

# DealsDirect

*A Monthly Listing of IT ExchangeNet Clients for Sale*

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*Bringing Together Buyers and Sellers of IT Businesses*

| August 2024

## FINANCIALS

Description (\$M)	2022	2023	2024E
Revenue	\$7.5	\$10.6	\$11.7
Adj EBITDA	\$(519k)	\$832k	\$1.1

## NUMBER OF CUSTOMERS:

+30

## # OF EMPLOYEES: 54

**FOCUS:** Founded 30 years ago, this established digital marketing agency is a proven catalyst for digital transformation and growth. With a deep-rooted foundation in technology, the Company offers a comprehensive suite of services encompassing research, design, marketing and technology. The Company has cultivated strong long-term partnerships across diverse industries. The Company is poised for growth with the right strategic investment partner.

Click [HERE](#) for more information on this engagement.

## FINANCIALS

Description (\$M)	2022	2023	TTM
Revenue	\$5.0	\$9.0	\$9.8
Adj EBITDA	\$0.5	\$1.21	\$1.4

## NUMBER OF CUSTOMERS:

**+150**

## # OF EMPLOYEES: 32

**FOCUS:** Founded over 20 years ago, this company has a unique focus on complex server-based cloud migrations for mid-market businesses, combining functional ERP support on multiple platforms with high-retention cloud hosting, private cloud deployment and server/desktop support. Senior ERP consultants on staff handle complex implementations as well as functional business process improvements including a new process automation and AI practice.

Click [HERE](#) for more information on this engagement.

## FINANCIALS

Description (\$M)	2022	2023	2024E
Revenue	\$2.8	\$3.0	\$3.2
Adj EBITDA	\$531k	\$609k	\$640k

## NUMBER OF CUSTOMERS:

**+120**

## # OF EMPLOYEES: 4

**FOCUS:** This well-established Company boasts a proven 15+ year track record of delivering unparalleled service and expertise in ERP, CRM and BI solutions. With a deep understanding of client requirements and strong ties in the State and Local government sector, the Company has earned a leading position as a go-to Microsoft and NetSuite partner, with a host of complimentary and niche ISV product offerings.

Click [HERE](#) for more information on this engagement.

## FINANCIALS

Description (\$M)	2022	2023	2024E
Revenue	\$8.6	\$8.8	\$7.0
Adj EBITDA	\$555k	\$31k	\$121k

## NUMBER OF CUSTOMERS:

30+

## # OF EMPLOYEES: 36

**FOCUS:** Founded 8 years ago, this Company is a digital transformation consulting firm with expertise in management consulting, technology and business architecture, process improvement, project management, and integration. The Company was named 2020 Rookie Partner of the Year leading global enterprise software company. The Company's services include Advisory, Transformation and Managed & Support Services.

Click [HERE](#) for more information on this engagement.

## FINANCIALS

Description (\$M)	2022	2023	2024E
Revenue	\$5.4	\$6.0	\$7.1
Adj EBITDA	\$161k	\$472k	\$789k

## NUMBER OF CUSTOMERS:

350+

## # OF EMPLOYEES: 17

**FOCUS:** The Company is an MSP focusing on the enterprise, mid-market, and SMB sectors in multiple verticals such as Biotech, Healthcare, Pharma and FinTech. With 21 FTEs, this MSP offers a comprehensive suite of services, encompassing Managed Services, Managed Security Services, cutting-edge technology solutions, compliance, and tailored professional services. The Company offers leading edge Cloud Solutions to address the long runway of digital transformation.

Click [HERE](#) for more information on this engagement.

## FINANCIALS

Description (\$M)	2022	2023	2024E
Revenue	\$.01	\$1.4	\$1.1
Adj EBITDA	(\$0.05)	(\$0.6)	\$0.5

## NUMBER OF CUSTOMERS:

**300+**

## # OF EMPLOYEES: 12

**FOCUS:** Founded in 2021, this Company is a trusted partner focusing on optimizing and enhancing technology solutions. The Company was awarded the *2023 Partner of the Year award* from a leading global technology company. The business pioneered the first ever Solution Enablement Education (SEE) provider offering efficient solutions. High-growth is expected in 2025 and beyond anchored by exclusive multi-year contracts. Leadership and legacy are in place for a smooth ownership transition.

Click [HERE](#) for more information on this engagement.

## FINANCIALS

Description (\$M)	2022	2023	2024E
Revenue	\$13.2	\$10.7	\$12.0
Adj EBITDA	\$0.2	\$0.3	\$0.6

## NUMBER OF CUSTOMERS:

3000+

## # OF EMPLOYEES: 20

**FOCUS:** The Company is a 46-year-old established leader in designing, delivering and managing mission-critical technology solutions for a diverse client base across the United States and Canada. The Company is building on their history and vast customer base products to grow renewals and deeper professional services engagements. With four decades of experience and proven track record, the legacy leadership and staff is knowledgeable and in place for new ownership.

Click [HERE](#) for more information on this engagement.



## FINANCIALS

Description (\$M)	2022	2023	2024E
Revenue	\$1.1	\$1.4	\$1.1
Adj EBITDA	(\$585K)	(\$458K)	(\$510K)

## NUMBER OF CUSTOMERS:

15+

## # OF EMPLOYEES: 17

**FOCUS:** Founded in 2014, this Company has developed an Employee Experience Super-App for large geographically dispersed workforces with deskless, frontline employees. By accessing all HR systems through a single Super-App, employees can find what they need quickly and easily with zero training. The SaaS platform is accessible from mobile and the web, with powerful add-ons that drive communications, productivity, employee engagement and financial wellbeing.

Click [HERE](#) for more information on this engagement.

# EX-819

MIDWEST

Focus: Managed Service Provider & Security Services

**MSP**  
Managed Service Provider

**UNDER LOI**

## FINANCIALS

Description (\$M)	2022	2023	2024E
Revenue	\$2.6	\$2.9	\$3.3
Adj EBITDA	\$0.7	\$0.9	\$1.1

## NUMBER OF CUSTOMERS:

**30+**

## # OF EMPLOYEES: 10

**FOCUS:** Founded 20+ years ago, the Company offers cloud-based digital transformation solutions focusing on implementation, data integration, development, licensing and general support services. These include CRM, ERP, Document and Workflow Management, Analytics and BI Services. An early adopter, the Company has more than twelve years of experience directly implementing and developing cloud-based platforms and provides modernization solutions and integration roadmaps.

Click [HERE](#) for more information on this engagement.

# ENTERING THE MARKET

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EX-839



Southwest

**ITS**  
IT Services  
& Integration

# OF EMPLOYEES: 17  
2024E REVENUE: \$8.5M  
FOCUS: Premise and Cloud Contracts

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EX-840



South-Central

**ITS**  
IT Services  
& Integration

# OF EMPLOYEES: 20  
2024E REVENUE: \$3.2M  
FOCUS: Enterprise LAN, WLAN, Network  
Security Integration

# ENTERING THE MARKET

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EX-841

 Midwest

**MSP**

Managed  
Service  
Provider

# OF EMPLOYEES: 51

2024E REVENUE: \$12.5M

FOCUS: Strategic Bus Consulting, MSFT  
Cloud Biz Apps (AI, CR/CRM, Field Service,  
Power Platform, Power BI, Project  
Operations)

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# BuyersDirect

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*A Monthly Listing of Global Buyers Seeking IT Businesses*

Welcome to the August issue of **BuyersDirect**, highlighting global buyers seeking IT businesses and their acquisition imperatives.

With more than 70,000 **DealsDirect** subscribers, many are owner/operators contemplating the sale of their IT Business. Let us know if you want to learn more about a Buyer or (as a buyer) if you'd like to be highlighted in a future issue.



*Bringing Together Buyers and Sellers of IT Businesses*

# Buyer Profiles

## BX-101

**TYPE: Private Equity Firm**

**SEEKING:**

- \$30M-\$90M VAR
- \$5M-\$30M MSP
- Based in Northeast or Midwest
- EBITDA (flexible)

**TRANSACTION SIZE: \$5M-\$90M**

**COMPANY HIGHLIGHTS:**

- Expertise in managed services within data center, managed public cloud, digital transformation
- Diversified client base across standard industry verticals with minority government accounts

Click [HERE](#) for more information

## BX-102

**TYPE: Private Equity Firm**

**SEEKING:**

- GovTech, SaaS, Systems Integrators, IT Consulting, Software Development Consulting
- US or Canada based
- EBITDA \$3M-\$15M
- Revenue \$20M-\$100M

**TRANSACTION SIZE: \$10M-\$100M**

**COMPANY HIGHLIGHTS:**

- Systems Integrator Focus on Oracle, Salesforce, Microsoft Dynamics, and other Ecosystem Channel Partners
- Growth-oriented investor
- For add-on acquisitions, no size parameters

Click [HERE](#) for more information

# Buyer Profiles

## BX-103

**TYPE: Private Equity Firm**

**SEEKING:**

- ERP enablement partners
- US based
- EBITDA \$3M-\$10M
- Revenue \$10M-\$75M, >25% Recurring

**TRANSACTION SIZE:** \$15M-\$75M

**COMPANY HIGHLIGHTS:**

- Private Equity investment group focused on partnering with founder-owned growth companies
- New \$435M committed capital investment fund

Click [HERE](#) for more information

## BX-104

**TYPE: Private Equity Firm**

**SEEKING:**

- MSP
- SMB Focus
- East Coast
- EBITDA \$600k-\$3M
- Revenue \$4M-\$20M, > 50% Recurring

**TRANSACTION SIZE:** \$25M-\$200M

**COMPANY HIGHLIGHTS:**

- PE backed strategic acquirer
- Completed 3 add on investments to date

Click [HERE](#) for more information

# Buyer Profiles

## BX-105

**TYPE: Strategic Buyer**

**SEEKING:**

- MSP, MSSP, ERP Support Partners, outsourced government contractors
- For ERP Partners, prioritizing Microsoft Dynamics, Sage Intacct, Acumatica, NetSuite, SAP ecosystems
- EBITDA \$500k+

**TRANSACTION SIZE: \$3M+**

**COMPANY HIGHLIGHTS:**

- Committed to providing a permanent home for businesses
- Partnered with 85 businesses
- Provides flexibility for founders

Click [HERE](#) for more information

## BX-106

**TYPE: Private Equity Firm**

**SEEKING:**

- IT consulting, Data migration
- Oracle focus MSP
- Broader tech enabled B2B services
- EBITDA \$2M+ of adj
- 65% Recurring Revenue

**TRANSACTION SIZE: \$10M-\$60M**

**COMPANY HIGHLIGHTS:**

- 98 Portfolio Companies
- Ability to invest control or non-control capital
- Middle-market focus
- Founded 1987

Click [HERE](#) for more information



# Buyer Profiles

## BX-107

**TYPE: Private Equity Firm**

**SEEKING:**

- MSP, Software Development
- Consulting, Cybersecurity
- US & Canada
- EBITDA \$2M+
- Revenue \$10M+

**TRANSACTION SIZE:** Variable

**COMPANY HIGHLIGHTS:**

- Completed 14 transactions in cybersecurity, supply chain, managed services, software development, and systems integration
- Empowering founders to realize their vision for companies with more than just capital
- Founded in 2013

Click [HERE](#) for more information

## BX-108

**TYPE: Strategic Buyer**

**SEEKING:**

- MSP, focus on small-medium sized businesses
- 25-1000 User environments
- Microsoft technology focus
- US Based
- EBITDA \$500k+ with 15% min margin
- Minimum 60% Recurring Revenue

**TRANSACTION SIZE:** \$3M-\$30M

**COMPANY HIGHLIGHTS:**

- Founder led and backed
- Allows equity rollover
- 10 Worldwide offices
- Founded in the 1990s

Click [HERE](#) for more information

# Buyer Profiles

## BX-109

**TYPE: Strategic Buyer**

**SEEKING:**

- MSP, MSSP
- Consulting, Cybersecurity
- US based
- EBITDA: Up to \$5M
- Revenue: \$250k-\$25M

**TRANSACTION SIZE:** \$250k-\$15M

**COMPANY HIGHLIGHTS:**

- Completed 12 add-on acquisitions since 2014
- Diversified also with Managed Print Services, Document Automation Software
- SMB/Mid-Market focus
- Founded in 1989

Click [HERE](#) for more information

## BX-110

**TYPE: Strategic Buyer**

**SEEKING:**

- MSSP, Infrastructure services, Cloud managed services
- Microsoft Azure, AWS cloud migration
- App development & Implementation
- US based
- EBITDA: \$500k-\$10M
- Revenue: \$5M-\$25M

**TRANSACTION SIZE:** \$2M-\$80M

**COMPANY HIGHLIGHTS:**

- 6 Acquisitions since 2020
- Leading solutions and service provider in storage, networking, security and cloud
- Customers across SMB, Mid-Market, SLED, Enterprise and Federal

Click [HERE](#) for more information

# Buyer Profiles

## BX-111

**TYPE: Private Equity Firm**

**SEEKING:**

- MSP, MSSP, IT services serving SMB, mid-market and SLED organizations
- Microsoft Azure and AWS cloud expertise
- US based
- EBITDA: Variable

**TRANSACTION SIZE: \$3M-\$50M**

**COMPANY HIGHLIGHTS:**

- \$50M committed fund exclusively raise for IT and CS services
- Equity rollover available, potential for CEOs to stay on
- Three portfolio companies since 2022 inception

Click [HERE](#) for more information

## BX-112

**TYPE: Strategic Buyer**

**SEEKING:**

- MSP, MSSP, ERP Providers, IT Services, Business Process Outsourcing
- Metro Areas of TX, NC, SC, GA, CA & AZ
- EBITDA: \$0.5M-\$2M
- Revenue: \$1M-\$10M

**TRANSACTION SIZE: \$2M-\$10M**

**COMPANY HIGHLIGHTS:**

- Founded, Built, Exited out of 100M business
- Financially strong and fully self-funded
- 100% time and attention to grow the business

Click [HERE](#) for more information

# Buyer Profiles

## BX-113

**TYPE: Strategic Buyer (PE Backed)**

**SEEKING:**

- MSPs, MSSPs, DaaS, focused on healthcare, legal, and financial end markets, Private, public, hybrid, and on-prem cloud solutions
- EBITDA: \$3M-\$15M for platforms, \$500k+ for add-ons
- Revenue: \$25M-\$100M for add-ons, \$1-\$100M for platforms
- Recurring revenue business model, 75%+

**TRANSACTION SIZE:** Variable

**COMPANY HIGHLIGHTS:**

- Completed nearly 60 platform investments and over 130 add-ons.
- Focus on founder owned and operated businesses

Click [HERE](#) for more information

## BX-114

**TYPE: Private Equity Firm**

**SEEKING:**

- Interested in IT-enabled companies serving the healthcare and business services sectors.
- EBITDA: \$1M-\$20; less than \$3M for add-ons

- Revenue: \$10-\$250M+

**TRANSACTION SIZE:** Variable

**COMPANY HIGHLIGHTS:**

- Focus on backing stable, mid-sized, healthcare and business services companies
- Provides a broad network of relationships to help accelerate growth

Click [HERE](#) for more information

# Buyer Profiles

## BX-115

**TYPE: Strategic Buyer**

**SEEKING:**

- MSPs and MSSPs with a SMB customer base
- EBITDA: \$1M-\$4M
- Revenue: \$4-\$25M
- High degree of recurring revenue
- US or Canada bases; within a growing market

**TRANSACTION SIZE: \$5M-\$40M**

**COMPANY HIGHLIGHTS:**

- Eight add-on transactions completed over the last three years
- SMB/ Mid-Market focused
- Preference for management to continue leading their business and roll equity alongside us

Click [HERE](#) for more information

## BX-116

**TYPE: Search Fund**

**SEEKING:**

- MSPs, MSSPs, IT Services, ERP Support Partners
- Microsoft Dynamics, NetSuite, Saas, Tech Enable Services
- US Based
- EBITDA: \$2M-\$10M

**TRANSACTION SIZE: Variable**

**COMPANY HIGHLIGHTS:**

- Offer business owners a flexible succession alternative
- Approach centered around partnering with a single business

Click [HERE](#) for more information

# Buyer Profiles

## BX-117

**TYPE: Strategic Buyer**

**SEEKING:**

- Owners tired of the back office, but want to grow
- Culture focused leaders who care about their teams.
- Eastern Half of US
- EBITDA: Less than \$1M
- Revenue: Less than \$5M

**TRANSACTION SIZE:** Variable

**COMPANY HIGHLIGHTS:**

- Midwest System Integrator and MSP with deep Microsoft connections
- 25%+ organic growth yearly
- Multiple time Best Places to Work Award Winner

Click [HERE](#) for more information

## BX-118

**TYPE: Private Equity**

**SEEKING:**

- MSP
- MSSP
- Cloud, Compliance

**TRANSACTION SIZE:** \$10M-\$100M

**COMPANY HIGHLIGHTS:**

- Technology services focused investor
- 25+ platform investments in founder led bootstrapped businesses
- North American based with most owners rolling equity into the deal

Click [HERE](#) for more information

# Buyer Profiles

## BX-119

**TYPE: Search Fund**

**SEEKING:**

- MSP / MSSP / Cybersecurity
- Midwest, South, East Coast
- Steady Historical Growth
- Net Profit Margin above 15%
- EBITDA: \$2M-\$7M
- Revenue: \$5M-\$50M

**TRANSACTION SIZE:** Variable

**COMPANY HIGHLIGHTS:**

- Principal is experienced IT Professional
- Long-Term hold mindset

Click [HERE](#) for more information

## BX-120

**TYPE: Strategic Buyer backed by PE**

**SEEKING:**

- Cloud hosting and managed IT infrastructure services
- MSP expertise in infrastructure services, managed cloud, IaaS, data center, backup, disaster recovery, etc.
- Microsoft Azure, GCP, or AWS cloud expertise
- EBITDA: \$500k-\$10M

**TRANSACTION SIZE:** \$3M+

**COMPANY HIGHLIGHTS:**

- 5 Acquisitions since 2021
- Customers across Enterprise, Mid-Market, and SMB
- Backed by committed capital investment fund

Click [HERE](#) for more information

# Buyer Profiles

## BX-121

**TYPE: Private Equity**

**SEEKING:**

- MSPs, MSSPs, Security, Cloud Managed and Professional Services
- EBITDA: \$300k - \$10M

**TRANSACTION SIZE:** \$50M and Under

**COMPANY HIGHLIGHTS:**

- 60 Acquisitions; including 21 IT Service companies over the span of 15 years
- Lower middle market focus
- Assist owners, entrepreneurs and management in growing the business.

Click [HERE](#) for more information

## BX-122

**TYPE: Private Equity**

**SEEKING:**

- Software and Business Services
- EBITDA: \$1M-\$8M
- Revenue: \$5M-\$75M
- Preference for US Headquarters but will do international deals

**TRANSACTION SIZE:** Variable

**COMPANY HIGHLIGHTS:**

- Lower middle market growth buyout firm through two distinct funds.
- Data-driven Industry First Approach

Click [HERE](#) for more information



# About Us

*Headquartered in Cleveland, Ohio, IT ExchangeNet has more than 25 years of experience facilitating M&A transactions in the IT Services sector. We own a buyer database of more than 85,000 global mid-market IT decision makers.*

*Since 1998, our firm has fostered strong and steady relationships with private equity firms and strategic buyers who seek to expand their business platforms and geographic footprint through M&A.*

## AREAS OF EXPERTISE INCLUDE:

- *Managed Security Services Providers (MSSPs)*
- *Managed Services Providers (MSPs)*
- *Cloud Services Providers*
- *IT Services Providers*
- *VARs*
- *Digital/Database Marketing Firms*

We keep it simple: Learn the intimate details about our clients, and then identify the best possible buyers to make the acquisition based on aligned businesses philosophies, cultural fit, and total transaction value.

**For more information:**

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