pardot consultancy acquired by digital Trilliad Sercante May 2024 cirrius sapient marketing and CRM solutions provider Dextara solutions DATAMATICS accenture Salesforce consultancy in New Jersey, USA acquired by digital ListEngage 1to1 Tech May 2024 d infogain slalom marketing services provider and Salesforce partner Cloud for Good ACCESSGLOBAL GROUP IT services company focused on AI, automation and analytics April 2024 Datamatics Dextara Digital Emtec buys Salesforce Marketing Cloud agency for \$20 million **Coastal**[®] torrent AllCloud We Speak Fluent Customer experience company and Salesforce partner Salesfive Feb 2024 Consulting acquired by Salesforce consultancy and implementer CX 🗞 apps associates virtusa **EIGEN** extreme expertise Global Tech Leading tech services provider and Salesforce partner buys Jan 2024 Adapt CX Solutions cloud contact center specialist serving governments CREDERA Westmonroe **Astound**Digital ,OSF Digital acquires a Brazil-based provider of BI and digital **OSF** Digital Jan 2024 **Digital Business** FOREFRONT / consulting services cognizant kavaliro wipro a NEORIS company

Salesforce Latest M&A and Investment News



Solganick M&A Transaction Experience



AI, Data Analytics	IT Services	IT Services	Software	Software	1
		Xerv iXerv	on demand systems	VIRIDIAN	i
has been recapitalized by	has been acquired by	has been acquired by	has been recapitalized by	SCIENCES has been acquired by	i
HCAP PARTNERS	A L E R I O N Capital Group, LLC	backed by	<mark>Quad</mark> Partners	AKERMA	

IT Services	Data Analytics	IT Services	IT Services	AI, Software
e Med Apps	Waypoint►		ITELAGEN HEALTHCARE	ATTIFICIAL INTELIGENCE IN MEDICINE INC.
has been acquired by	has been acquired by	has been acquired by	has been acquired by	has been acquired by
Med Tech Solutions backed by	WIPFLI	backed by	SHERIDAN CAPITAL PARTNERS	inspirata

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.

Artificial Intelligence		
Cloud Computing		
Data Analytics		

Solganick & Co. **Questions?** Contact Us



LOCATIONS

LOS ANGELES

360 N Pacific Coast Hwy El Segundo, CA 90245 mergers@solganick.com

Phone: (310) 684-3130

DALLAS

6860 Dallas Pkwy Ste 200 Plano, TX 75024

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Investment Banking Team



AARON SOLGANICK CEO/Founder aaron@solganick.com (310) 713-4764



FRANK GRANT Managing Director fgrant@solganick.com (702) 612-9459



ALEXEI SOROKIN Managing Director

alexei@sorokin.com (408) 390-8950



DAVID JOHNSON Senior Vice President djohnson@solganick.com (727) 460-4280



SAMANTHA CHANG **Deal Origination** schang@solganick.com (949) 981-2738



Associate

cumminse@solganick.com

(760) 803-0335





PHONG LE Analyst ple@solganick.com (402) 999-2035