DealsDirect

A Monthly Listing of IT and Digital Marketing Firms for Sale

Business owners and Private Equity investors have three primary paths: **Buying, Building, or Selling**. If you're considering an acquisition, *DealsDirect* is your source for exploring strategic acquisition opportunities in the mid-market IT and Digital Marketing sectors.

Our platform exclusively features a curated list of IT ExchangeNet clients actively seeking buyers.





We sell IT Services and Digital Marketing firms.

EX-845 Focus: Federal OEM Solutions



FINANCIALS

Description (\$M)	2022	2023	2024E
Revenue	\$144.4	\$135.1	\$124
Adj EBITDA	\$1.6	\$2.4	\$2.0

NUMBER OF CUSTOMERS: 689+

OF EMPLOYEES: 38

FOCUS: The Company is a well-established enterprise technology value-added reseller with over 40 year of experience. It specializes in providing solutions from industry-leading Original Equipment Manufacturers to clients across various government sectors, including Federal Agencies, SLED, and federally focused large system integrators.



Click <u>HERE</u> for more information on this engagement.

EX-844 Focus: Managed IT & Cybersecurity EAST COAST



FINANCIALS

Description (\$M)	2022	2023	2024E	
Revenue	\$5.1	\$6.5	\$5.5	
Adj EBITDA	\$436k	\$451k	\$520k	

NUMBER OF CUSTOMERS: 25+

OF EMPLOYEES: 8

FOCUS: Founded 30+ years ago, the company has a strong reputation built on its track record of delivering high-quality solutions to a diverse client base. With a focus on cybersecurity, network and server management, and managed services the Company has positioned itself as a trusted partner for business seeking reliable IT support. Supported verticals include manufacturing, education, retail, legal, finance, and more.



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EX-839 Focus: Premise and Cloud Contracts



FINANCIALS

Description (\$M)	2022	2023	2024E	
Revenue	\$5.6	\$4.3	\$11.5	
Adj EBITDA	\$542k	\$393k	\$675k	



NUMBER OF CUSTOMERS: 50+

OF EMPLOYEES: 17

FOCUS: Founded 15+ years ago, the Company is a preeminent provider of enterprise software solutions. Its proprietary cloud-based workforce management platform surpasses traditional onpremise alternatives by offering accelerated implementation, superior 24/7 domestic technical support, and robust suite of advanced features. Specializing in Customer Experience (CX) technologies and industry expertise, they are uniquely positioned to capitalize on the industry's transition to Al-driven solutions.

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EX-837 Focus: IT Services and IT Consulting west coast



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.



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EX-806 Government/HUBZone Solutions Provider



FINANCIALS

Description (\$M)	2022	2023E	2024P
Revenue	\$36.4	\$51.0	\$64.9
Adj EBITDA	\$1.1	\$1.7	\$2.3

NUMBER OF CUSTOMERS: 30+

OF EMPLOYEES: 20

FOCUS: The Company is a well-established provider of enterprise technology products and solutions. It offers professional, managed and other value-added services to clients, throughout the US, including both various Government departments and agencies and commercial organizations.



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X-841 MIDWEST	Focus: Strategic Business Solutions, MSF CR/CRM, Field Service, Power BI, Projec	
	FINANCIALS	HOMBER OF CUSTOR 73+



2024E Description (\$M) 2022 2023 Revenue \$6.0 \$9.4 \$13.0 Adj EBITDA \$0.6 \$1.5 \$2.9

OF EMPLOYEES: 51

FOCUS: Founded over 15 years ago, this Company specializes in crafting strategic business solutions build on the Microsoft platform, including Copilot (AI). Core competencies include the implementation, integration, and optimization of Microsoft **Dynamics 365 Customer Engagement** applications. The Company excels in leveraging the Microsoft Power Platform to create tailored solutions.

UMBER OF CUSTOMERS:



EX-84

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	ocus: Digi nd Strateg			Development, Techrology Digital Marketing
F	INANCIAL	S	ND	NUMBER OF CUSTOMERS:
Description (\$M)	2022	2023	2024E	# OF EMPLOYEES: 54
Revenue	\$7.5	\$10.6	\$11.7	FOCUS: Founded 30 years ago, this established
Adj EBITDA	\$(519k)	\$832k	\$1.1	digital marketing agency is a proven catalyst for digital transformation and growth. With a deep- rooted foundation in technology, the Company



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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.

EX-843 Focus: Cloud Migration/Hosting, ERP Support, MSA

MSP Managed Service Provider

K	EAST COAST				
	F	INANCIAL	.s	ND	En
	Description (\$M)	2022	2023	TTM	# OF EI
	Revenue	\$5.0	\$9.0	\$9.8	FOCUS
	Adj EBITDA	\$0.5	\$1.21	\$1.4	company based clo combinir

OF EMPLOYEES: 32

FOCUS: Founded over 20 years ago, this company has a unique focus on complex serverbased 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.

NUMBER OF CUSTOMERS:

150 +



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ENTERING THE MARKET



BuyersDirect

A monthly listing of global buyers seeking IT and Digital Marketing Firms

Welcome to the December 2024 issue of *BuyersDirect*, highlighting global buyers seeking IT Services and Digital Marketing firms.

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



We sell IT Services and Digital Marketing firms.

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

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

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

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

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

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

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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

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

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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

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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

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BX-111

TYPE: Private Equity Firm SEEKING:

- MSP, MSSP, IT services serving SMB, midmarket 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

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

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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

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

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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

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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

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

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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

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

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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

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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.

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

BX-123

TYPE: Strategic SEEKING:

- MSPs, MSSP
- \$1.5M revenue
- \$300k EBITDA TRANSACTION SIZE: \$1-3M COMPANY HIGHLIGHTS:
- Founded 2004
- Founder CEO
- 30+ Portfolio Companies

BX-124

TYPE: **Strategic** SEEKING:

- Azure
- Google & AWS Solution Providers
- Staffing Companies
- \$1-10M revenue
- \$1-3M EBITDA

TRANSACTION SIZE: **\$5M** COMPANY HIGHLIGHTS:

- Design, develop and deliver smarter solutions on AWS
- Serverless Applications, Contact Center Solutions
- Enabling DevOps, accelerating cloud migration initiatives, and building Smart SaaS solutions

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BX-125

TYPE: Family Office SEEKING:

- Managed Service Provider
- IT Services and Consulting
- Systems Integrators
- Database Management/Data
- \$1-6M EBITDA
- \$5-50M Revenue
- Dallas/Fort Worth or Chicago area TRANSACTION SIZE: \$15M COMPANY HIGHLIGHTS:
- MSP
- IT Services
- Systems Integrators
- National Presence

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BX-126

TYPE: Strategic SEEKING:

- Infrastructure Services, MSP/MSSP
- Application Security Testing Services
- IT Risk Management
- \$5-50M revenue
- \$1-6M EBITDA TRANSACTION SIZE: \$15M

COMPANY HIGHLIGHTS:

- Southeastern VAR, MSP/MSSP
- Focused on mid-market and above
- Culture focused
- Software defined & Cybersecurity evangelists
- Differentiated by robust services practice and engineering focus

BX-127

TYPE: Strategic SEEKING:

- Azure, AWS, AI/ML
- Cloud Migration
- Legacy Migration
- ERP-SAP, Oracle
- \$1-6M EBITDA
- \$1-20M Revenue TRANSACTION SIZE: \$1M COMPANY HIGHLIGHTS:
- IT Services and Staffing Company
- Cloud Migration, Legacy Migrating
- RPA, Automation & Talent Sourcing
- Staffing for various specialized skills sets

BX-128

TYPE: **Private Equity** SEEKING:

- MSP, MSSP, IT Staffing
- Network & Infrastructure, DevOps
- Zero Trust, SatComs, Tech R&D Labs
- Identity & Access Management, Security
 Ops & Incident Report
- \$3-20M EBITDA
- \$20-250M Revenue TRANSACTION SIZE: \$30M COMPANY HIGHLIGHTS:
- Private Equity firm with focus in Cyber security and defense
- Target companies who provide services to Life science and Government
- Flexible if the company only provides B2B

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BX-129

TYPE: Other SEEKING:

- MSP, Azure, IBM
- Security
- Project Management
- \$1-3M EBITDA \$1-5M Revenue

TRANSACTION SIZE: \$500k COMPANY HIGHLIGHTS:

• MSP with East Coast Footprint searching for small MSPs and startups. Other interest include small AI and program management contracts

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BX-130

TYPE: Search Fund SEEKING:

- IT Services(MSP, cybersecurity) with revenue \$5-\$50M
- Software with revenue \$3-\$30M
- US or Canada based TRANSACTION SIZE: \$5-100M COMPANY HIGHLIGHTS:
- Come with operation capacity. Allows a faster/smoother transition for owners.
- Success track of record scaling portfolio companies by 60%+
- Founded and led by an experienced entrepreneur with a PhD in engineering and an MBA.
- Backed by 16 well revered investors with committed capital

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BX-131

TYPE: Private Equity SEEKING:

- MSSP, Vertical Market MSP
- Platform: \$7-25M in Revenue
- Platform: \$2-5M in EBITDA
- Add-on: \$2.5-10M in Revenue
- Add-on: \$0.5-2M in EBITDA
- US or Canada based TRANSACTION SIZE: \$5-20M COMPANY HIGHLIGHTS:
- Technology-focused private equity firm with committed capital
- Founding partners are former operators and software entrepreneurs

BX-132

TYPE: Search Fund SEEKING:

- MSP, MSSP, Cybersecurity
- \$1-10M in EBITDA
- \$5-50M in revenue
- Mid-Atlantic, Northeast, Midwest, Mountain

TRANSACTION SIZE: \$50M COMPANY HIGHLIGHTS:

- Operationally-involved model that can support the business and facilitate owner transitions
- Experienced Co-Founders with 20+ years of experience in finance, strategy, and operations
- Backing by experienced investors with committed capital (100+ transactions and \$1B+ in AUM)

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BX-133

TYPE: Private Equity SEEKING:

- MSSP, VARs, recurring software revenue
- Managed hosting providers
- \$1-10M in EBITDA
- \$1-100M in Revenue TRANSACTION SIZE: \$100M COMPANY HIGHLIGHTS:
- Independent sponsor with significant experience in the IT services space

BX-134

TYPE: Strategic SEEKING:

- Mid-Market and/or Enterprise focus
- ML Ops, AWS, ICM, AI, Data, DevOps
- \$1-6M in EBITDA
- \$1-10M in Revenue
- US based

TRANSACTION SIZE: \$15M COMPANY HIGHLIGHTS:

- Award-winning cloud consulting and enablement provider that helps the Fortune 500 accelerate digital transformation
- IT, cloud, and DevOps experts help organizations leverage the cloud for transformative growth

BX-136

TYPE: Angel Investor SEEKING:

- MSP, AWS
- \$1-3M in EBITDA
- \$1-20M Revenue TRANSACTION SIZE: \$10M COMPANY HIGHLIGHTS:
- Partner with small and mid-sized companies on a long-term journey to help them become market leaders
- Assist business owners looking to exit their ventures by acquiring their companies, allowing them to benefit from our growth and success

BX-137

TYPE: Strategic SEEKING:

- Azure, MSP
- Software Development, Data Analytics
- \$1-3M in EBITDA
- \$1-20M

TRANSACTION SIZE: \$7.5M COMPANY HIGHLIGHTS:

- Ohio based
- Software development and Data Analytics company with strong offshore team

About Us

Headquartered in Cleveland, Ohio, IT ExchangeNet has more than 26 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: Joan Cook, *Marketplace Director* Assets@ITExchangenet.com

