



## ACQUISITION OPPORTUNITY

### Salesforce Platinum Partner

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](http://www.tequityinc.com)

416.483.9400

Our client, code-named **VIKING**, is a leading provider of Salesforce.com strategic consulting, implementation, development, and support services across all Salesforce product clouds.

The company has built a sterling reputation in the Salesforce ecosystem and enjoys high customer satisfaction levels, strong relationships with Salesforce AEs, AVPs, RVPs, and a highly skilled and experienced team. It has operated with minimal investment in sales or marketing activities and has the delivery infrastructure, team and market opportunity for dramatic growth.

**SERVICE OFFERINGS**

**VIKING** provides planning, deployment and support services 100% in relation to Salesforce.com

- **Salesforce Services:** Expertise across SFDC cloud offerings - Sales Cloud, Service Cloud, Marketing Cloud, Pardot, Communities, Analytics and COE
- **Support for All Phases of Project Lifecycles:** Planning and Analysis, Implementation, Custom Development, Data Migration, Integration, User Training and Post Implementation Support
- **Custom App Development:** Force.com, Heroku.com, Mobile Applications

**COMPANY HIGHLIGHTS**

Company	<ul style="list-style-type: none"> <li>● Founded in 2008 with presence in Canada and the US</li> </ul>
Service Offerings	<ul style="list-style-type: none"> <li>● Planning, Implementation, Custom App Development and Support Services across all Salesforce product clouds</li> </ul>
Value Proposition	<ul style="list-style-type: none"> <li>● One of the few 'Managed Partners' in North America</li> <li>● Deep experience with Enterprise Accounts and large implementations up to 16,000 users</li> <li>● Strong vertical market expertise in Financial Services, Manufacturing, Telco and SAAS Software</li> <li>● Excellent and long standing professional relationships with multiple AVP's / RVP's / AE's thereby generating a strong pipeline of projects</li> <li>● Strong and experienced technical team with average 10-15 years of relevant experience and deep understanding of Salesforce products</li> </ul>
Workforce	<ul style="list-style-type: none"> <li>● 11 Full time employees and 17 contractors</li> <li>● 22 Certified resources with 95+ certifications</li> </ul>
Experienced Management Team	<ul style="list-style-type: none"> <li>● 10 years' experience in the Salesforce ecosystem</li> <li>● Strong management team committed to remaining post-transaction</li> <li>● Maintains strong relationships with customers and Salesforce AEs, AVPs, RVPs</li> </ul>

Customers	<ul style="list-style-type: none"> <li>• Majority of the customers are located in Canada</li> <li>• Excellent customer relationships and an impressive customer satisfaction rating (9.53/10)</li> <li>• Strong case studies and references</li> </ul>
Financials (\$ in CAD)	<ul style="list-style-type: none"> <li>• FY2017 (Ending July 31<sup>st</sup>) <ul style="list-style-type: none"> <li>◦ Revenue - \$5.56M</li> <li>◦ Revenue Split – Canada (77%), US (23%)</li> <li>◦ Strong Sales Pipeline of \$8.9M</li> <li>◦ Enterprise projects (88%) and Commercial (12%)</li> </ul> </li> </ul>

### **STRATEGIC OPPORTUNITY**

**VIKING** is privately held by two shareholders interested in exploring options to accelerate the success of the company. **VIKING** is a good candidate for consolidation with larger organizations wishing to add, or increase, Salesforce expertise to their team. Tequity has been retained to assist in soliciting and evaluating offers. Strongest preference is selling to a strategic buyer whose synergy, strategy, and resources will combine to take the company to higher levels of growth and success.

This opportunity will be of interest to:

- Larger Salesforce partners seeking to acquire experienced talent
- Global System Integrators wishing to expand their footprint in Canada
- Microsoft/IBM/SAP/Oracle partners wishing to add Salesforce capabilities
- International Salesforce partners wishing to enter into Canadian market

If this opportunity is a fit with your acquisition strategy, please contact me at [asingla@tequityinc.com](mailto:asingla@tequityinc.com). Access to **VIKING's** data room will be made available to selected companies following the signing of a non-disclosure agreement and initial briefing. We anticipate that discussion and meetings with qualified buyers will take place over the coming months with expectation of offers in the March/April timeframe.

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*Strategic Mergers & Acquisitions for Technology Companies*

### **Past Successes**

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