

CORUM

**Global Tech M&A Monthly
Special Report:
10 Golden Rules for
Executive Summaries**

Tech M&A Monthly

August, 8th 2019



Questions or comments?
[@CorumGroup](#)

TIM GODDARD, EVP MARKETING, CORUM GROUP LTD.



- **Timothy joined Corum in 2011 and oversees the company’s global marketing efforts from the headquarters near Seattle. Chief among these is Corum's extensive conference schedule, “Selling Up, Selling Out,” the Merge Briefing, the Tech M&A Monthly webcast and Corum's platinum sponsorship of the World Financial Symposiums’ live events and Market Spotlight series. Through these events, Corum Group serves as the world’s leading educator in technology mergers and acquisitions.**
- **Prior to joining Corum, Timothy served as marketing and product manager for GIS software startup Depiction, Inc., and previously worked in marketing for VizX Labs, a pioneering SaaS startup delivering DNA analysis tools. In addition to marketing for software startups, Tim has worked for a US Senate campaign and taught science in Rio de Janeiro.**
- **Timothy graduated Magna Cum Laude from Bethel University in St. Paul, Minnesota, with degrees in History and Biology.**

Announcement: Tech M&A Resource Center

Deal Announcement: Steve Jones

Field Report: Lonnie Schilling – IoT Keynote

Field Report: Ivan Ruzic – AI Enablement WFS

Corum Tech M&A Research Report

Special Report: 10 Rules for Executive Summaries

Q&A

TECH M&A FOR CEOS, BY CEOS.

With the most senior dealmakers leading the most successful tech M&A process in history, Corum has sold more software and related technology companies than anyone. Is it time for you to take the next step with Corum?

I want to sell and get in touch with an advisor immediately.

[CONTACT US →](#)

I am thinking about selling and would like more information.

[ABOUT CORUM →](#)

I'm not ready to sell yet, but want to research and learn about M&A.

[RESOURCE CENTER →](#)

Resource Center

EDUCATIONAL TECH M&A EVENTS, ARTICLES AND MORE

Upcoming Webcasts

3 webcasts



Sellers Panels

3 videos, 7 webcasts



Top 10 Disruptive Trends

8 insights, 4 webcasts



Preparation for M&A

4 insights, 1 expert article, 1 news item, 2 transcripts, 1 webcast



Buyer Research

3 insights, 3 transcripts, 4 webcasts



Buyer Contact

4 insights, 8 transcripts, 4 webcasts



Valuations & Financials

6 insights, 6 expert articles, 4 webcasts



Deal Structure

2 insights, 6 expert articles, 5 transcripts, 4 webcasts



Tech M&A Events

EDUCATIONAL CONFERENCES FOR TECH FOUNDERS, CEOs & INVESTORS

Location ▼
 Type ▼
 Category ▼

AUG	12:00PM - 2:00PM	6	Sydney - Merge Briefing	VIEW EVENT →
AUG	10:00AM	8	Tech M&A Monthly: 10 Golden Rules to Writing an M&A Executive Summary	VIEW EVENT →
AUG	11:00AM - 3:00PM	8	Brisbane - Selling Up, Selling Out	VIEW EVENT →
AUG	10:00AM	9	Tech M&A Monthly: 10 Golden Rules to Writing an M&A Executive Summary - EMEA Rebroadcast	VIEW EVENT →
AUG	2:00PM	9	Tech M&A Monthly: 10 Golden Rules to Writing an M&A Executive Summary - APAC Rebroadcast	VIEW EVENT →
AUG	9:30AM - 11:30AM	13	Las Vegas - Merge Briefing	VIEW EVENT →
AUG	9:00AM - 11:00AM	27	Indianapolis - Merge Briefing	VIEW EVENT →
SEP	8:30AM - 10:30AM	10	Phoenix - Merge Briefing	VIEW EVENT →

Merge Briefing

Merge Briefing is a 90-minute executive briefing providing an update on current software M&A trends, plus a brief overview of our Process.

Selling Up, Selling Out

Our most attended event, Selling Up, Selling Out is a half-day workshop where you'll learn to prepare, position, research, value, negotiate, and execute due diligence for maximum price and structure.

PAST EVENTS →

REFUND & CANCELLATION POLICIES →

M&A Transactions

OVER THREE DECADES OF TECH M&A SUCCESS

Market ▼ Year ▼ Location ▼

■ VERTICAL - FINANCIAL SERVICES

CU Solutions Group - MemberXP

July 2019 • USA/USA

■ INFRASTRUCTURE - EMBEDDED SOFTWARE

Tuxera - Datalight

June 2019 • FIN/USA

■ VERTICAL - EHS

Lisam Systems - Perillon Software

June 2019 • BEL/USA

■ VERTICAL - HIGHER ED

QSR International - Planet Software

February 2019 • USA/AUS

■ VERTICAL - HEALTHCARE

Harris Computer Systems - Collain Healthcare/LG CNS

February 2019 • CAN/USA

■ VERTICAL - TRUCKING / IOT

Phillips Connect Technologies - Connected Holdings

February 2019 • USA/USA

■ VERTICAL - K-12

LINQ - eSchoolView

January 2019 • USA/USA

■ HORIZONTAL - ADTECH

DoubleVerify - Leiki

January 2019 • USA/FIN

STEVE JONES, CORPORATE VICE PRESIDENT, CORUM GROUP



- Steve joined Corum after 25 years of executive experience in various high-tech industries with both public and private venture-backed startups. He has extensive global experience, opening international markets and growing sales from zero to tens of million in revenue. He has been on the forefront of selling several companies and spinning off software divisions, highlighted by the sale of GetFon to Alestra (AT&T Mexico). He is fluent in Spanish.
- Steve was the founding CEO of Solera Networks, a real-time intrusion detection security company. He also co-founded Auction Trust Network, an eCommerce company for online exchanges which he sold to MediaForge (Rakuten Marketing).
- Steve is a board member of several software companies and has industry expertise in several areas: enterprise apps and infrastructure, security, mobile and wireless, media & entertainment, supply chain, and embedded devices/systems (IoT).

STEVE JONES, CORPORATE VICE PRESIDENT, CORUM GROUP



CU solutions^{GROUP}

has acquired

MEMBERXPTM
COMPLETE MEMBER EXPERIENCE SUITE

Corum acted as exclusive M&A advisor to MemberXP

CORUM
MERGERS & ACQUISITIONS

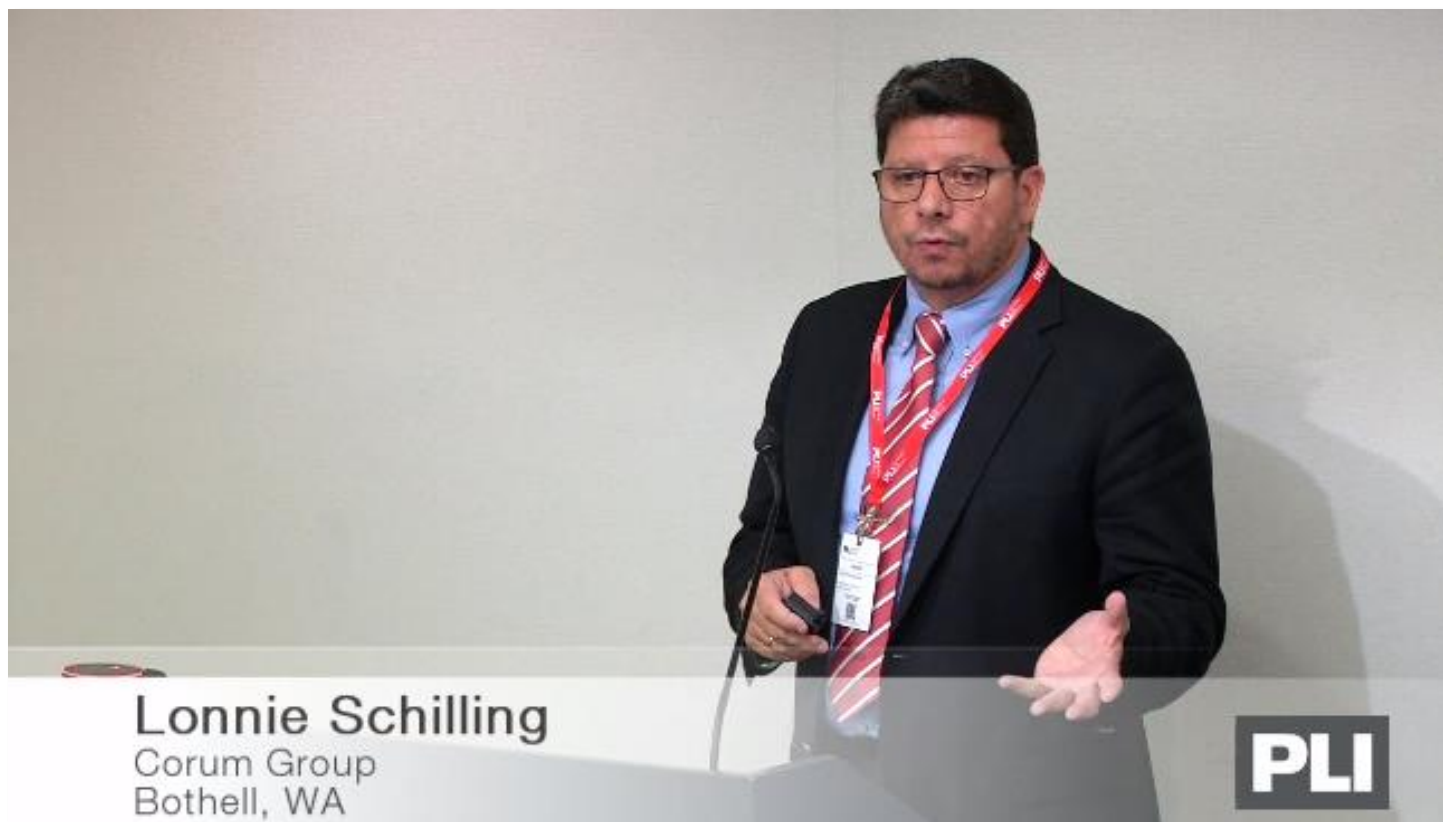
LONNIE SCHILLING, VICE PRESIDENT, CORUM GROUP



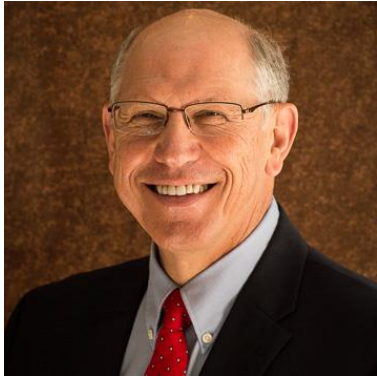
- Lonnie joined Corum after 30 years in several executive roles and in various tech verticals, including telco, financial, industrial, transportation, municipality and government. Lonnie's career has spanned the globe, while also living and working in Europe and the United States.
- Lonnie's leadership roles at companies such as Cisco and venture capital put him in the lead of selling and buying various tech companies. Lonnie has consulted to various CEO's and boards of directors on strategic corporate development, market and technology evolution.
- Lonnie served as CEO of Birdstep Technology, a publicly traded company, which he sold. He was also founder and CEO of jKool, an AI Analytics firm which he merged into Nastel Inc. Most recently as chairman of OP5, Lonnie was at the forefront of selling the company to a PE backed company. Lonnie speaks German fluently and has a Bachelor's of Science in Computer Science and MBA.

PLI PRACTISINGSM LAW INSTITUTE

Internet of Things 2019: Everything is Connected
Jun 26, 2019, San Francisco, CA



DR. IVAN RUZIC, SR. VICE PRESIDENT, CORUM GROUP



- Ivan Ruzic's 30+ year career in the information technology industry has included virtually every senior executive role from technical to management. His resume spans marquee industry pioneers such as BEA Systems, Novell and Borland as well as several startups including his own. Not only is his international operational experience extensive, he's also been involved in buy-side and sell-side M&A in the US, Europe, Africa and Asia.
- Ivan joined Corum Group, the world's leading mid-market information technology M&A firm, with a specific focus on utilizing his extensive operational background to help prospective sellers maximize the value of their technology companies. Prior to Corum, Ivan worked on a number of big data and AI initiatives including the application of machine learning to natural language processing for the purpose of predicting human behavior.
- Recent M&A engagements have been in the areas of artificial intelligence and machine learning, analytics, EdTech, Compliance and Anti-Money Laundering, GDPR, digital asset management and Internet of Things.
- Ivan holds a Ph.D. from Monash University, Australia.

A.I. ENABLEMENT

WFS EDUCATING
TECHNOLOGY
LEADERS

MARKET SPOTLIGHT



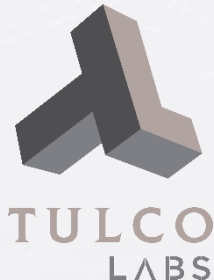
View On-Demand at [WFS.com](https://www.wfs.com)

Artificial Intelligence Panel

Andrew Dubois



**Chief Operating
Officer**



Richard Yawn



**Chief Technology
Officer**



Greg Pelton



**Chief Product
Officer**



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MARKET SPOTLIGHT



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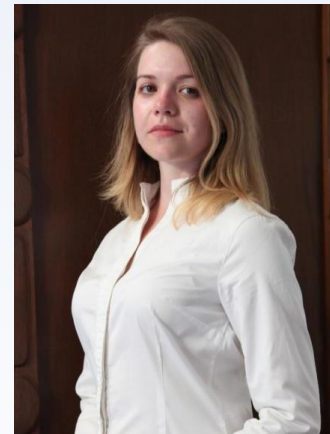
Elon Gasper
EVP, Research



Yasmin Khodamoradi
Director, Client Services



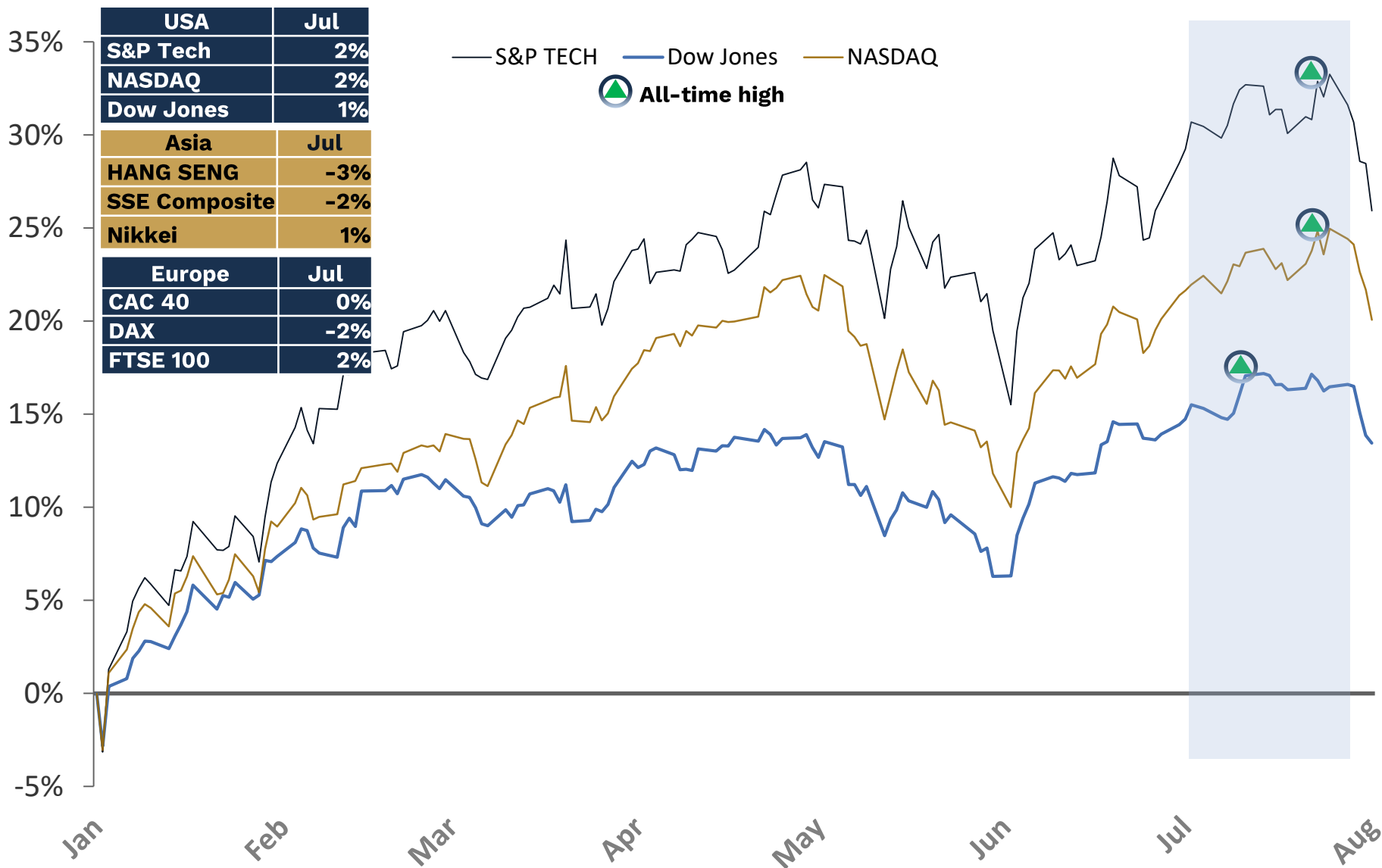
Stephanie Jensen
Research Analyst



Anna Lebedieva
Analyst

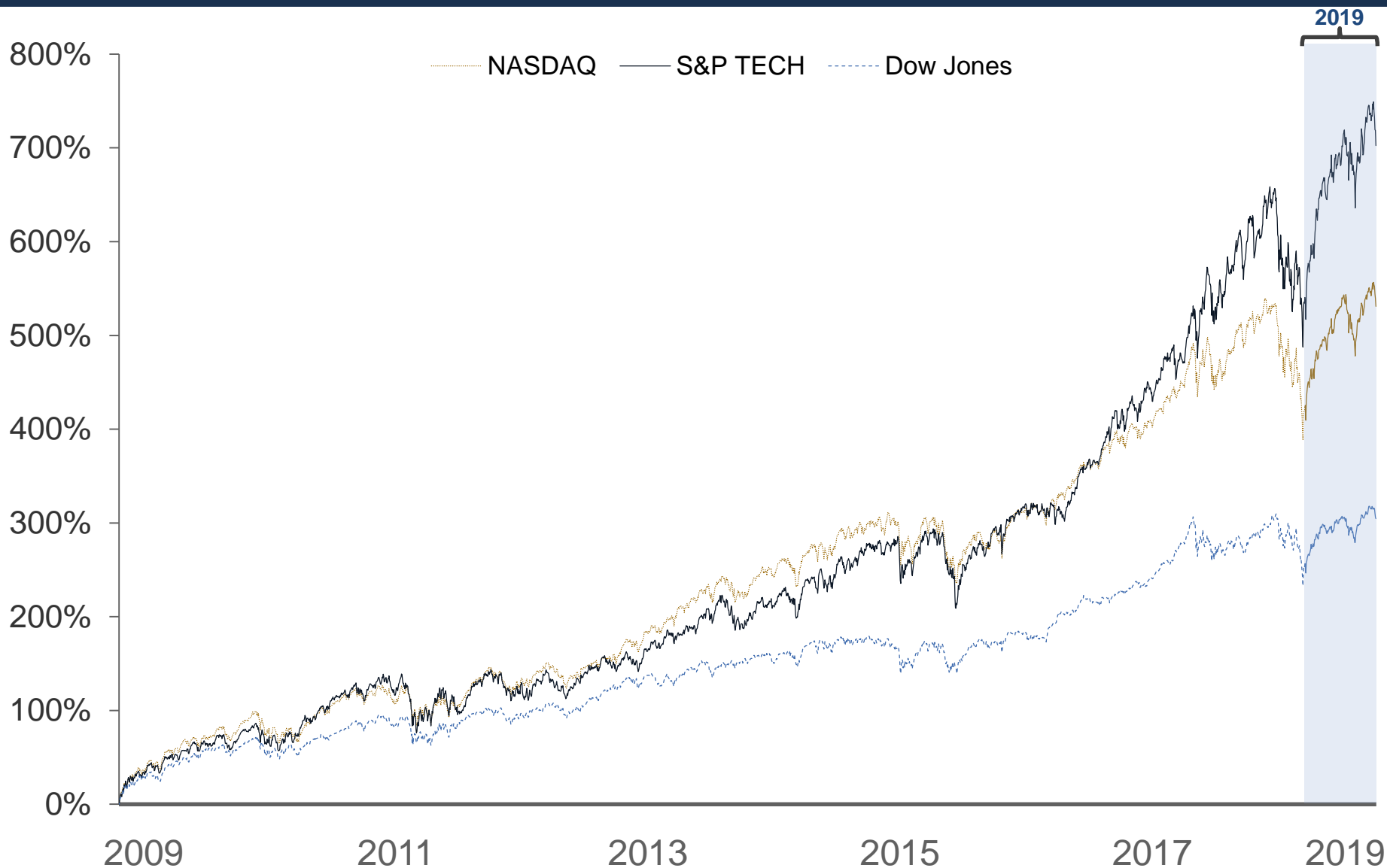
PUBLIC MARKETS YTD

% Change



PUBLIC MARKETS 2009-2019

% Change



Market

Transactions

July 2018

307

July 2019

298

3% ↓

Mega Deals

8

5

37% ↓

Largest Deal

\$19B

\$6B

68% ↓

Pipeline

**Private Equity
Platform Deals**

July 2018

35

July 2019

42

20% ↑

VC-Backed Exits

46

58

26% ↑

Attributes

**Cross Border
Transactions**

July 2018

39%

July 2019

41%

↑

**Start-Up
Acquisitions**

13%

13%

—

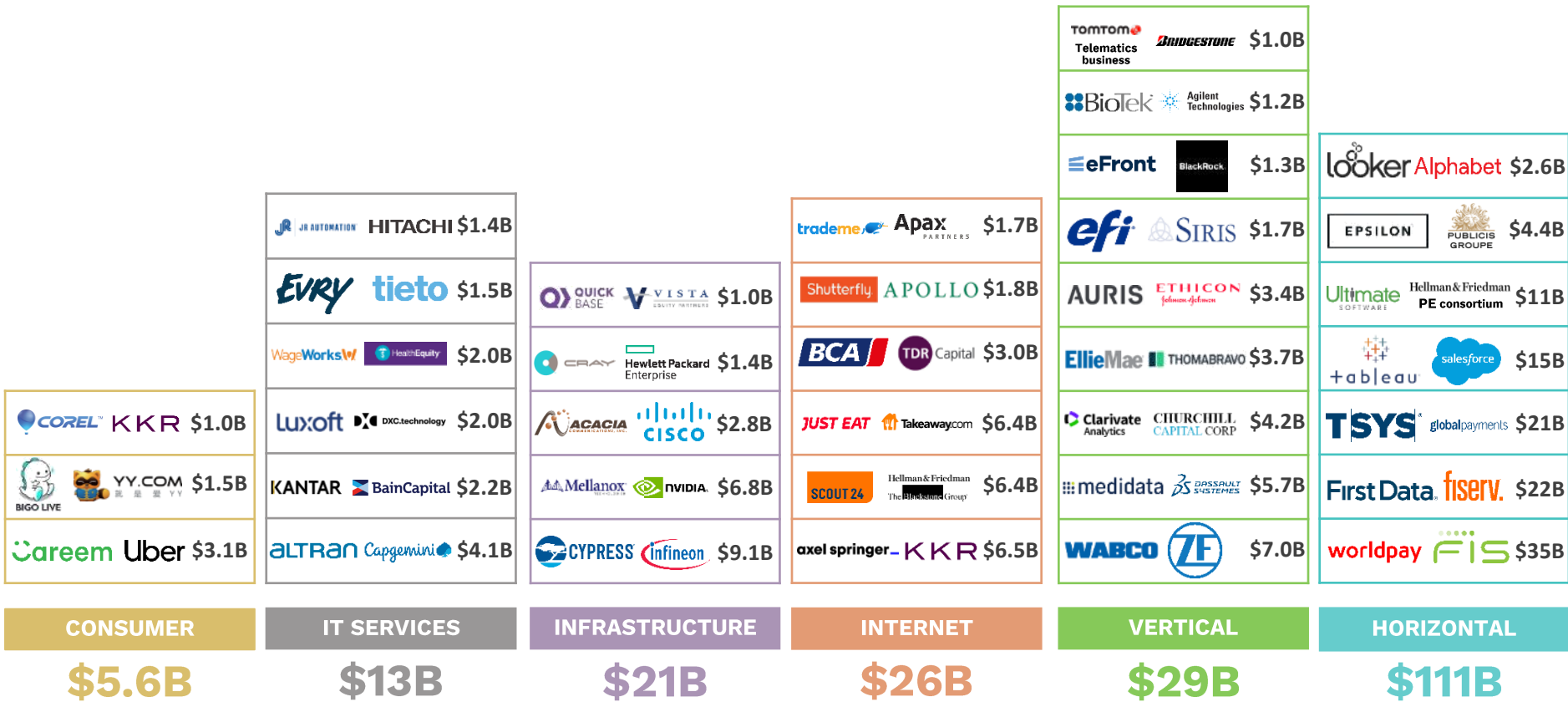
**Average Life
of Target**

17 yrs

18 yrs

↑

2019 Mega Deals – through July



Thoughts? Questions? Let us know!
@CorumGroup

2019 Mega Deals – through July

JUST EAT

SOLD TO



Takeaway.com

Seller: Just Eat [United Kingdom]
Acquirer: Takeaway.com [Netherlands]
Transaction Value: \$6.4B (6.5x EV/Sales and 31.5x EV/EBITDA)
- Online food delivery

HITACHI \$1.4B
tieto \$1.5B
\$2.0B
\$2.0B
\$2.2B
\$4.1B

\$1.0B
\$1.4B
\$2.8B
\$6.8B
\$9.1B

\$1.7B
\$1.8B
\$3.0B
\$6.4B
\$6.4B
\$6.5B

\$1.0B
\$1.2B
\$1.3B
\$1.7B
\$3.4B
\$3.7B
\$4.2B
\$5.7B
\$7.0B

\$2.6B
\$4.4B
\$11B
\$15B
\$21B
\$22B
\$35B

CONSUMER

\$5.6B

IT SERVICES

\$13B

INFRASTRUCTURE

\$21B

INTERNET

\$26B

VERTICAL

\$29B

HORIZONTAL

\$111B



Thoughts? Questions? Let us know!
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Public Valuation Multiples

SINCE Q2

July 2019

CORUM ANALYSIS



5.8x

Up 7% in July to new record high.



23x

Up even more, 10%, in July – tremendous disruptive value driven by SaaS and other Cloud leverage.

2019 Mega Deals – through July



Seller: BioTek Instruments [USA]
Acquirer: Agilent Technologies [USA]
Transaction Value: \$1.2B (7.2x EV/Sales)
- Microplate instrumentation and software company

TomTom Telematics business	BRIDGESTONE	\$1.0B
BioTek	Agilent Technologies	\$1.2B
eFront	BlackRock	\$1.3B
efi	SIRIS	\$1.7B
AURIS	ETHICON Johnson & Johnson	\$3.4B
EllieMae	THOMABRAVO	\$3.7B
Clarivate Analytics	CHURCHILL CAPITAL CORP	\$4.2B
medidata	DASSAULT SYSTEMES	\$5.7B
WABCO	ZF	\$7.0B
looker	Alphabet	\$2.6B
EPSILON	PUBLICIS GROUPE	\$4.4B
Ultimate SOFTWARE	Hellman & Friedman PE consortium	\$11B
tableau	salesforce	\$15B
TSYS	global payments	\$21B
First Data	fiserv	\$22B
worldpay	FIS	\$35B

COREL™	KKR	\$1.0B
BIGO LIVE	YY.COM YY	\$1.5B
Careem	Uber	\$3.1B
JR AUTOMATION	HITACHI	\$1.4B
EVERY	tieto	\$1.5B
WageWorks	HealthEquity	\$2.0B
Luxoft	DXC technology	\$2.0B
KANTAR	BainCapital	\$2.2B
ALTRAN	Capgemini	\$4.1B
QUICK BASE	VISTA CREDIT PARTNERS	\$1.0B
CRAY	Hewlett Packard Enterprise	\$1.4B
ACACIA	CISCO	\$2.8B
Mellanox	NVIDIA	\$6.8B
CYPRESS	Infineon	\$9.1B
trademe	Apax PARTNERS	\$1.7B
Shutterfly	APOLLO	\$1.8B
BCA	TDR Capital	\$3.0B
JUST EAT	Takeaway.com	\$6.4B
SCOUT 24	Hellman & Friedman The Blackstone Group	\$6.4B
axel springer	KKR	\$6.5B

CONSUMER	IT SERVICES	INFRASTRUCTURE	INTERNET	VERTICAL	HORIZONTAL
\$5.6B	\$13B	\$21B	\$26B	\$29B	\$111B



Thoughts? Questions? Let us know!
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Healthcare - BioTech



SOLD TO



Seller: Oncolmmunity [Norway]

Acquirer: NEC Corporation [Japan]

- Machine-learning based software for personalized cancer immunotherapy



SOLD TO



Seller: PMOD Technologies [Switzerland]

Acquirer: Bruker [USA]

- Biomedical imaging software & services



Healthcare - Patient Engagement

citra health solutions
Engagement and telehealth subsidiary



Caret Health

Seller: Citra Health Solutions (engagement and telehealth subsidiary) [USA]
Acquirer: Carenet Health [USA]
- Patient engagement & telehealth SaaS

MEDUMO



Seller: Medumo [USA]
Acquirer: Royal Philips [Netherlands]
- Patient diagnostic & engagement management SaaS



Healthcare - Other

digitize.ai

SOLD TO

 **WAYSTAR**
 **BainCapital**

Seller: Digitize.AI [USA]

Acquirer: Waystar [Bain Capital] [USA]

- Healthcare AI-enabled ERP SaaS

 **OrisLine**

SOLD TO

 **HENRY SCHEIN®**

Seller: OrisLine Group [Italy]

Acquirer: Henry Schein [USA]

- Management software to dental practices and laboratories



Retail SaaS



Seller: Retail Insight [Navis Capital Partners] [United Kingdom]
Acquirer: Ventiga Capital Partners [United Kingdom]
- Retail analytics SaaS

RETVIEWS



LECTRA

Seller: Retviews [Belgium]
Acquirer: Lectra [France]
Transaction Value: \$9M
- Fashion retail BI SaaS

planorama



trax

Seller: Planorama [France]
Acquirer: Trax Retail [Singapore]
- AI-enabled retail image recognition SaaS



Seller: Windward Software [Canada]
Acquirer: Volaris Group [Constellation Software] [Canada]
- Customizable BPM & ERP SaaS



Automotive



SOLD TO



Seller: Quantum Signal [USA]
Acquirer: Ford Motor Company [USA]
- Robotic & autonomous vehicle systems

JOURNEY HOLDING CORPORATION

SOLD TO



Seller: Journey Holding Corporation [USA]
Acquirer: Ford Motor Company [USA]
- Automatic vehicle location SaaS



Public Valuation Multiples

SINCE Q2

July 2019

CORUM ANALYSIS

EV
SALES



3.2x

Fell 14% in a month as demand shifts away from growth toward...

EV
EBITDA



17.1x

...proven, profitable models; in sync with signs of that trend in other sectors, too, barring enterprise.

2019 Mega Deals – through July



Seller: Corel Corporation [Vector Capital] [Canada]

Acquirer: KKR [USA]

Transaction Value: \$1B

- Desktop productivity software

JR | JR AUTOMATION HITACHI \$1.4B

EVRY tieto \$1.5B

WageWorksW HealthEquity \$2.0B

Luxoft DXC technology \$2.0B

KANTAR BainCapital \$2.2B

ALTRAN Capgemini \$4.1B

QUICK BASE V VISTA \$1.0B

CRAY Hewlett Packard Enterprise \$1.4B

ACACIA CISCO \$2.8B

Mellanox NVIDIA \$6.8B

CYPRESS Infineon \$9.1B

trademe Apax PARTNERS \$1.7B

Shutterfly APOLLO \$1.8B

BCA TDR Capital \$3.0B

JUST EAT Takeaway.com \$6.4B

SCOUT 24 Hellman & Friedman The Blackstone Group \$6.4B

axel springer KKR \$6.5B

TOMTOM Telematics business BRIDGESTONE \$1.0B

BioTek Agilent Technologies \$1.2B

eFront BlackRock \$1.3B

efi SIRIS \$1.7B

AURIS ETHICON Johnson & Johnson \$3.4B

EllieMae THOMABRAVO \$3.7B

Clarivate CHURCHILL CAPITAL CORP \$4.2B

medidata Dassault SYSTEMES \$5.7B

WABCO ZF \$7.0B

looker Alphabet \$2.6B

EPSILON PUBLICIS GROUPE \$4.4B

Ultimate SOFTWARE Hellman & Friedman PE consortium \$11B

tableau salesforce \$15B

TSYS global payments \$21B

First Data Fiserv \$22B

worldpay FIS \$35B

COREL KKR \$1.0B

BIGO LIVE YY.COM \$1.5B

Careem Uber \$3.1B

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\$5.6B

IT SERVICES

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Betting

MaxFreeBets

SOLD TO

net gaming

Seller: Max Free Bets [United Kingdom]
Acquirer: Net Gaming Europe [Sweden]
Transaction Value: \$2.5M (3.4x EV/EBITDA)
- Online betting resource



SOLD TO

VIA equity

Seller: CEGO [Denmark]
Acquirer: VIA equity/CEGO management [Denmark]
- Casual entertainment gaming online



Games



steelseries

SOLD TO

AXCEL

Seller: SteelSeries [L Catterton] [USA]

Acquirer: Axcel/SteelSeries management [Denmark]

- Integrated hardware and software gaming systems



SOLD TO



Seller: Embark Studios [Sweden]

Acquirer: NEXON [Japan]

Transaction Value: \$96M

- Games development studio



Music



Jukedeck

SOLD TO



ByteDance

Seller: Jukedeck [United Kingdom]

Acquirer: Tiktok [Beijing ByteDance Technology] [USA]

- **Artificially intelligent music composer**
- **Helps to improve ByteDance's content creation tools**



Public Valuation Multiples

SINCE Q2

July 2019

CORUM ANALYSIS

EV
SALES

—

1.4x

*Both multiples stable
near all-time highs...*

EV
EBITDA

—

11.7x

*...as the Focused IT
Services trend
continues to drive
value.*

2019 Mega Deals – through July

KANTAR

SOLD TO

BainCapital

Seller: Kantar Media UK [WPP] [United Kingdom]

Acquirer: Bain Capital Private Equity [USA]

Transaction Value: \$2.2B

- Market and audience research services

JR JR AUTOMATION HITACHI \$1.4B

EVRY tieto \$1.5B

WageWorksW HealthEquity \$2.0B

COREL™ KKR \$1.0B

YY.COM \$1.5B

Careem Uber \$3.1B

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@CorumGroup



Cybersecurity



SOLD TO

Braes Holdings

Seller: Siege Technologies [Nehemiah Security] [USA]
Acquirer: Braes Capital [USA]
- Cybersecurity services



SOLD TO



Seller: PGFM Solutions [USA]
Acquirer: Gryphon Technologies [AE Industrial Partners] [USA]
- Shipboard military cybersecurity engineering services



Government Services



SOLD TO



Seller: Altamira Technologies [USA]
Acquirer: ClearSky/McNally Capital/Nio Advisors [USA]
- Government software development & systems integrator



SOLD TO



Seller: Connexta [USA]
Acquirer: Octo Consulting [Arlington Capital Partners] [USA]
- Software development & systems integration services



SOLD TO



Seller: MSM Security Services (risk management assets) [USA]
Acquirer: Securitas Critical Infrastructure Services [Securitas] [USA]
Transaction Value: \$11M
- Inspection and background investigation services



Healthcare IT Services



SOLD TO



Seller: Fresh Digital Marketing [USA]

Acquirer: Legato Healthcare Marketing [USA]

- Digital marketing services



SOLD TO



Seller: Prevalent [USA]

Acquirer: iMedX [USA]

- Healthcare analytics and revenue cycle management consulting services



SOLD TO



Seller: Axcension [USA]

Acquirer: iMedX [USA]

- Healthcare analytics and revenue cycle management consulting services



Focused Systems Integrators



Seller: One11 Advisors [USA]
Acquirer: Altus Group [Canada]
- Salesforce systems integration for real estate



Seller: Bowfin Consulting [USA]
Acquirer: Rightpoint Consulting [USA]
- Salesforce consulting & integration



Seller: Davanti Consulting [New Zealand]
Acquirer: Dentsu Aegis Network [United Kingdom]
- Systems integration and consulting services



Seller: NeoData Australia [Australia]
Acquirer: Deloitte [Australia]
- BI and analytics consulting services

Financial Data Analytics



Seller: Refinitiv [Blackstone Group] [UK]

Acquirer: London Stock Exchange Group [UK]

Transaction Value: \$14B (5x EV/Sales)

- **Online market data & software, especially former Thomson Reuters**
- **To help increase LSEG's US presence & compete with Bloomberg**



Elon Gasper
EVP, Research



Yasmin Khodamoradi
Director, Client Services



Stephanie Jensen
Research Analyst



Anna Lebedieva
Analyst



Special Report: 10 Golden Rules for Executive Summaries



Questions or comments?
[@CorumGroup](#)

JON SCOTT, CHAIRMAN, CORUM GROUP



- **Jon joined Corum in 2010 out of their Seattle headquarters. He has close to 30 years experience serving high technology companies with the last 20 mainly in chief operating and chief executive roles. During this time, Jon has become known for his ability to successfully integrate strategies and tactics into well executed operating plans, building strong teams and achieving excellent results.**
- **Jon has served as President and CEO of The PowerTech Group, a security and compliance software company sold to Help/Systems in 2008, and Microserv Technology Services, a nationwide tech services company which was acquired by Halifax Corporation in 2003. Earlier he served as President and COO of Traveling Software, a leading developer of communications software in Seattle. Prior to his operating roles Jon held vice president roles in sales, marketing and business development for technology companies.**
- **Jon has taught in the software product management program at the University of Washington and holds a business administration degree from San Francisco State University**

CORUM

ACQUISITION OPPORTUNITY

Fast-Growing Mobile/Remote Workforce Management SaaS

Our client is the technology leader in remote workforce / human capital management (HCM) with SaaS and mobile solutions for a world that has shifted beyond basic time and expense reporting to embrace big data, IoT and compliance – critical elements in today’s business environment.

The firm is growing rapidly, has been on Inc.’s 500|5000 list seven times, adding over 2,500 clients annually to its 7,500+ base. The company successfully pivoted its users from on-premise to SaaS - [REDACTED]

I paid for the system in about a month and it really got my employees in line in terms of what their productivity was all about.

Our client’s solutions are indispensable to industries that deploy field personnel, including construction, transportation and an increasing number of employers with mobile workforces. Though the company’s core clients are SMEs, it also serves industry heavyweights like Fluor and Clark Construction.

In a fragmented marketplace, our client has the potential to become the standard for remote

Investment Highlights

- Leader in attendance systems and rugged mobile time management for construction, field services, SME
- [REDACTED]
- Successfully converting existing clients to SaaS
- [REDACTED]
- In-bound marketing generates 500-600 monthly leads
- 5-patent portfolio
- Spanish and French enabled
- Inc. 500|5000 – 7 Time Honoree
- Diverse client base – Top 10 clients represent only 3% of revenue
- HCM - \$13.8 billion industry
- Sales – 85% software / 15% hardware

CORUM: BUILT BY CEOs FOR CEOs



Jon Scott
Chairman



Rob Schram
*Executive
Vice President*



Serge Jonnaert
Vice President



David Levine
*Senior
Vice President*



Ian Thurbon
Vice President



Dan Bernstein
*Executive
Vice President*



Steve Jones
*Corporate
Vice President*



Martin Lowrie
Vice President



Lonnie Schilling
Vice President



Rob Griggs
*Senior
Vice President*



Arnaud Viviers
Vice President

#1

Keep it Brief



Rob Schram

***Executive Vice President
Seattle, WA***

- **Never exceed 8 pages**
- **Think of it as a captivating movie trailer**
- **Don't hand your buyer a novel**

#2

Open with a Clear Value Statement



Serge Jonnaert
Vice President
San Clemente, CA

- **Most important part of the message**
- **Showcase your greatest strengths**
- **Zero room for fluff**
- **Show passion**

#3

Tell the Whole Story in One Page



David Levine
Sr. Vice President
Vancouver, BC

- **Don't waste their time**
- **Talk about the essentials**
- **Keep specifics light**

#4

Align Yourself with Success



Ian Thurbon
Vice President
Scottsdale, AZ

- **Make big customers known**
- **Partnerships, technical distributors, or resellers can fill in the gap**
- **Geographical reach – regionally, nationally, or internationally**

#5

Map to Disruptive Trends and Best Practices



Dan Bernstein

*Executive Vice President
Seattle, WA*

- **Key theme is timing**
- **Show them why your company is perfectly aligned to capture the moment before it passes**
- **Difference between buyer's interest and the waste bin**

#6

Don't Give a History Lesson on Your Company



Steve Jones

***Corporate Vice President
Salt Lake City, UT***

- **Think about the NOW and FUTURE**
- **Founding, pivots and other events are not centrally important**
- **Not a venture capital pitch**
- **Growth, customers, current trends**

#7

Don't Do a Technical Deep Dive



Martin Lowrie
Vice President
North Andover, MA

- **Buyers are more concerned with impact and potential for future results**
- **Brief technology overview**
- **Hard work and magic behind your product comes later**

#8



Arnaud Viviers
Vice President
Marietta, GA

Sell the Company, Not the Product

- **Anchor your positioning in features that are unique to your company**
- **Market position, financials, quality of customers, team, IP, etc.**
- **People, organization & ideas**
- **What makes the company different from competitors?**
- **Buyers want a defensible position**

#9

Catch the Reader's Eye



Lonnie Schilling
Vice President
Farmingdale, NY

- **Big numbers, important names, etc.**
- **Are you capturing a significant market?**
- **Are you a global player?**
- **Biggest strengths high and clear**

#10

Say Why You are Going to Market



Rob Griggs
Sr. Vice President
Eagan, MN

- **Clear, positive reasoning**
- **What do you need to take things to the next level?**
- **How will this benefit all involved?**

1. Keep it brief

2. Open with a clear value statement

3. Tell the whole story in one page

4. Align yourself with success

5. Map to disruptive trends and best practices

6. Don't give a history lesson on your company

7. Don't do a technical deep dive

8. Sell the company, not the product

9. Catch the reader's eye

10. Say why you are going to market

CORUM: BUILT BY CEOs FOR CEOs



Jon Scott
Chairman



Rob Schram
*Executive
Vice President*



Serge Jonnaert
Vice President



David Levine
*Senior
Vice President*



Ian Thurbon
Vice President



Dan Bernstein
*Executive
Vice President*



Steve Jones
*Corporate
Vice President*



Martin Lowrie
Vice President



Lonnie Schilling
Vice President



Rob Griggs
*Senior
Vice President*



Arnaud Viviers
Vice President

**Remember, this is the
biggest financial decision of your life.**

**The right team and the right process
will help you do it right.**