



## ACQUISITION OPPORTUNITY

### Salesforce Gold Partner

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

As former technology company owners and executives, we understand and appreciate intangible value and are successful identifying the right strategic fit between companies.

**Past Transactions**

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

416.483.9400

**OVERVIEW**

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

With offices in strategic locations in North America, 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**

**IRONMAN** provides consulting services, including business process design and architecture, configuration, custom code development, integration development, training, support, and managed services 100% in relation to Salesforce.com

- **Salesforce Services:** Expertise across SFDC cloud offerings - Sales Cloud, Service Cloud, CPQ, Pardot, Communities, Force.com, Data.com
- **Support for All Phases of Project Lifecycles:** Planning and Analysis, Implementation, Custom Development, Data Migration, Integration, User Training, Change Management
- **Post Implementation Support:** End User Training, Implementation Support and Administration, and Managed Services

Company	<ul style="list-style-type: none"> <li>● Founded in 2012 with coast-to-coast coverage in the US and Canada</li> </ul>
Service Offerings	<ul style="list-style-type: none"> <li>● Strategic consulting, implementation, development, and managed services across all Salesforce product clouds</li> </ul>
Value Proposition	<ul style="list-style-type: none"> <li>● Several team members have worked at Salesforce.com in a pre-sales/post-sales capacity</li> <li>● Excellent and long-standing professional relationships with multiple AVP's / RVP's / AE's that have been working at Salesforce for over 12+ years, thereby generating a strong pipeline of projects</li> <li>● Sales and delivery resource coverage across the west and east coast</li> <li>● Highly skilled workforce - Strong and experienced technical team with deep understanding of Salesforce products</li> </ul>
Workforce	<ul style="list-style-type: none"> <li>● 32 Full-time employees and 7 contractors</li> <li>● 34 Certified resources with 170+ certifications</li> </ul>
Experienced Management	<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> </ul>

Team	<ul style="list-style-type: none"> <li>● Maintains strong relationships with customers and Salesforce AEs, AVPs, RVPs</li> </ul>
Customers	<ul style="list-style-type: none"> <li>● All customers are located in the US and Canada</li> <li>● Excellent customer relationships and an impressive customer satisfaction rating (9.7/10)</li> <li>● Strong case studies and references</li> </ul>
Financials (\$ in USD)	<ul style="list-style-type: none"> <li>● Growing and Profitable</li> <li>● No customer concentration</li> <li>● Revenue growth of 43% FY2017F vs FY2016</li> <li>● Billings <ul style="list-style-type: none"> <li>○ FY2016 - \$4.14M</li> <li>○ FY2017 F - \$5.9M</li> <li>○ FY2018 F - \$8.5M</li> </ul> </li> <li>● Bookings <ul style="list-style-type: none"> <li>○ FY2016 - \$4.56M</li> <li>○ FY2017 F - \$6.5M</li> <li>○ FY2018 F - \$10M</li> </ul> </li> <li>● EBITDA Margin % - 11.5%</li> <li>● Revenue Split - Canada (48%), US (52%)</li> <li>● Strong Sales Pipeline of \$4.5M</li> </ul>

#### **STRATEGIC OPPORTUNITY**

**IRONMAN** is privately held by two shareholders interested in exploring options to accelerate the success of the company. **IRONMAN** 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 the US and Canada
- Microsoft/IBM/SAP/Oracle partners wishing to add Salesforce capabilities
- International Salesforce partners wishing to enter into US and Canadian markets

If this opportunity is a fit with your acquisition strategy, please contact me at [asingla@tequityinc.com](mailto:asingla@tequityinc.com). Access to **IRONMAN'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 December/January timeframe.

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**TEQUITY**

*Finding Strategic Value in Technology Mergers & Acquisitions*

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