



# teQUITY

PROJECT  
BlueCloud

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OVERVIEW

# WHAT WE DO

For more than 30 years, BlueCloud has adapted to the every changing landscape of information technology to provide its clients with advanced technology solutions.

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BlueCloud offers value-added direction and services regarding

- ✓ Analysis
- ✓ IT Standards & Processes
- ✓ Planning & Design
- ✓ Cloud Computing
- ✓ Enterprise Risk Management
- ✓ Networks
- ✓ Data Centers

As well as providing the expertise to

- ✓ Acquire
  - ✓ Create
  - ✓ Assemble
  - ✓ Integrate
  - ✓ Support
- these infrastructures

# COMPANY AT A GLANCE



## Company

- Privately Held
- Rebranded in 1997
- 2 Shareholders – 1 with 90% ownership and the other 10%



## Geography

- Headquartered in Western Canada
- Clients throughout Canada, Australia & USA



## Clients

- BlueCloud is customer centric to a fault and thus, has produced many long-term overly satisfied enterprise customers



## Team

Highly skilled, unparalleled market expertise



## Partners

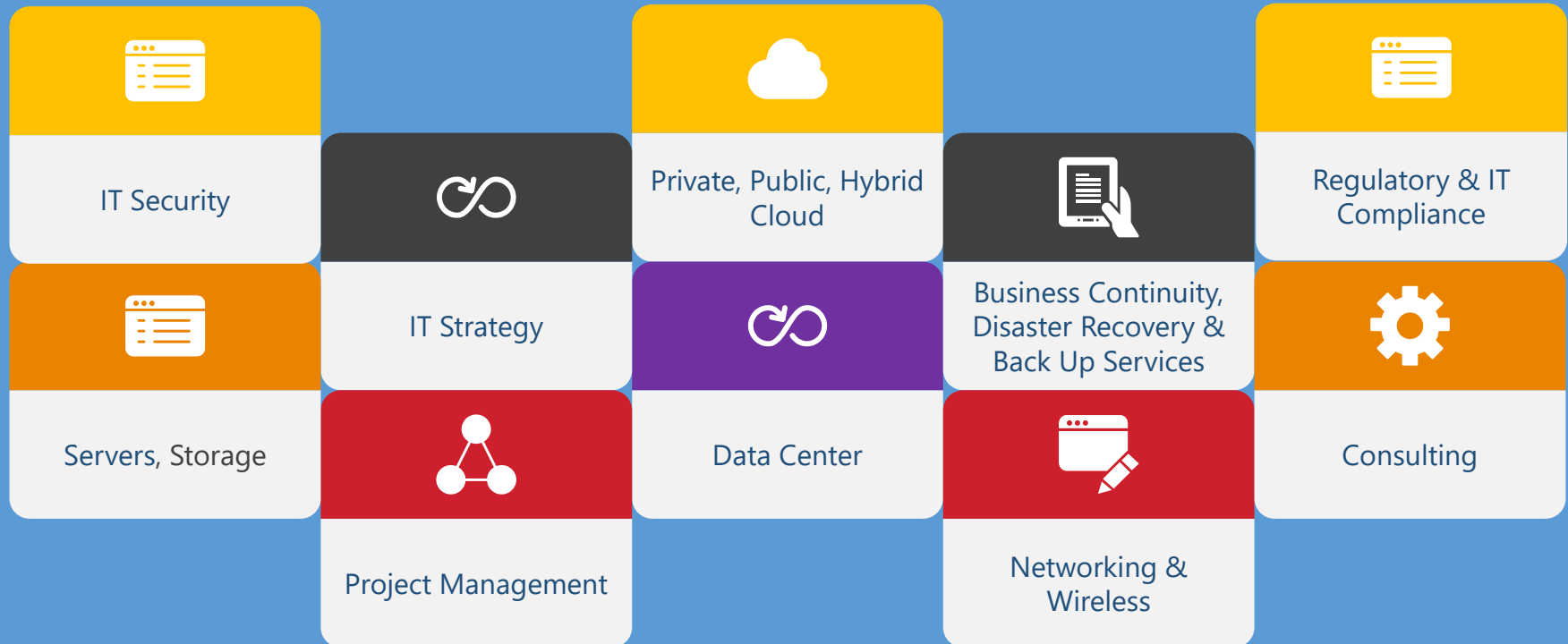
A key Microsoft Cloud partner



## Financial

Profitable and growing year after year

# EXPERTISE & SERVICE OFFERINGS



- IAAS
- PAAS

MANAGED SERVICES

- SAAS
- DCAAS

# CONSULTING DIVERSIFICATION

Client migrations and Application Development for the Cloud (current focus on Azure, Hybrid & Private Cloud)

## Cloud



Analyzing, coaching, planning, designing and managing client IT projects

## Project Management



Planning and implementing leading edge enterprise risk management solutions to protect our clients' systems

## IT Security



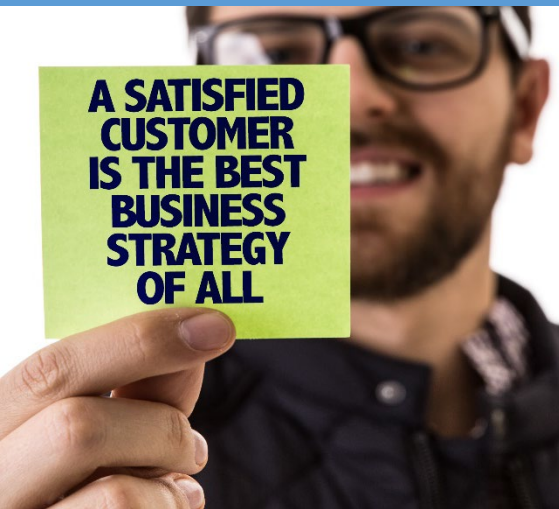
Coaching, training, manning and leading client implementations and integrations for new products

## Tooling

Analyzing, designing, coaching, implementing training and leadership as part of revitalizing our Clients' IT processes

## IT Processes

# Clients



- The Company has Tier-one Enterprise Clients with large IT budgets
- Strong case studies and references
- Leads are generated solely through referrals
- Target Market: SMB
  
- Client Market Experience:
  - › Health Care
  - › Power Transmission & Distribution
  - › Real Estate
  - › Pharmaceutical
  
  - › Tourism
  - › Engineering
  - › Aerospace
  - › Oil & Gas
  - › Environmental

# Technology Partners



\* BlueCloud Approved by CRT

# ORGANIZATION



## Leadership

- The two shareholders work in the day-to-day operations of the business
- Both are considered experts in their field of business process flow, project management and information security
- Are called upon for public speaking engagements in their respective field of expertise

## Employees

- 14 Full Time, 2 Part Time
- Embrace complex challenges
- Customer centric
- Contractors available to increase bench when necessary

## Culture

- Close knit group
- Regular social/business get togethers
- Sharing of information and skills
- Seeking challenging projects



# FINANCIAL SUMMARY

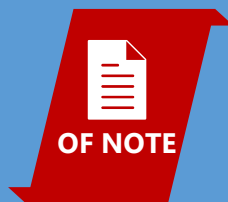
CDN  
\$5.6m

2019 Projected  
Revenue

CDN  
\$2.2m

2019P Recurring  
Revenue

CDN Dollars	2015	2016	2017	2018
Revenue	\$3.7m	\$3.6m	\$4.0m	5.1m
GP Margin	70%	61%	55%	53%
EBITDA	\$740,000	\$590,000	\$550,000	\$860,000
EBITDA Margin	22%	17%	14%	17%



- Healthy EBITDA margins
- On track to meet 2019 revenue projection
- Always been profitable
- No debt
- Multiple income streams

# SHAREHOLDER OBJECTIVES

The shareholders are evaluating all opportunities to grow BlueCloud, one of which is to become part of a larger organization with additional reach and resources

The shareholders are flexible post-transaction and are interested in staying on to participate in the growth of the company if needed



Shareholders would like to monetize their equity

All serious offers will be considered

Join a company that exhibits a similar culture and provides an equal workplace environment to BlueCloud

# OPPORTUNITY



# BLUECLOUD WILL BE OF INTEREST TO



- ➔ ***IT Services Companies***
  - › Who want to add Revenue Growth and Profitability
  - › Who can leverage BlueCloud's skills for new sales back into their current client base
  - › Who are looking to grow their Microsoft practice

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- ➔ ***International Software and Consulting firms***
  - › Who are targeting and wish to expand their base of Enterprise clients
  - › Who wish to expand their footprint in North America with an experienced team and proven business model
  - › Global Systems Integrators
  - › Who are looking to add Senior Software and Cloud development skills to their team

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- ➔ ***Microsoft Partners***
  - › Who need an experienced Microsoft development team to fulfill their growth plans

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- ➔ ***Private Equity Groups***
  - › Who have a focus on active investments in Software Consulting firms

# INTERESTED?

## BLUECLOUD & TEQUITY

BlueCloud has retained Tequity to explore its options and evaluate potential investors. A substantial amount of detailed information to assist in your analysis has been accumulated in our Virtual Data Room. Qualified prospective acquirers will be required to sign a Non-Disclosure Agreement and provide information that illustrates their credibility in being able to complete a transaction.

Should you have an interest in exploring this opportunity, we welcome the chance to speak with you. Replies will be kept in the strictest confidence.

For more information please contact:

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