

## Market Commentary

- Salesforce continues to hold the leading global market share in customer relationship management software and maintains deep integration across enterprise systems. Its focus on expanding product offerings (like Slack, Data Cloud, and Agentforce) and leveraging generative AI is expected to drive robust long-term growth, especially as digital transformation remains a priority for global enterprises.
- Salesforce delivered revenue of \$10.24 billion in the most recent quarter, representing about 9.8% year-over-year growth and beating analyst estimates. Adjusted EPS came in at \$2.91, also exceeding expectations. Subscription and Support revenues grew 11% year-over-year, while Professional Services saw a slight decline.
- Recent Salesforce Acquisitions: Apromore, Waii, Bluebirds, Regrello, Moonhub, Informatica, and Convergence.ai.

## Salesforce Consulting Partners (Selected)



## Salesforce Latest M&A and Investment News

Salesforce acquires process intelligence software Apromore

Salesforce announces Q2 Fiscal 2026 revenue of \$10.2B, up 10% YoY

Salesforce acquires AI-powered prospecting platform Bluebirds

Salesforce acquires natural language-to-SQL platform Waii

## Select M&A Transactions

Date	Acquirer	Target	Amt.	Deal Summary
Oct 9, 2025	Perficient	Kelley Austin	-	Perficient's acquisition of Kelley Austin will add award-winning Revenue Cloud, Data Cloud, and Agentforce expertise to Perficient's Salesforce expertise.
Oct 9, 2025	Tata Consultancy Services (TCS)	ListEngage	\$72.8M	Global IT services firm, TCS, acquires Salesforce partner ListEngage.
Oct 7, 2025	Kicksaw	Northbound	-	Salesforce partner Kicksaw acquires Contract Lifecycle Management (CLM) Salesforce partner, Northbound. PE Backed by Rallyday Partners.
Oct 2, 2025	ZS	Torrent Consulting	-	Torrent Consulting's Salesforce capabilities will augment ZS's healthcare expertise and AI innovation.
Oct 1, 2025	NTT Data	EXAH	-	NTT Data acquires EXAH, a leading Salesforce Consulting Partner and AI implementation specialist.
Aug 29, 2025	Accenture	NeuraFlash	-	a leading Salesforce and gen AI consulting company that specializes in agentic solutions for sales, service, and field service operations.
May 1, 2025	Eigen X	Forvis Mazars Salesforce Practice	-	Eigen X acquires the Salesforce Practice from Forvis Mazars, one of the largest public accounting and consulting firms in the US.

Salesforce, Inc. (CRM)

248.75 +7.07 +(2.93%) 248.50 -0.25 (-0.10%)

At close: 4:00:02 PM EDT After hours: 7:16:42 PM EDT



Previous Close	241.68	Market Cap (intraday)	236.81B
Open	242.89	Beta (5Y Monthly)	1.20
Bid	248.60 x 300	PE Ratio (TTM)	36.10
Ask	248.75 x 100	EPS (TTM)	6.89
Day's Range	242.37 - 249.35	Earnings Date	Dec 2, 2025
52 Week Range	226.48 - 369.00	Forward Dividend & Yield	1.66 (0.69%)
Volume	7,891,988	Ex-Dividend Date	Sep 17, 2025
Avg. Volume	8,473,453	1y Target Est	334.38



Summary

Salesforce (CRM) is currently trading near its 52-week low, driven by decelerating growth and cautious enterprise spending. However, analysts see potential for recovery, emphasizing the company's leadership in the CRM market and focus on AI-driven growth.

- **AI and Digital Transformation:** Infosys launched the Customer Experience Suite for Salesforce, aiming to enhance digital transformation through AI, highlighting the increasing importance of technology integration in CRM.
- **Growth Opportunities:** The global AI Sales Development Representative market is projected to grow from \$4.12 billion to **\$15.01 billion by 2030**, emphasizing the demand for personalized sales solutions.
- **Recent Acquisition (Oct. 9, 2025):** **Salesforce acquires** process intelligence software **Apromore**. The acquisition will bring Apromore's deep domain expertise in process intelligence and optimization directly into the Salesforce platform. This is a significant step in accelerating Salesforce's innovation in agentic process automation, giving customers a unified, real-time view of how their business processes actually run across front, middle, and back-office systems. The acquisition of Apromore will provide a full spectrum of process intelligence capabilities that accelerate Salesforce's agentic process automation vision:

# Case Study: *Accordion acquires Salesforce Consulting Division from Kavaliro*

- **Solganick Client**

- ④ Kavaliro provides Salesforce consulting and systems integration services to enterprise clients in the U.S. and Canada.

- **Situation**

- ④ The parent company and owner of Kavaliro is a IT staffing and solutions company that wanted to focus on its core IT staffing business and spin off its Salesforce consulting division.
- ④ Solganick conducted a competitive M&A process on behalf of the parent company and shareholders. Multiple parties were interested, and the buyer that landed the deal was the best fit for its business model, shareholder valuation, and deal structure goals.

- **Process and Results**

- ④ Solganick served as the exclusive financial advisor to Kavaliro and spearheaded a targeted and highly competitive M&A marketing process involving buyers across the IT services sector with a focus on Salesforce partners.
- ④ The Solganick team's deep knowledge of the industry, excellent understanding of the buyer universe and market, and professional advice and support were all critical in helping the team navigate the deal process.
- ④ **Ultimately, private equity-backed consulting company, Accordion, was the clear winner of the transaction process, which led to an all-cash transaction.**
- ④ Kavaliro's highly skilled employees will merge with the buyer to focus on its expertise within Salesforce revenue cloud and consulting services serving mid-market enterprise clients around the U.S. and Canada.
- ④ Transaction Announced March 2025



Solganick was the exclusive M&A advisor to Kavaliro























has been acquired by

**ACCORDION**

Backed by PE Firm

**Charlesbank**

# Select M&A Transaction Experience

<b>Technology Services</b>  has been acquired by <b>ACCORDION</b>	<b>Technology Services</b> <b>NEXTIRA</b> has been acquired by <b>accenture</b>	<b>Technology Services</b>  has merged with <b>66degrees</b> backed by 	<b>Technology Services</b>  has been acquired by <b>Atos</b>	<b>Technology Services</b>  has been acquired by Undisclosed Buyer
<b>Technology Services</b>  has merged with <b>DataStorage CORPORATION</b>	<b>AI and Analytics</b>  has been recapitalized by 	<b>Technology Services</b>  has been acquired by 	<b>HR Tech Services</b>  has been acquired by  backed by 	<b>HR Tech Software</b>  has been recapitalized by 
<b>Software</b>  has been acquired by 	<b>Technology Services</b>  has been acquired by  backed by 	<b>Technology Services</b> <b>Waypoint</b> has been acquired by <b>WIPFLI</b>	<b>Cybersecurity</b>  has been acquired by  <small>*Transaction completed at another investment bank</small>	<b>Cybersecurity</b>  has been acquired by <b>eSENTIRE</b> backed by  <small>*Transaction completed at another investment bank</small>

## Highlighted Transaction: *Nextira*

### Solganick 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.

<b>Technology Services</b> <b>NEXTIRA</b> has been acquired by <b>accenture</b>	<b>Artificial Intelligence</b>
	<b>Cloud Computing</b>
	<b>Data &amp; Analytics</b>



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