

SINCE 1987

THE JORDAN,  
EDMISTON  
GROUP, INC.

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INDEPENDENT INVESTMENT BANKING FOR GLOBAL  
TECHNOLOGY, MEDIA, MARKETING & INFORMATION

## Tech M&A Update – *Industrial Internet of Things: Connecting Machines*

*This month's letter is written by Adam Gross, Chief Marketing Officer*

We are on the cusp of the 3rd wave of the Internet. The 1990s saw the internet grow to one billion users. In the 2000s, the Internet went mobile – another two billion users. Now, the Internet of Things has arrived – currently, there are 28 billion “things” and still counting. One component – the Industrial Internet of Things (“IIoT”) – is expected to generate \$14.2 trillion of global output by 2030, according to the World Economic Forum. For example, capital investments in the IIoT and the productivity gains that are expected to follow should add \$6.1 trillion to US GDP by 2030. And, if the US were to invest 50% more in IIoT technologies and improve enabling factors, such as its skills and broadband networks, the gain could reach \$7.1 trillion by 2030. Business leaders and governments are now appreciating the magnitude of this opportunity, which could be a tremendous boost to the GDPs of the world's largest economies.

JEGI covers the Internet of Things (“IoT”) and in 2014 produced a conference on the topic in San Francisco in November 2014 with Strategy& (formerly Booz & Company). IoT is a connected network of physical “things” that are embedded with electronics, software and sensors enabling them to communicate and share data. This data can then be analyzed to provide new insights and key intelligence into businesses and customers. The IIoT is a burgeoning area of growth, where, for example, the connected automobile is able to share data with the manufacturer. This data can then be analyzed to provide key insights/intelligence to the manufacturer, alerting them, let's say, to an imminent maintenance issue, preventing a breakdown for the driver and possibly an accident.

In May 2015, Mr. Gross sat down for a timely discussion with Bill Ruh, Vice President, GE Software and Chris O'Connor, General Manager, Internet of Things Offerings, IBM in front of 800+ global executives at the 2nd Worldwide CCE Symposium. GE Software is focused on giving its customers the capabilities required to better connect people with intelligent machines and the data they produce, and to run industrial-scale analytics. IBM is focused on the wealth of information and data that can be generated to manage operations, enhance value and provide insights, all due to the growing maturity of device intelligence.



Eighty-six percent of business leaders think IIoT will be a net job creator, and Mr. Ruh and Mr. O'Connor agree, as a \$14.2 trillion economic impact will surely drive job growth. However, both executives think that IIoT will create new jobs that never existed before. This could include jobs that lead to zero unscheduled downtime. Imagine upcoming mechanical issues for airlines being discovered before they exist. People will be needed to fill the jobs required to figure this out, and new kinds of applications and companies are being built to help run IIoT more efficiently. There is big economic value coming.

Companies and countries that lead first will have a distinct advantage over those who wait. As Mr. Ruh said, “By the time it's obvious, it's too late. IIoT is a larger opportunity in theory than the consumer Internet...an order of magnitude larger.”

The big incumbents will end up working together, and start-ups are likely to disrupt. According to Mr. O'Connor, "it's an industry of partnerships." Customer/client experience is key, and cloud services, privacy, government regulation and other facets all need to be considered. The more open the solutions, the more businesses are able to provide necessary solutions.

Security is the #1 concern of business leaders when it comes to sharing their data and possibly "the" critical element to the success of IIoT. Security is coupled with privacy, and it's all about understanding the risk profile and how much risk you are willing to take. A Fitbit or wearable technology is about an individual user. These are one-way communication devices, and in and of themselves represent a small risk. Planes, trains and automobiles, and many other types of machinery have much larger risk profiles and require two-way communication. Not only are they sending out data on performance, but they are also taking in data on such things as weather conditions. Security and accuracy of information are of utmost importance for these machines.

Overall, digital security is still in its early stages, and there is room for more standards. Devices are being assembled from a myriad of suppliers, and IBM is trying to advance a common registration service, whereby each supplier can enter its own identity or "fingerprint" to confirm who they are.

So what role do governments play in this market? According to Mr. Ruh, they serve three fundamental purposes: 1) setting policy to encourage an IIoT business-friendly environment that encourages investment and attracts capital; 2) balancing the needs driven by innovation with the need for security, while making sure that quality basic services are provided, such as electricity, healthcare, transportation; and 3) encouraging companies at the forefront to embrace innovation and create partnerships that work. Overall, governments are tasked with creating business environments that help to promote IIoT.

The fact is, Mr. Ruh asserts, that the model on the consumer side won't work on the industrial side. As such, the industrial side's bandwidth needs will be vastly different from what's needed on the consumer side. Cybersecurity inside machinery will be significantly different from what's needed inside a PC or television. Consider this – the equivalent of seven cell phone chips are being added into new generation automobiles, providing tremendous processing power.

We are already seeing the earliest shift in the tectonic plates of the Tech world, driven by the recent spate of acquisitions of wireless communications companies, such as Freescale Semiconductors by NXP Semiconductors, Lantiq by Intel, and Broadcom by Avago. This is happening in part because of the rapid growth of IoT and partly because this sector is maturing, so acquisitions are a way to drive scale and growth. The next wave of acquisitions we expect to see (and that you often see in any kind of large-scale transformation) will center on the huge amounts of data that is created from all these connected devices. Businesses will be formed, bought and sold that can capture and analyze this data and provide actionable insights and intelligence.

There has also been heavy investment in IoT recently, with a focus on platforms, data, analytics, insights and intelligence. In 2014, there were 100 venture rounds raising a total of nearly \$400 million for IoT start-ups. Jasper, the IoT connection platform provider founded in 2004, has raised more than \$200 million and is now valued at \$1+ billion. Ayla Networks, which received a \$14.5 million series B round in 2014 from Cisco and SAIF Partners of China, enables manufacturers to quickly react to information analyzed from their connected products. Tamr raised a \$16 million series A from the likes of Google Ventures and New Enterprise Associates to provide a machine intelligence system that sits on top of a company's database.

When it comes to investing in IoT, corporate venture funds have been highly active, with Intel, Cisco and Qualcomm funds among the 10 most active in 2014, according to CB Insights. Joining them were VC industry stalwarts, such as Sequoia Capital, Kleiner Perkins and Andreessen Horowitz. Needless to say, there is heavy investment and strong interest in the IoT space, especially around data, analytics and insights, and it is our view that this is only the beginning.

The IoT space will be interesting to watch. According to Mr. O'Connor, "the playing field is level right now, so there is tremendous opportunity for every industry and country to sponsor new growth. We need governments to think about their policies and funding levels for innovation, and we need companies to think about their digital strategy for productivity and net new offerings."

We couldn't have said it better or agree more...

For more information on the Worldwide CCE Symposium, including photos, presentations and videos from the sessions, please visit: [www.symposiumcce.com](http://www.symposiumcce.com).

These are our brief highlights for June. Please stay tuned for the next issue of our Tech M&A Update, and don't hesitate to contact us to discuss any topics related to JEGI's Tech Coverage or your company's M&A strategy.

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## Private Company Spotlight – Wyndham Jade

*Each issue, we spotlight one later-stage private company for our audience. As experienced tech investment bankers, we will point out the characteristics that enable these companies to be emerging market leaders and ultimately become compelling acquisition targets for strategic companies, as well as later-stage growth equity and private equity investors.*



This month, our Private Company Spotlight centers on Wyndham Jade, the premier technology-driven events solutions provider to the association and non-profit markets. Headquartered in the Dallas, TX area, the company's proprietary OneSystem platform is the first to seamlessly integrate housing and registration solutions as part of an end-to-end tech-enabled services offering.

We had the opportunity to sit down with Wyndham Jade's dynamic CEO Sue Trizila to get her perspectives on the complex and highly competitive market in which Wyndham Jade operates and how Sue has been able to differentiate Wyndham Jade to drive growth.

***Wyndham Jade's market is full of "buzz words", such as event technology, group booking platform, registration apps, etc. What is the "elevator pitch" of the main problem(s) you are trying to solve?***

Our customers lack the resources and domain expertise to manage complex citywide housing and registration requirements for large scale events, including site selection, contract negotiations, and inventory and attrition management. We provide a key technology platform and tech-enabled services solution for our clients, acting as an extension of their staff and enabling them to focus their resources on their core competencies.

We accomplish this through:

- a. Collaboratively working with our clients to help them achieve their objectives.
- b. Utilizing our technology platform and tech-enabled services offering to provide for a quality and highly intuitive customer experience.
- c. Providing access to our comprehensive management, reporting and development tools.
- d. Leveraging our technology experience and 3<sup>rd</sup> party relationships.
- e. Being a proactive partner.

***How do you define and size this market? How big of an opportunity is it for you?***

Domestically, the Event Market is \$260 billion+. It includes an estimated 205 million participants and has generated more than \$260 billion in direct spending and more than \$900 billion in total industry output. Our Convention Division alone, TAM for Conventions/Conferences/Congresses, represents approximately 273,700 meetings, with approximately 61 million participants. This accounts for 27 percent of the entire event market. According to Frost & Sullivan, the TAM for event management software is approximately \$5 billion.

Today, we service approximately 75 unique clients, servicing more than 250,000 participants. We believe there is substantial opportunity for us to continue to penetrate this market, specifically in verticals such as Amateur Sports, Government Contracts, Retail, Multi-Level Marketing and many others.

***What "secret sauce" does Wyndham Jade have that differentiates it from other vendors, big and small, that proclaim similar messages?***

We have a strong technology platform that uniquely and intuitively brings together in one shopping cart housing and registration for our clients and their attendees. This is a strong differentiator for us in the market. As well, we have built our technology to solve our clients' pain points and to deliver exceptional value to their key constituents – association members and event attendees. We have been successful in making this a reality through our technology and people and by building a foundation of trust with our customers based upon two key pillars: (1) doing what we say we are going to do, and (2) always doing the right thing.

*We are impressed by the number and quality of customers you have, and the long-term commitments they have made to Wyndham Jade. Can you give us some representative case study examples of why they chose you and how you have added value to them?*

Wyndham Jade has built its legacy and culture around doing the right thing and helping our customers reach their goals through superior technology and exceptional people. In the end, we are in an industry that is all about creating meaningful relationships between our clients, which are predominately associations, and their members. Fortunately, creating relationships is something we also excel at. We have developed deep long-standing relationships with many of our clients and truly have become their vested partners.

Each new customer selects us for different reasons. Some are based on the reputation Wyndham Jade has in the marketplace, others are tied to the reputation of a particular salesperson who has exceeded client expectations. However, in most instances, we are selected because of the value and efficiency that our technology and operations team brings to each client, enabling them to focus on delivering an exceptional experience for their membership, attendees, exhibitors and sponsors at their annual events.

Our long term clients continue to renew their business with us because we have become true partners. A couple of examples include:

1. Booking thousands of room nights for club team volleyball girls and their families can be a challenge. Leveraging our OneSystem housing platform for group bookings greatly simplified this process and provided a terrific experience for the volleyball community.
2. One client had a need for assigned seating in the arena to go along with their registration. The cost to use Ticketmaster was arduous, so our technology team built a terrific application that is now a part of OneSystem. This same client has a large golf event supporting their national charity. We now handle their golf registration, team assignments, and charitable donations within OneSystem.

*Can you share with us some insight into the growth path of the company in the past and looking forward?*

Wyndham Jade's historical growth can be attributed to our ability to innovate and commercialize our housing product offering, along with a combination of acquisitions of complementary businesses, and most importantly our ongoing commitment to make meaningful investments in our technology and people. We have three synergistic core businesses that afford us a diverse and talented team that have helped build us into the successful organization we are today.

For the future, we see an opportunity to continue our growth, both organically and through acquisitions, specifically through a data-centric strategy. Having better information about our client's members and exhibitors will aid them in making more informed decisions. This has been proven to yield positive outcomes.

We see Wyndham Jade transitioning from being a technology vendor with specific domain expertise in housing, registration and lead retrieval, to becoming a vendor that can provide a more holistic solution for our partners. This would include utilizing data and analytics to identify trigger points for members and then provide solutions to then engage those trigger points across the entire organization. Our new data and membership engagement solution has been embraced by our existing clients, but also new clients to whom we intend to upsell our OneSystem offering to provide an end-to-end, technology-driven membership engagement and activation solution.

*What excites you when you think about Wyndham Jade's future?*

What most excites me about Wyndham Jade's future is the growth we can experience by continuing to develop an end-to-end ecosystem of products and tech-enabled services that are essential to the success of our clients, while maintaining the importance of face-to-face meetings in both domestic and international markets. It is what we do, and we do it the best.

## Hey, Did You See This?

### **Adelphic – June 15, 2015**

Adelphic, a leading mobile and cross-channel demand-side platform (DSP), announced that it is working with LiveRail to bring connected TV advertising (CTV) inventory to programmatic buyers through their platform. Adelphic's clients, including trading desks across the world's leading agencies, will now be able to programmatically buy the CTV audience as well as incorporate CTV inventory into their multi-channel campaigns. The introduction of programmatic buying to CTV gives media buyers greater transparency into consumer preferences and purchase behavior, enabling them to deliver advertising to only the most relevant consumers.

### **Jobaline – April 29, 2015**

Jobaline announced that SalonCentric, a subsidiary of L'Oreal USA and a premier distributor of salon professional products in the U.S., reports faster hiring while experiencing substantial savings in recruitment costs and man-hours thanks to Jobaline's mobile recruitment solution. Given more than 70 percent of job seekers search and apply for jobs on a mobile device, SalonCentric sought Jobaline's mobile recruitment technology to address gaps in its employment. As a result of Jobaline's simple mobile application process, SalonCentric saves on advertising and recruitment costs, gaining back countless hours that were once spent on pre-screening phone calls and sifting through unqualified applications.

### **Lattice Engines – June 10, 2015**

Lattice Engines, a leading provider of predictive marketing and sales applications, today announced a new addition to its application suite: Lattice Prospect Discovery. Prospect Discovery combines the power of predictive analytics with intent data to provide a feed of high quality net new leads. With Prospect Discovery, businesses can improve campaign engagement rates by 40 percent, and outbound sales productivity by 25 percent. Companies using Prospect Discovery benefit by getting high quality, net new prospects that closely match their ideal customer and are actively looking for a solution.

### **RedVision – June 9, 2015**

The American Land Title Association (ALTA) has announced that RedVision has been named an Elite Provider. ALTA's Elite Provider Program is comprised of premier service providers committed to offering comprehensive benefits to the title insurance and settlement services industry. Elite Providers promote the highest industry standards and provide effective solutions for ALTA members' critical needs. As the largest independent national provider of title and real property research, RedVision applies straight through processing (STP) and single-source solutions to transform the procurement and processing of title information.

### **Thomson Reuters – June 5, 2015**

Thomson Reuters has sold its Fiduciary Services and Competitive Intelligence business from its Lipper division to Broadridge Financial Solutions, Inc. Broadridge and Thomson Reuters Lipper also entered into a long term content and brand licensing services agreement, under which Thomson Reuters Lipper will provide Broadridge with data on investment product classifications, pricing, performance, benchmarking, product asset positions, and product flows, ensuring continuity of underlying content and methodology. JEGI represented Thomson Reuters in this transaction and acted as its exclusive financial advisor.

## JEGI Adds Two New Members to Its Advisory Board

The JEGI Advisory Board comprises a mix of dynamic executives across JEGI's ecosystem and assists the firm in staying on top of key trends in the market, introductions to exciting companies and industry executives, and new business development opportunities. As part of JEGI's expansion of its technology banking practice, the firm recently added two highly seasoned technology executives to help advise the firm: Joe Proto and Paul Schaut (bios are below).

JEGI's technology banking practice broadly covers software applications, infrastructure and tech-enabled services, typically leveraging the cloud, across five thematic areas: Content/Big Data; Commerce & Interactive Marketing; Mobile; Human Capital; and Vertical-Focused Technology Solutions. Technological innovation and the ongoing evolution of business models continue to transform the marketplace, creating new opportunities and driving growth. As a result, large technology players are propelling M&A activity, as they continue expanding their product and service offerings, particularly around mobile, big data, analytics, cloud and vertical-focused technology offerings. In addition, growth capital and private equity investors are seeking to establish new portfolio company platforms, to capitalize on the impressive growth dynamics of these markets, and to rapidly gain scale for existing platforms by making add-on acquisitions.

### JOE PROTO



Joe Proto is Chairman and CEO of Transactis, part of his three decades in the billing and payments industry as a senior executive and successful entrepreneur. Transactis is a leading SaaS technology provider of electronic billing and payment solutions (EBPP/EIPP) delivered to billers of all sizes through major financial institutions, BPOs, and print companies.

Prior to Transactis, Joe launched REMITCO, a payments company acquired in 2000 by First Data, as well as Financial Telesis (CashFlex), which was acquired in 1992 by CoreStates, now part of Wells Fargo. Joe co-founded Windham Ventures (an innovation leader in healthcare and med tech), and is a limited partner at Metamorphic Ventures (digital media and e-commerce) and ff Venture Capital (technology). He is Chairman of SpendSmart Payments Company (SSPC: OTC), a fast growing mobile loyalty platform with millions of digital subscribers.

Joe is a member of various financial services organizations including the Association for Financial Professionals (AFP), he is Co-Chair of the Consumer Payments Advisory Committee of the Payments Innovation Council as well as serving on the Board of Advisors at the National Automated Clearinghouse Association (NACHA), and is a frequent speaker at conferences in the financial technology industry.

### PAUL SCHAUT



Paul is a serial CEO turned professional Board Director, focused on bringing his experience to the boardroom and beyond in an “engaged” Board Director capacity.

Paul's background includes 30 years of sales, marketing, CEO and Board experience in technology, data (pre- and post-Big Data era) and digital marketing companies. As an early digital marketing executive and active thought leader in the convergence of technology, data and marketing, Paul brings a strong digital perspective to the boardroom of early-stage, mid-stage and later-stage companies. All companies must embrace the digital world in many ways, and Paul's experience in leading and assisting forward-thinking companies in the digital world has been very helpful to the Boards he has served to date – more than 16.

The investors that have recruited and served on Boards with Paul include Goldman Sachs, Oak Ventures, Benchmark, IDG Ventures, Canaan, Draper Fisher Jurveston, Grandbanks, and more.

Prior to focusing exclusively on the Board role, Paul held several CEO roles, and was actively engaged in more than a dozen M&A transactions and numerous fundraising events, including an IPO and several strategic investment transactions. Paul has also been an active participant in providing an experienced sounding board for strategic review, corporate and business development outreach, as well as executive recruiting.

Paul's portfolio approach to Board work with early-, mid- and later-stage companies allows him to maintain a keen awareness of technological innovation, market adoption and corporate evolution in the global adoption of data- and technology-driven marketing. This perspective complements Paul's 17 years of foundational Board governance experience.

## Selected May M&A Transactions in JEGI Tech Coverage

Buyer	Seller	Target Description	Enterprise Value (\$mm)
<i>Deals with Values (by size)</i>			
Equinix	TelecityGroup	Hosted services provider	\$3,616
EMC Corporation	Virtustream	Cloud management PaaS & consulting	\$1,200
On Assignment	Creative Circle	Digital marketing staffing services	\$570
CA Technologies	Rally Software Development	Software project management SaaS	\$480
Pitney Bowes	Borderfree	Cross-border e-commerce shipping SaaS	\$448
Sabre	Abacus International	Travel content distribution & services	\$411
ABRY Partners	Compusearch (JMI, Arlington Capital)	Government procurement & requisition software	\$350
HgCapital	Foundry Visionmongers (Carlyle Group)	Visual effects software provider	\$312
Red Ventures	Imagitas (Pitney Bowes)	Digital & mail marketing services	\$310
QTS Realty Trust	Carpathia Hosting (Spire Capital)	Hosted services & IaaS	\$290
Daisy Group	Phoenix IT Group	Managed network & telecommunications services	\$209
Charlesbank Capital, M/C Partners	Acxiom, IT Infrastructure Business	Hosting & PaaS division	\$140
Towers Watson	Acclaris	Benefits management SaaS	\$140
PTC	ColdLight Solutions	Automated data analysis SaaS	\$100
Agilent Technologies	Cartagenia	Clinical & genetic data SaaS	\$67
Planview	Troux Technologies	BI software & enterprise architecture	\$60
Brand Networks	Shift Labs	Cross-network social advertising SaaS	\$50
Magnetic Media	MyBuys	E-commerce digital marketing SaaS	\$43
Envestnet	Finance Logix	Wealth & asset management software	\$31
Market Tech Holdings	StuccoMedia	Israeli e-commerce marketing SaaS	\$26
8x8	DXI	Contact center SaaS	\$23
Tangoe	Rivermine TEM Business (IBM)	Telecom expense management software	\$22

Buyer	Seller	Target Description	Enterprise Value (\$mm)
StarTek	Accent Marketing Services (MDC Partners)	Outsourced customer & BPO services	\$16
MYOB Technology (Bain Capital)	Ace Payroll Plus	Benefit & payroll management software	\$10
Sizmek	StrikeAd	Mobile marketing SaaS & services	\$10
Globant	Clarice Technologies	UI software development	\$9
Amino Technologies	Boxmedia	Television content delivery SaaS	\$9

*Deals without Announced Values (alphabetical by buyer)*

ABRY Partners	Sentry Data Systems	Pharmacy management SaaS
Accenture	Javelin Group	UK retail systems integrator
AmWINS Group	Impact Interactive	Employee benefits management SaaS
Apple	Coherent Navigation	Satellite navigation hardware & software
Apple	Metaio	Mobile application development SaaS
Avaya (Silver Lake, TPG Capital)	Esna Technologies	Enterprise unified communications SaaS
BearingPoint Holding	Magenta Advisory	Digital marketing & consultancy
Cisco Systems	Tropo	Team collaboration API PaaS
comScore	Proximic	Advertising Web analytics SaaS
DealerSocket (Vista Equity)	AutoStar Solutions	Auto dealership management SaaS
HighJump Software (Accel-KKR)	Nexternal	Omni-channel e-commerce & marketing SaaS
KPMG UK	Nunwood	Customer analytics SaaS & services
Mblox	4INFO, SMS business	Mobile content distribution services
Merkle	Periscopix	UK digital advertising services
Sirius Computer Solutions (Thoma Bravo)	Varrow	Systems integration & hosted services
WPP Group	Two Circles	Analytics-based sports marketing services
Xerox Corporation	Healthy Communities Institute	Healthcare data management SaaS

# About The Jordan, Edmiston Group, Inc.

The Jordan, Edmiston Group, Inc. (JEGI) is the leading independent investment bank for the global technology, media, marketing services and information sectors. Over the past 28 years, the firm has completed more than 500 M&A transactions, serving global corporations, private companies, entrepreneurs, and private equity/venture capital firms.

JEGI's senior bankers average nearly 20 years of M&A experience and personally lead each client engagement. Through the firm's broad network of industry contacts and a deep understanding of the markets that its clients serve, JEGI helps technology companies find their optimal strategic paths via exit or growth capital. The firm often identifies and completes transactions with "outside the box" buyers for its clients by leveraging its unique perspective and extensive high-level relationships across diverse markets. For more information, visit [www.jegi.com](http://www.jegi.com).

## Select Recent JEGI Technology Transactions\*

<p><b>ecVision</b><sup>®</sup></p> <p>a cloud-based provider of global sourcing and collaborative supply chain software solutions</p> <p>has been sold</p> <p>to</p> <p><b>Amber Road</b> POWERING GLOBAL TRADE<sup>®</sup></p>	<p><b>Iron Solutions</b><sup>®</sup></p> <p>a leading software and data provider to the agriculture market</p> <p>has been sold</p> <p>to</p> <p><b>Trimble</b></p>	<p><b>ONPEAK</b></p> <p>a leading event housing software and services provider</p> <p>has been sold</p> <p>to</p> <p><b>GES</b> Global Experience Specialists a subsidiary of</p> <p><b>VIAD</b></p>	<p><b>RKG</b></p> <p>a leading tech-enabled search and digital marketing agency</p> <p>has been sold</p> <p>to</p> <p><b>MERKLE</b></p>	<p><b>VIRVANET</b></p> <p>a leading provider of mobile workforce management solutions for field service</p> <p>has been sold</p> <p>to</p> <p><b>VERISAE</b></p> <p>a portfolio company of</p> <p><b>MARLIN EQUITY PARTNERS</b></p>
<p><b>DISTIMO</b></p> <p>a leading mobile app market intelligence and analytics provider</p> <p>has been sold</p> <p>to</p> <p><b>App Annie</b></p>	<p><b>Knowledge Advisors</b></p> <p>a pioneer and leading SaaS provider of talent analytics to HR and C-level professionals</p> <p>has been sold</p> <p>to</p> <p><b>CEB</b></p> <p>for \$52,000,000</p>	<p><b>Competitrack</b></p> <p>a full service competitive advertising tracking firm</p> <p>has been sold</p> <p>to</p> <p><b>MarketTrack</b> The Power of Market Intelligence a portfolio company of</p> <p><b>AURORA CAPITAL GROUP</b></p>	<p><b>MWG</b> MYWEBGROCER</p> <p>a leading provider of shopping and shopper marketing software and services</p> <p>has received</p> <p>a significant investment from</p> <p><b>HGGC</b></p>	<p><b>infogroup</b><sup>®</sup></p> <p>a portfolio company of</p> <p><b>CCMP</b><sup>SM</sup></p> <p>has sold</p> <p><b>OneSource</b></p> <p>the leading provider of sales enablement and business intelligence SaaS solutions</p> <p>to</p> <p><b>CANNONDALE &amp; GTCR INVESTMENTS</b></p>
<p><b>ePrize</b></p> <p>a global leader in digital engagement specializing in promotions and loyalty campaigns across mobile, social and web</p> <p>has been sold</p> <p>to</p> <p><b>CATTERTON   partners</b></p>	<p><b>CONVERSEN</b></p> <p>a SaaS marketing platform (CRM) for real-time, multi-stage, and multi-channel marketing including social media, email, and mobile</p> <p>has been sold</p> <p>to</p> <p><b>Experian</b><sup>SM</sup></p>	<p><b>mspot</b></p> <p>a pioneer and leader in mobile entertainment services</p> <p>has been sold</p> <p>to</p> <p><b>SAMSUNG</b></p>	<p><b>The Retail Equation</b></p> <p>the leading SaaS platform for retail transaction optimization solutions</p> <p>has been sold</p> <p>to</p> <p><b>NVP</b> NORWEST VENTURE PARTNERS.</p>	<p><b>acerno</b></p> <p>an online behavioral targeting network</p> <p>has been sold</p> <p>to</p> <p><b>Akamai</b></p> <p>for approximately \$95,000,000</p>

\*Some of the transactions highlighted above were completed by JEGI Managing Directors Joseph Sanborn and Jeff Becker, prior to joining the firm.

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