



TEQUITY

Assisting Software and Technology Companies
...with strategic mergers, acquisitions, or sales

ACQUISITION OPPORTUNITY

Salesforce Silver Partner

TEQUITY INC.

Tequity provides merger, acquisition, and divestiture services to software and technology companies.

As former technology company owners and executives, we understand and appreciate the value of IP and how to find the right strategic fit between companies.

Past Transactions

www.tequityinc.com

416.483.9400

Tequity Inc. has been engaged to assist our client, code-named **PEARL**, to locate a strategic buyer with the infrastructure, resources, and experience to take the company to higher levels of success. We seek a synergistic acquirer who recognizes and can leverage the many opportunities our client's firm offers.

Company Overview

Founded in 2012 and located in the US, **PEARL** is a Silver Salesforce Systems Integrator. The company provides Salesforce.com consulting, implementation, integration and strategic planning across all Salesforce cloud products to mid-sized and large corporations.

Highlights:

- Preferred Salesforce partner with offices in the Midwest and Mid-Atlantic regions.
- Hundreds of implementations with deep expertise in the manufacturing, financial services, and technology industries.
- Emerging niche with state and local governments with solution that streamlines processes for licensing, regulation, land management, and community development.
- An impressive customer satisfaction level from hundreds of implementations with thousands of users at some of America's leading firms.
- Deep experience with commercial and enterprise accounts. Their success and reputation are built on strong relationships, deep experience, and numerous Salesforce success stories.
- Strong and experienced consulting team with a deep understanding of business processes and technology.
- Established client base across the United States.
- An experienced team of 13 full-time employees and 6 strategic subcontractors with deep expertise in CRM systems.

Services

PEARL provides consulting services, including sales process design, business process review/planning, application configuration and customization, data hygiene and migration, back-end integration, and training, implementation and support **100% in relation to Salesforce.com**

- **Salesforce Services:** Expertise across SFDC cloud offerings - Sales Cloud, Service Cloud, Pardot, Communities, Force.com, Mobile, Data.com
- **Support for All Phases of the Project Lifecycle:** Planning and Analysis, Implementation, Custom Development, Data Migration, Integration, User Training, Change Management
- **Post-Implementation Support:** End User Training, Implementation Support and Administration, Add-On Modules and Advanced Functionality

PEARL has developed intellectual property in the form of industry specific templates/applications that reduce delivery time, maintain quality and increase customer satisfaction.

Financial Highlights

- Growing and profitable
- No customer concentration
- Growing gross and operating profitability
- Greater than 50% revenue year-over-year from enterprise accounts

- Concentration of customers in IA and MO plus "coasts"

<i>FY ending Dec 31st</i>	FY2013	FY2014	FY2015	FY2016E
Revenue	\$2,864,652	\$2,980,769	\$3,346,378	\$3,545,190
Gross Profit %	38.3%	41.9%	41.3%	42.5%
EBITDA	\$ 307,141	\$ 263,102	\$ 640,429	\$ 697,818
EBITDA %	10.7%	8.8%**	19.1%	21.5%

** EBITDA was impacted in 2014 due to the sale of the Sales Logix business to another partner. However, it funded their ability to focus on the SFDC.

The Opportunity

PEARL has built a solid reputation within the Salesforce community for their incredibly strong relationships with Salesforce and key strategic eco-system partners, knowledge and experience, high customer satisfaction levels and superior customer service. It has operated with minimal investment in sales or marketing activities and has the potential for significant growth. The company is a good candidate for consolidation with larger organizations wishing to add Salesforce expertise to their team.

PEARL is a two member LLC owned by four shareholders. They are exploring all options to accelerate the success of the company and have retained Tequity Inc. to assist them in soliciting and evaluating offers. The management team is committed and wishes to continue post-acquisition to take the company to higher levels of success.

PEARL will be of interest to:

- Salesforce partners needing to acquire experienced talent
- Global System Integrators wishing to expand their footprint in the mid-west US
- Microsoft/IBM/SAP/Oracle/Net Suite partners wishing to add Salesforce capabilities
- International Salesforce partners wishing to enter the US market

Should you have an interest in exploring this opportunity, we welcome the chance to speak with you.

Please Contact:

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TEQUITY

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