

## INVESTING IN DATA-DRIVEN TECHNOLOGY

Author: Amir Akhavan, Managing Director  
amira@jegi.com +1 212 754 0710

Data is driving organizations, both large and small, to rethink how they do business, while enabling intelligence and operating efficiencies that are truly transformational. Companies are using data to uncover key underlying facts and trends embedded in their businesses, including:

- Sales team performance and improvements that drive higher margin revenue and lower customer acquisition costs (CAC);
- Customer service interactions that lift retention and lifetime value (LTV);
- Compensation and hiring efforts that impact the achievement of strategic plans;
- Marketing that ties to sales by individual customer for true closed loop ROI;
- And so on...

Data-driven intelligence is a complex and challenging undertaking, given the myriad data sources that can be tapped and mined for unique insights. Identifying the issue is often a challenge in and of itself; solving the problem is even harder; and finally figuring out what benchmarks to set is as much art as science. The ability to address these issues depends on the level of sophistication of the organization and the investment made in data infrastructure, science and people. There are many high-value technology and data platforms that help drive data-driven strategies within SMB and enterprise companies. While results vary, one thing is clear: data-driven systems and intelligence lead to better decisions and performance.

We recently spoke with leading equity and debt investors about this data-driven technology economy. Some key insights on themes, products and trends impacting the marketplace are presented below, as shared by our good industry friends:

- **Jon Seeber**, General Partner, Updata Partners
- **Jason Mironov**, Principal, TA Associates
- **Eric Long** and **Ron Singh**, Managing Directors, Silicon Valley Bank

### What type of data-driven technology products are propelling the current investment wave in the space?

**Updata:** We're seeing a rapid move toward products providing specialized operational data to new parts of the enterprise. Marketing, finance and operations have long been data-hungry organizational functions, but the product organization, the sales organization, HR and customer service, for example, can all take advantage of the burgeoning data generated by applications and digital interactions to enhance the quality of their work. Culling data from non-obvious places, combining information in clever ways, and providing API-enabled methods to deliver insights to business users at every level of the organization...that's where we've been looking for new opportunities in the data market.

**TA:** One of themes we think has been critical to the current boom in data is the concept of "sales enablement." Over the past decade, companies have moved from unmeasured expenditures on sales and marketing, to non-specific demographics, to targeted, individually-focused campaigns. To put it simply, the process of customer acquisition is getting more sophisticated at every step in the value chain. Web-based and data-driven marketing allows companies to target specific traits in potential customers and benefit from pattern recognition. Tools like DiscoverOrg (a TA portfolio company) help empower sales teams with proprietary data on potential targets. Historical buying patterns help companies determine where the next

“  
*Culling data from non-obvious places, combining information in clever ways, and providing API-enabled methods to deliver insights to business users at every level of the organization...that's where we've been looking for new opportunities in the data market.*”

**Jon Seeber**  
Updata Partners

## INVESTING IN DATA-DRIVEN TECHNOLOGY (CONTINUED)

sale may come from. Every expenditure in sales and marketing can be targeted, tagged, tracked and measured.

**SVB:** We think of the evolution of big data as a 21<sup>st</sup> century alchemy process, turning data from “digital exhaust” to “digital gold.” There are some very interesting opportunities along the entire funnel – from collection of data to storage to management of data to analytics. Analytics and data security are two areas that are generating the most interest across all verticals.

### What are some interesting trends you see?

**Update:** In my opinion, the simplest trend is the most interesting – the fact that business users in every function, and at every level of the best organizations, are becoming comfortable with data and analytics and are demanding better products. They want more visibility, better feedback into what their organization is accomplishing, and a deeper connection to customer sentiment.

**TA:** There appears to be a cluster dynamic forming across verticals. One business may generate significant proprietary data, and smaller companies will form around it that can mold, shape and analyze the data to provide different types of actionable intelligence. Point-of-sale data, for example, is not just used and sold by the companies embedded in the infrastructure of retailers, but sold and re-sold for consumption and analysis across Madison Avenue (and Sand Hill Road), to provide new insights and domain knowledge.

**SVB:** Healthcare and Financial Services are two very large industries that are under-developed from a big data standpoint, due to regulatory issues, poor data capture and weak integration of solutions within the broader organization. Many tech companies provide powerful solutions to basic problems, but are not able to overcome integration issues – legacy systems and legacy attitudes within the organizations serve as a continuous roadblock.

Some of the most exciting, and under-appreciated, companies are consulting firms, which have developed proprietary technologies, and software firms that have developed an effective consulting/integration practice. We have started to see later-stage investors recognizing that the valuation vs. risk equation is tilted in favor of these business models, and they are spending more time looking for these opportunities.

### What are attractive qualities you look for in data-driven technology businesses (e.g., scalability/gross margin expansions with scale, revenue models, recurring revenue, etc.)?

**Update:** First and foremost, we like to see either a proprietary data set or a differentiated set of algorithms doing something with publicly available data that others cannot – the proverbial “secret sauce.” Data is everywhere, and on its own it’s not terribly interesting to the vast majority of users. We want to find companies that have a new and defensible way to gather it, to manipulate it and/or to deliver it, combined with complementary data sets, to offer new and compelling insights. Another way to couch this is to say that we are looking for clearly articulated use cases for specific consumers of the data. We like to see data companies that, rather than saying “here’s some great data – good luck using it!”, are able to give users a practical data-driven solution that helps them do their jobs better. Some examples could include enhanced sales lead predictions, deeper insights into production processes, and key trends in employee attrition.

**TA:** Certainly, recurring revenue, subscriptions, proprietary content, high-gross margins, and a defensible business model are all important. In many cases, that’s the ticket to ride. The truly scalable companies have rock-star sales forces, customer-focused product development processes and, in some cases, golden business opportunities. These might include data cooperatives, two-sided monetizable networks, and crowd-sourced/self-improving databases that create a wide competitive moat around the business model.

**SVB:** We are focusing more and more on two things: 1) ensuring a company has good visibility into its revenue stream and processes, to shrink the sales cycle, improve the integration timeline, and take the risk out of converting and retaining customers; and 2) confirming the management team, as well as the Board of Directors, has strong market knowledge and experience. We have found that there are a number

“

*We think of the evolution of big data as a 21<sup>st</sup> century alchemy process, turning data from ‘digital exhaust’ to ‘digital gold.’* ”

**Eric Long and Ron Singh**  
Silicon Valley Bank

“

*The truly scalable companies have rock-star sales forces, customer-focused product development processes and, in some cases, golden business opportunities.* ”

**Jason Mironov**  
TA Associates

## INVESTING IN DATA-DRIVEN TECHNOLOGY (CONTINUED)

of later stage companies run by executive teams that have not had to manage through a downturn. In these cases, we like to see an active relationship between management and the Board, with both thinking about balancing risk and return, as well as planning for the downside.

### What companies in the space do you look to as having “cracked the code”?

**Updatea:** In the past year, Updatea Partners made two investments in strong data-driven businesses:

1. **First Insight** gathers data from retailers’ best customers, analyzes the data and provides useful insights into the potential success for new products, planned products and competitors’ products. Their data helps retailers design, select and price new products, and therefore eliminate the painful and very costly impact of new product failures.
2. **HG Data** gathers information from billions of documents across the web every day, and through a proprietary set of machine learning algorithms, provides a very accurate and highly detailed — down to the SKU level! — census of technology installations for a given company or organization. In the simplest use case, this data is a terrific asset for any sales or marketing organization looking to focus their sales efforts in the right places. And, there are dozens of other opportunities to put the data to work in the financial, CPG and other sectors.

We are very excited about both of these companies.

### What are your thoughts on current multiples/valuations in the space?

**Updatea:** The best companies – the ones with strong IP and profitable growth – will continue to command premiums and serve as attractive acquisition targets for larger companies of all shapes and sizes...larger data businesses, software companies and others. The data market is a large opportunity, but the best players tend to stand out quickly.

**SVB:** Valuations will be flat or declining, for all but the very best companies. The largest impact will happen in areas that saw the greatest excess – companies that raised money at valuations based on overly optimistic views of the world. We expect to see more investors and executive teams in later stage companies looking to sell positions in the secondary market and using debt in place of equity to fund growth. Corporate acquirers and unregulated debt funds will help to create a floor on valuations, but how long these players will remain active in the market will likely shift, as overly aggressive debt structures start to impact firm performance, as the economy slows.

### Conclusion

The fundamentals of a great data company have not changed. The best companies have proprietary data or systems that scale and increase gross margins. These companies have defensible barriers to entry and deliver repeatable/consistent results. Leading businesses may also benefit from a network effect, where they can scale within an industry or ecosystem and take advantage of incremental sales efficiencies. These businesses solve mission critical problems or deliver critical work flow that is hard to replace. They cut through the noise in crowded markets and prove the value proposition.

Many successful data companies go to market either via a software product, while generating 20%-35% of their revenue through services or via a tech-enabled services platform that operates profitably. They offer recurring revenue models that deliver highly predictable step function growth. And finally, these companies have solved the growth vs. profit dilemma, by either delivering 40%+ bookings/revenue/ARR growth, with attractive fundamentals, or reaching platform scale with strong gross margins and profitability.

One thing is certain: enterprises and SMBs are spending aggressively with vendors and service providers to stay ahead of the data-driven revolution. It is a massive market across multiple industries and verticals, with many platforms that are ripe for acquisition...and, of course, they can hire JEGI to advise them! We're happy to provide advice to investors and entrepreneurs alike, about the data-driven technology market, as well as discuss industry trends and valuations.

“  
*The fundamentals of a great data company have not changed. The best companies have proprietary data or systems that scale and increase gross margins.*”

## PRIVATE COMPANY SPOTLIGHT: FUNAMBOL

Each issue, we spotlight an interesting, emerging growth, privately-held company for our audience. As experienced tech investment bankers, we will highlight the key characteristics that enable these companies to be fast-developing 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 shines on [Funambol](#), a provider of white-label, digital lifestyle, personal cloud and business cloud solutions for mobile operators, content providers and other companies that want to offer a personal or business cloud service to customers.

The Company's flagship solution, OneMediaHub, stores pictures, videos, music, files, contacts and calendars on smartphones, tablets and computers in the cloud, syncs them across devices, and allows sharing with other people and systems. Funambol is headquartered in Foster City, CA, with its primary R&D center in Milan, Italy. Funambol is backed by H.I.G. Capital, Nexit Ventures and Castile Ventures.

We recently interviewed Funambol's CEO Amit Chawla for his take on how the Company is continuing to grow and differentiate itself from competitors in the personal cloud market.

### What is the "elevator pitch" of the main problem(s) that Funambol is trying to solve?

People's digital content (contacts, calendars, documents, photos, videos, music) are scattered across multiple devices, computers and online locations, such as email, social networks and media sites. Funambol cloud solutions simplify one's digital life by automatically gathering their important digital content in one place (even if it resides in third-party clouds, such as Facebook and Dropbox), organizing it in useful ways, and making access, viewing, usage and sharing easier.

### How do you define and size Funambol's market?

Funambol participates in the cloud services market – a multi-billion dollar market that is rapidly growing worldwide. Funambol specifically targets over four billion mobile consumers from across the top 30 mobile operators that face the challenge of managing their digital assets.

### What "secret sauce" differentiates Funambol from its many competitors, big and small, in the personal cloud market?

Funambol cloud solutions differ in several respects. The "secret sauce" is the modular nature of the software, which provides extreme deployment flexibility for operators and for Funambol to support 40+ operators cost-effectively. The top four benefits of this secret sauce are: 1) mobile operators can deploy our white-label solution as their own branded cloud service in as little as two weeks; 2) Funambol solutions can be hosted on-site in an operator data center or on a third-party cloud infrastructure for optimal cost savings and time-to-market advantage; 3) operators can integrate their Funambol-powered cloud services with other systems and offerings to create their own cloud-based ecosystem (in this respect, Funambol is

“

*Funambol cloud solutions simplify one's digital life by automatically gathering their important digital content in one place.*

”



## PRIVATE COMPANY SPOTLIGHT: FUNAMBOL (CONTINUED)

like the “Intel™ Inside” of operator clouds); and 4) the modular architecture gives operators the ability to expand their cloud services to SMBs and enterprises using the same cloud platform.

**We are impressed by the size and quality of Funambol’s global customer base. Can you provide some representative case studies of why clients chose the Company over its competitors?**

Funambol’s cloud solutions are deployed at 40+ mobile operators around the globe for an addressable market of over two billion people. The Company offers the best personal cloud solution in terms of features, usability, and most importantly, performance, as it was developed from a common architecture, vs. several products cobbled together from disparate companies. Funambol apps were designed for mobile devices, as opposed to being a modified desktop app.

Funambol’s solutions are resource efficient, in terms of power and network bandwidth consumption, resulting in a superior user experience in areas such as cloud uploads. Funambol solutions have proven scalability for many millions of users in live deployments. The Company also offers flexible business models that enable carriers to address multiple market segments. For these reasons, Funambol was selected by and is deployed in 15 countries within the Orange Group, and is installed at three major providers in Brazil that have over 200 million subscribers.

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

Funambol’s revenue has grown more than 35% year-over-year in both 2013 and 2014, and 56% in 2015. The Company had 43 live deployments in 2015, as compared to 12 in 2014. In 2016, we expect to exceed 60 deployments and grow another 50% over 2015 revenues. Funambol is EBITDA-positive, and, having blanketed Europe and Latin America, is now expanding throughout Asia and Africa.

**What excites you when you think about the Company’s future?**

Funambol is focused on building applications and services on its cloud platforms that are deployed and growing impressively at global operators. This expansion allows operators to provide additional value and revenue generating services to users and improves the stickiness of their services.

**Given that your technology team is based in Milan and your HQ is in Silicon Valley, how have you been able to manage the Company’s growth and nurture its culture?**

Funambol has been global from day one, with customers and operations worldwide. Our teams combine the entrepreneurship of a Silicon Valley company to disrupt traditional markets, with European passion for elegant and unsurpassed quality products. The team at Funambol thinks globally and shares a common objective of being the undisputed leader of operator cloud solutions.

“  
*Funambol’s cloud solutions are deployed at 40+ mobile operators around the globe for an addressable market of over two billion people.*  
”

“  
*Our teams combine the entrepreneurship of a Silicon Valley company to disrupt traditional markets, with European passion for elegant and unsurpassed quality products.*  
”

# HEY, DID YOU SEE THIS?

## 3DCART

March 22, 2016

3dcart, an all-in-one eCommerce solution for retailers to build, promote and grow their online stores, has announced it is teaming up with Braintree, a PayPal company, to offer seamless payment processing for small- and medium-sized retailers. This new integration is a cost-effective option for businesses on a strict budget and will allow merchants to accept a wide variety of payments with a single click. Going forward, 3dcart merchants will benefit from access to Braintree's future payment technology, as well as access to the latest eCommerce trends and customer preferences. This new payment integration is one of a number of features rolled out in 3dcart version 7.0.

[Read Article](#)



## BA INSIGHT

April 8, 2016

BA Insight, a software provider that enhances Microsoft SharePoint usage for companies, has introduced Expertise Locator. This new software can be used to identify and engage with experts in an organization, enabling employees to take advantage of their company's collective intelligence. Expertise Locator runs on Microsoft SharePoint and leverages BA Insight's connectors to aggregate information from internal systems. The software taps into internal documents, user profiles, tags, work and billing records, and more, allowing users to filter across experts' profiles and related records and drill down to specifically who they are looking for.

[Read Article](#)

## LINKABLE NETWORKS

February 18, 2016

Linkable Networks, a platform that provides brands and retailers the ability to engage, reward and incentivize their consumers directly, has announced a partnership with News America Marketing to deliver card-based savings opportunities to consumers via SmartSource. Specialty retailers and brands will now be able to access upwards of 70 million households to offer savings that can easily be redeemed in stores using Linkable Networks' payment card-based savings technology. News America Marketing will expand the value of the SmartSource brand beyond CPGs, providing consumers access to more ways to save money.

[Read Article](#)



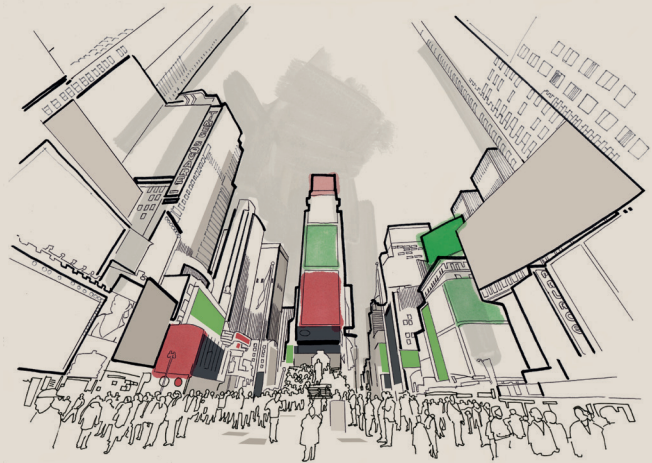
## HEY, DID YOU SEE THIS? (CONTINUED)

### LIVEFYRE

March 1, 2016

Livefyre, a leader in content curation and digital engagement, has announced the release of Storify 2, which offers enhanced real-time story creation workflow and collaboration tools. Built within the Livefyre Engagement Cloud, Storify 2 enables editors and content managers to store and repurpose real-time tweets, photos and videos to expand the lifespan of social content. The robust capabilities of Storify 2 give editorial teams the best of both worlds — an easy, collaborative way to create their own narrative while weaving in authentic, social content from their audiences.

[Read Article](#)



### LOCALYTICS

April 7, 2016

Localytics, a mobile engagement platform, announced it has joined the Salesforce Partner Program and will be integrating the Localytics platform with Salesforce Marketing Cloud in order to bring deeper intelligence to marketing automation. The integration empowers marketers to create personalized mobile engagement campaigns with the combination of two rich sets of user data. The synchronized contact data of Localytics and Salesforce Marketing Cloud, paired with advanced targeting capabilities, will enable companies to develop cross-channel journeys that reach mobile users at all stages of their lifecycle and will help improve relationships with their users.

[Read Article](#)

### MIRAKL

April 11, 2016

Mirakl, a global online marketplace, announced a strategic partnership with ChannelAdvisor, a provider of cloud-based e-commerce solutions. The joint solution enables retailers and branded manufacturers to integrate, manage and optimize merchandise sales across hundreds of online channels. Through a plug-in, Mirakl users will now have access to one of the largest databases of sellers, helping them to diversify and expand their global reach. Similarly, ChannelAdvisor clients will benefit with access to Mirakl's technology and new audiences. By combining these two solutions, retailers can better manage the synchronization of all product and order data via a seamless API-based integration.

[Read Article](#)



# SELECTED MARCH M&A TRANSACTIONS IN JEGI TECH COVERAGE

## Deals with Values (by size)

BUYER	SELLER	TARGET DESCRIPTION	ENTERPRISE VALUE (\$MM)
NTT DATA	Dell Services (Dell)	IT services	\$3,055
Allscripts Healthcare/GI Partners	Netsmart Technologies (Genstar Capital)	Medical practice management software	\$950
FinTech Acquisition	CardConnect (FTV Capital)	Payment processing SaaS & services	\$350
Cisco Systems	CliQr Technologies	Hybrid cloud management software	\$260
NASDAQ	Boardvantage	Board meeting collaboration SaaS	\$200
Guidewire Software	EagleEye Analytics	Financial & insurance industry SaaS	\$42
Asure Software	Mangrove Software	HR & benefits management SaaS	\$17

## Deals without Announced Values (alphabetical by buyer)

BUYER	SELLER	TARGET DESCRIPTION
Accel-KKR	IntegriChai	Supply chain analytics SaaS
App Annie	AppScotch	Mobile advertising market intelligence SaaS
CareerBuilder.com (Gannett)	Aurico Reports	Outsourced employee screening services & SaaS
Cisco Systems	Synata	Enterprise cloud search SaaS
Cloudera	Sense	Big data analytics SaaS
Comcast	MobileReactor	Interactive second screen sports content
E2open (Insight Venture Partners)	Terra Technology (E2open)	SCM analytics & forecasting SaaS
Ebates (Rakuten)	Shopular	Retail coupons mobile app
e-MDs (Marlin Equity Partners)	McKesson (ambulatory software assets)	EHR & practice management SaaS
H.I.G. Capital	Intuit (Quicken business unit)	Financial management software
IBM	Bluewolf Group	Salesforce integration & IT services
Industrial Color Brands	eBay Marketing Solutions (Banneker/Permira) (Studio Division)	E-commerce marketing photography BPO
Intralinks Holdings	Verilume	Cloud infrastructure provisioning SaaS
LANDESK Software (Thoma Bravo)	AppSense	Virtualization & endpoint management software
NetSuite	IQity Solutions (cloud business assets)	Manufacturing ERP SaaS
New York Times Company	HelloSociety (Science)	Social media marketing services



## SELECTED MARCH M&A TRANSACTIONS IN JEGI TECH COVERAGE (CONTINUED)

### Deals without Announced Values (alphabetical by buyer)

BUYER	SELLER	TARGET DESCRIPTION
Olapic	Piqora	CRM marketing & analytics SaaS
Outbrain	Revee	Customer analytics software
Primus Capital	S&W Payroll Services	Payroll & HR SaaS & BPO
Publicis.Sapient (Publicis Groupe)	Vertiba	Salesforce integration & consulting services
Quantros (Francisco Partners)	Comparion Medical Analytics	Healthcare performance analytics SaaS
Square	Framed Data (team assets)	Predictive analytics software team assets
Sykes Enterprises	Clearlink Technologies (Pamlico Capital)	Digital marketing & communications services
Tailwind Capital Group	Stratix Corporation (Grey Mountain Partners)	Mobile management software & services
Tradeweb Markets (Thomson Reuters)	CodeStreet	Financial infrastructure software, SaaS & services
Upland Software	Hipcricket (SITO Mobile)	Mobile marketing & SMS SaaS
Verizon Digital Media Services (Verizon)	Volicon	Broadcast monitoring & archiving software
Welsh, Carson, Anderson & Stowe	Intuit (QuickBase business)	Business application development SaaS

## ABOUT JEGI

JEGI has been the leading independent investment bank for the global software, tech-enabled services, media, marketing and information sectors for more than 28 years. Headquartered in New York, with offices in Boston and London (via its partnership with [Clarity](#)), JEGI has completed more than 600 high-profile M&A transactions, serving global corporations; middle-market and emerging companies; entrepreneurial owners and founders; and private equity and venture capital firms.

We provide clients with a global network of prospective buyers and senior decision-makers, as well as vast industry knowledge, perspective and intelligence. This affords our clients seamless access to deep market insights and a wealth of M&A experience, enabling us to deliver the highest closing rate in our industry and drive strong valuations.

For more information, visit [www.jegi.com](http://www.jegi.com).

Over the past 28 years,  
JEGI has completed more than

600

M&A transactions, serving global corporations; middle-market and emerging companies; entrepreneurial owners and founders; and private equity and venture capital firms.



# SELECT RECENT JEGI TECHNOLOGY TRANSACTIONS

RESOURCE AMMIRATI  
HAS BEEN SOLD TO  
IBM

Resource/Ammirati is a leading, US-based digital marketing and creative agency.

ALLANT  
A PORTFOLIO COMPANY OF  
MID OCEAN  
HAS SOLD ITS  
ADVANCED-ADVERTISING UNIT  
TO  
ACXION

Allant Group is a leader in data and analytic driven marketing and advertising services.

instantly  
HAS BEEN SOLD TO  
SSI  
A PORTFOLIO COMPANY OF  
HGGC

Instantly is a leading provider of online and mobile audiences and insights technology tools.

soonr  
HAS BEEN SOLD TO  
Autotask  
A PORTFOLIO COMPANY OF  
Vista Equity Partners

Soonr is a leading provider of enterprise secure file sharing and collaboration services for IT business managers.

Jun Group  
HAS RECEIVED A SIGNIFICANT INVESTMENT FROM  
HALYARD CAPITAL

Jun Group is a leading mobile video and branded content advertising platform.

selligent  
HAS BEEN SOLD TO  
HGGC

Selligent is an international SaaS platform delivering omnichannel audience engagement.

erecruit  
HAS RECEIVED A SIGNIFICANT INVESTMENT FROM  
NORTH BRIDGE  
growth equity

erecruit is a leader in enterprise staffing software and vendor management systems for large staffing firms.

ecVision  
HAS BEEN SOLD TO  
Amber Road  
POWERING GLOBAL TRADE

ecVision is a cloud-based provider of global sourcing and collaborative supply chain software solutions.

Iron Solutions  
HAS BEEN SOLD TO  
Trimble

Iron Solutions is a leading software and data provider to the agriculture market.

ONPEAK  
HAS BEEN SOLD TO  
GES  
A SUBSIDIARY OF  
VIAD

onPeak is a leading event housing software and services provider.

RKG  
HAS BEEN SOLD TO  
MERKLE

RKG is a leading tech-enabled search and digital marketing agency.

ViryaNet  
HAS BEEN SOLD TO  
VERISAE  
A PORTFOLIO COMPANY OF  
MARLIN EQUITY

ViryaNet is a leading provider of mobile workforce management solutions for field service.

DISTIMO  
HAS BEEN SOLD TO  
App Annie

Distimo is a leading mobile app market intelligence and analytics provider.

Knowledge Advisors  
HAS BEEN SOLD TO  
CEB  
FOR \$52,000,000

Knowledge Advisors is a pioneer and leading SaaS provider of talent analytics to HR and C-level professionals.

MWG  
MYWEBGROCER  
HAS RECEIVED A SIGNIFICANT INVESTMENT FROM  
HGGC

MyWebGrocer is a leading provider of shopping and shopper marketing software and services.

infogroup  
A PORTFOLIO COMPANY OF  
CCMP  
HAS SOLD  
OneSource  
TO  
CANNONDALE INVESTMENTS & GTCR

Infogroup is the leading provider of sales enablement and business intelligence SaaS solutions.

ePrize  
HAS BEEN SOLD TO  
CATTERTON PARTNERS

ePrize is a leader in digital engagement, specializing in promotions and loyalty campaigns.

mSpot  
HAS BEEN SOLD TO  
SAMSUNG

Mspot is a pioneer and leader in mobile entertainment services.

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

Wilma Jordan  
Founder & CEO  
wilmaj@jegi.com

Scott Peters  
Co-President  
scottp@jegi.com

Tolman Geffs  
Co-President  
tolmang@jegi.com

Richard Mead  
Managing Director  
richardm@jegi.com

David Clark  
Managing Director  
davidc@jegi.com

Amir Akhavan  
Managing Director  
amira@jegi.com

Joseph Sanborn  
Managing Director  
josephs@jegi.com

Jeff Becker  
Managing Director  
jeffb@jegi.com

Tom Pecht  
Managing Director  
tomp@jegi.com

Sam Barthelme  
Director  
samb@jegi.com

Adam Gross  
CMO  
adamg@jegi.com

Bill Hitzig  
COO  
billh@jegi.com

Doug Stowe  
EVP  
dougs@jegi.com

## NEW YORK

JEGI, 150 East 52nd Street  
18th Floor  
New York, NY 10022  
+1 212 754 0710 | www.jegi.com

## BOSTON

JEGI, CIC Boston, 50 Milk Street  
16th Floor  
Boston, MA 02109  
+1 617 294 6555 | www.jegi.com

## LONDON

Clarity, 90 Long Acre  
London  
WC2E 9RA  
+44 20 3402 4900 | www.claritycp.com