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M&A market report 1H 2020

Enterprise Software

London | Frankfurt | Stockholm | San Francisco

COOLDOWN ON THE HORIZON?

After the white-hot twelve months between July 2018 and July 2019 which saw record volumes, disclosed transaction value and valuation metrics, the Enterprise Software sector is showing signs of a cooldown. However, despite lower metrics, strategic and financial buyers were still active in the second half of 2019, targeting a range of software firms to serve a breadth and depth of technology requirements – be it their own or those of their customers.

SaaS remains the standard delivery choice for small business through to global enterprise. During this reporting period, similarly to last year, trade buyers targeted SaaS entities to expand their product scope horizontally, or improve current verticals. Examples of such acquirers include Apple, Adobe or Salesforce, who all made interesting acquisitions in this respect. Meanwhile, strategic legacy player Microsoft made a return to the scene as it purchased a number of

cloud-related software targets, supposedly in an effort to battle the competition from cloud-rivals Amazon Web Services and Google Cloud.

It is also worth noting that artificial intelligence is now wholly behind the majority of software innovation efforts, especially those involving data capture and analytics across various software platforms. Businesses are seeking these types of cross-platform tools because they are easy to navigate, thus saving time and money, and help paint a broader picture of customers and users without confining data to silos.

Finally, given the novel restrictions and rules of GDPR and the California Consumer Privacy Act, storing and moving data requires specific attention which can be provided and supported by software. This explains the continuing popularity of software firms focused on information and data management.

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Sector experiences signs of cooldown

M&A activity in the Enterprise Software sector grew significantly over the last six years and, as predicted in our previous research, is now experiencing a slight cooldown. The second half of 2019 saw 620 deals inked – fewer than the 669 observed in 1H2019. Valuation multiples remain very high, though they are no longer climbing as rapidly: the trailing 30-month median revenue multiple did peak at a record 4x,

while EBITDA multiples remained at their peak level of 17.3x. Meanwhile, the market saw fewer disclosed transactions, bringing the total disclosed transaction value to $22 billion. Despite this blip, metrics are still at objectively healthy levels, indicating that buyers both strategic, more importantly, financial are still keen to capitalise on software tools for the definitive digital transformation of business.

Legend: Transaction Volume · Trailing 30 Month Median EV/S · Trailing 30 Month Median EV/EBITDA
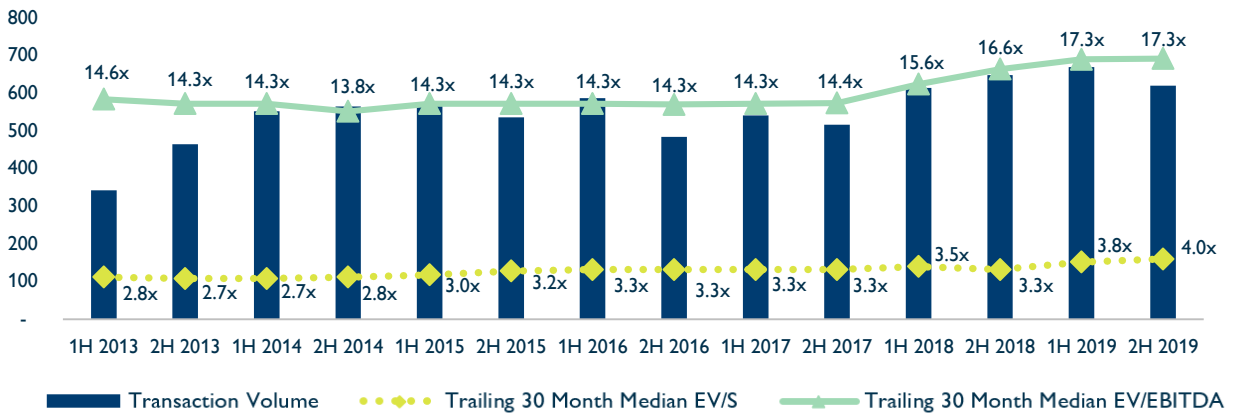
Private equity share remains sky-high

The year 2019 saw almost a third of all transactions completed by a private equity buyer – an increase from the 25 per cent observed in 2018. According to research by Pitchbook, this high proportion may be explained by the fact that private equity is navigating the consequences of heightened competition in its

traditional industries, while grappling with fewer viable investment opportunities more generally. Therefore, PEs are intent on deploying extra capital available through cheap debt to benefit from the opportunity of SaaS and software.

Legend: Strategic Acquisitions · PE Acquisitions · Percent PE
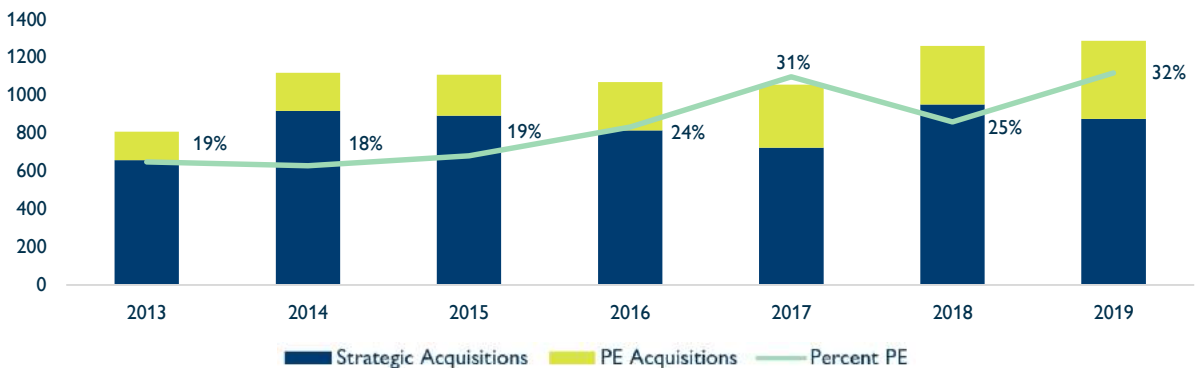
Our Enterprise Software report covers the two-and-a-half-year period between July 2017 and January 2020. All totals and median values refer to the entire period unless otherwise stated. Median multiples plotted in the graphs refer to the 30-month period prior to and including the half year.

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Australian logistics software company WiseTech Global earned the title of most prolific acquirer, having made 23 acquisitions in the past 30 months. However, this is mainly due to the 14 acquisitions it carried out in 2018. WiseTech slowed down its intercontinental expansion and made only three acquisitions in 2019, purchasing targets in the UK, Sweden and most recently the US with its acquisition of Ohio-based Depot Systems.

Marlin Equity Partners, a highly acquisitive PE alongside Vista and Thoma Bravo, most recently acquired Fourth and HotSchedules, providers of workforce, inventory and operations management solutions to the global restaurant and hospitality industry. Marlin merged the two companies to create the industry's most comprehensive back-of-house SaaS suite delivering a fully integrated inventory management, workforce management, payroll and intelligent cost-control operations platform.

The league table also featured the return of tech giants Microsoft and Google, both of which recently targeted various types of cloud software to enhance their cloud platforms amid the existing Google-Microsoft-AWS cloud rivalry.

Acquirers	Acquisitions in 30 months	Three most recent acquisitions
WiseTech GLOBAL	23	**Depot Systems Inc.** container yard management & logistics software **Xware AB** instant messaging integration software & SaaS **Containerchain** landside container logistics management SaaS
VISTA EQUITY PARTNERS	17	**Accelya Holding World S.L.** airline & travel sector SaaS **Sonatype Inc.** software quality assurance software **Acquia Inc.** open-source digital experience agency
mri REAL ESTATE SOFTWARE	17	**ProLease** lease administration & accounting SaaS **LEVERTON Corporation** AI-enabled data extraction SaaS **Dynamic Lead Solutions LLC** residential lead management & tracking SaaS
MARLIN EQUITY PARTNERS	15	**Fourth Ltd.** UK-based hospitality ERP SaaS **Red Book Connect LLC (HotSchedules)** hospitality sector ERP SaaS **Puzzel AS** contact centre SaaS
THOMABRAVO	15	**Instructure Inc.** learning management & employee training SaaS **IDS Group** asset & equipment finance management SaaS **Cority** workforce compliance SaaS
Microsoft	12	**Mover Inc.** cloud storage migration SaaS & services **Movere Inc.** cloud migration & monitoring SaaS **JClarity Ltd.** JVM analytics software & SaaS
Google	10	**CloudSimple Inc.** VMware IaaS **Elastifile** software-defined storage **Looker** big data analytics SaaS
SIEMENS	10	**MultiMechanics Inc.** material modelling & simulation software **Atlas 3D Inc.** 3D printing design SaaS **Process Systems Enterprise Ltd. (PSE)** processing modelling software & services

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TOP TRENDS IN ENTERPRISE SOFTWARE

- **Private equity** and **financial buyers** continue to invest and acquire, accounting for a third of all transactions in the sector in 2019

- **ERP** remains a core concern for all businesses as they look to streamline and bring efficiency, for instance to their **supply chain** and **logistics** processes

- **Know your customer**: large corporates target **customer data** software as businesses strive to profile their customer bases – especially across **social media**

- **Keep your customer**: customer communication software such as AI and chatbots, but also human-operated **call** and **contact centre software**, continues to be popular

- **3D software tools** continue to garner interest, as growth of AR widens the possibilities of design visualisation

- Private equity firms are targeting **learning, education and training software**, as learning in all settings has become almost completely digitised

- More acquisitions in the sphere of **media content management and analytics software**, as the way we consume TV and video continues to change and media businesses seek to revamp their approach to content management

LARGEST DISCLOSED DEALS OF 2H2019

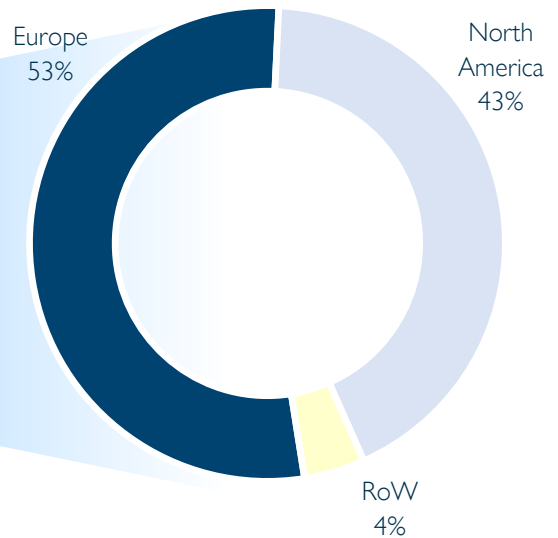|	
$4.2 billion 17 Dec	Francisco Partners/Evergreen Coast Capital acquire LogMeIn Inc at 3.4x EV/S and 9.4x EV/EBITDA
$1.8 billion 04 Dec	Thoma Bravo acquires Instructure Inc at 6.9x EV/S
$1.5 billion 22 Oct	Platinum Equity acquires Cision Ltd at 3.6x EV/S and 17x EV/EBITDA
$1.4 billion 07 Aug	Salesforce acquires ClickSoftware Technologies
$1.1 billion 21 Aug	Splunk Inc acquires SignalFx Inc at 21x EV/S
$1.0 billion (est.) 03 Jul	KKR acquires Corel Corporation at 3.1x EV/S and 7.7x EV/EBITDA
$820 million 26 Jul	HGGC acquires Monotype Imaging at 3.4x EV/S and 15.3x EV/EBITDA
$775 million 11 Sep	ANSYS Inc acquires Livermore Software (LSTC)
$720 million 04 Dec	iA Financial Group acquires Innovative Aftermarket Systemps LP (IAS)

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Headquarters of Enterprise Software targets

RoW
7%

North America
68%
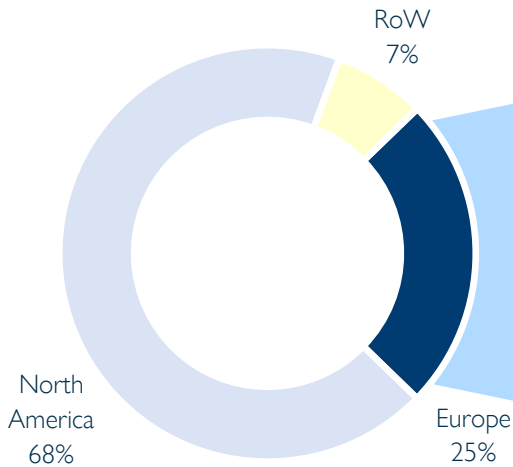
Europe
25%

Headquarters of acquirers of European targets

Europe
53%

North America
43%

RoW
4%

53%

European investors recorded another dominant half-year of deal-making within their region, as 53 per cent of European targets were bought by European acquirers – a figure identical to the one reported in the first half of 2019.

Meanwhile, across global M&A activity, North American targets have maintained their majority share of deals in enterprise software, accounting for 68 per cent of all deals, whereas European targets accounted for only 25 per cent of deals.

10%

4%

26%

9%

20%

31%
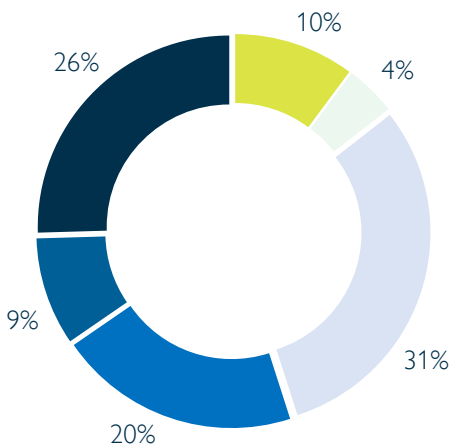
Business Intelligence & Customer Analytics
Automation analysis, retail analytics, marketing business intelligence, social media listening & analytics.

Design, Testing & Simulation
BIM, CAD, manufacturer modelling, EDA, testing and simulation, visual effects & animation, 3D printing.

Enterprise Applications
Enterprise resource planning, desktop productivity, SCM, CRM and Salesforce automation.

Information Management
Document management, data migration & warehousing, collaboration, capture & imaging, e-discovery, enterprise networking.

Infrastructure Management
App lifecycle management, development tools, business process management, integration, systems management, network and server virtualisation.

Vertical Applications
Software specific to the legal, automotive, financial, oil & gas, agriculture, insurance, education, transportation, or healthcare sectors.
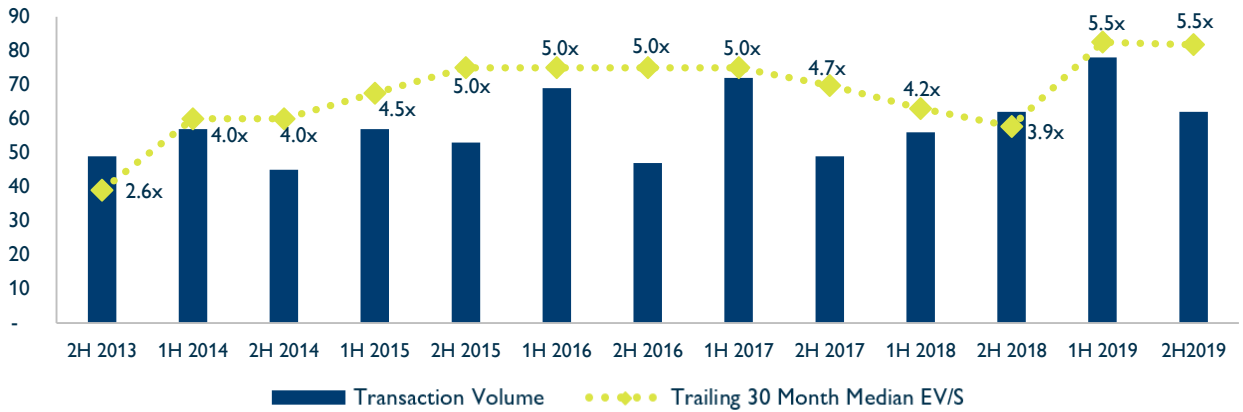
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BUSINESS INTELLIGENCE & CUSTOMER ANALYTICS

Sub-sector overview

Transaction volume in the Business Intelligence & Customer Analytics subsector has seen irregular highs and lows over the last six years, peaking in the first half of 2019 with 78 deals recorded. In 2H2019, the segment saw a lower 66 deals inked and the trailing 30-month median revenue multiple remained at a high 5.5x.

Chart legend: ■ Transaction Volume ···◆··· Trailing 30 Month Median EV/S

Data labels: 2.6x, 4.0x, 4.0x, 4.5x, 5.0x, 5.0x, 5.0x, 5.0x, 4.7x, 4.2x, 3.9x, 5.5x, 5.5x

X-axis: 2H 2013, 1H 2014, 2H 2014, 1H 2015, 2H 2015, 1H 2016, 2H 2016, 1H 2017, 2H 2017, 1H 2018, 2H 2018, 1H 2019, 2H2019

Deals illustrate influence of social media analytics

Improving social media presence has become essential for brands of all types and sizes to actively engage with customers. In the current social media ecosystem, brands must continually benchmark their social campaigns, content and channels and use insights to feed into their social media strategy.

This imperative has boosted the popularity of targets specialised in social media analytics technology. In October, UK-based PR technology holding company Access Intelligence acquired Pulsar, a provider of AI-based audience intelligence SaaS, to improve its multi-channel social listening reach. Pulsar analyses conversational and behavioural data from social media and digital sources; segments audiences; and creates personalised content in real-time.

Meanwhile, Falcon.io, a Danish social media marketing SaaS company which has been operating as the social media management subsidiary of Cision since January 2019, acquired Unmetric. Unmetric provides social media analytics, benchmarking and engagement SaaS for marketing divisions around the world. Its capabilities and team are to be incorporated into the Falcon.io customer offering.

Microsoft Azure seeks to improve Java analytics capabilities

In August, Microsoft snapped up UK-based JClarity and its open-sourced, machine learning-based Java Virtual Machine (JVM) analytics and optimisation software and SaaS. The acquisition aims to improve the experience and performance of the Azure platform for Java developers and end-users, especially given that Microsoft customers Adobe, Daimler and Société Générale have brought their Java production workloads to Azure.

FALCON.IO
24 Oct
ACQUIRED
Not disclosed
unmetric

Microsoft
19 Aug
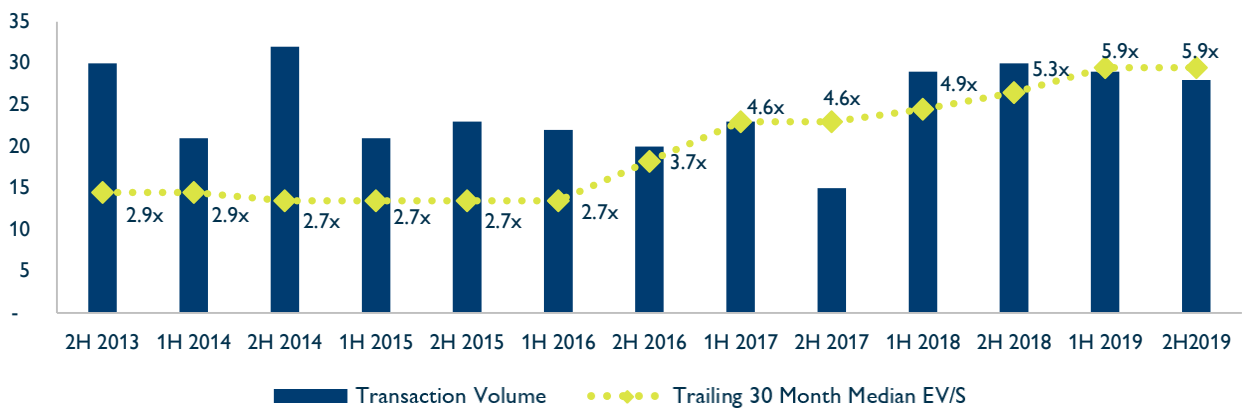**ACQUIRED**
Not disclosed
jClarity

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DESIGN, TESTING & SIMULATION

Sub-sector overview

Though a comparatively smaller segment, the Design, Testing & Simulation subsector saw 30 deals inked in 2H2019 – a figure steadily in line with volumes observed over the past 24 months. The trailing 30-month median revenue multiple lingered around 5.9x, matching the high of 1H2019. The subsector saw a handful of nine-digit deals such as private equity firm HGGC's $820 million acquisition of font and typeface software provider Monotype Imaging; and ANSYS' $775 million acquisition of engineering simulation SaaS provider Livermore Software Technology Corporation. The sector's largest deal was KKR's $1 billion acquisition of Corel Corporation, a provider of productivity software. Corel offers graphic design, image and video editing, and other tools.

Chart: Transaction Volume and Trailing 30 Month Median EV/S, 2H 2013 – 2H2019

Period	EV/S
2H 2013	2.9x
1H 2014	2.9x
2H 2014	2.7x
1H 2015	2.7x
2H 2015	2.7x
1H 2016	2.7x
2H 2016	3.7x
1H 2017	4.6x
2H 2017	4.6x
1H 2018	4.9x
2H 2018	5.3x
1H 2019	5.9x
2H2019	5.9x

3D graphics, modelling and animation strike a chord with strategic buyers

Several strategic players made their move to expand their product offering in this segment. In October, Apple acquired Ikinema, a UK-based provider of animation and motion capture software for animators, game developers and film production. It allows users to capture and retarget motion data onto 3D-animated virtual characters. Apple has been doubling down on gaming with the launch of its Apple Arcade video game subscription service in the second half of 2019, in the face of competition from Google Stadia. Google is consolidating its gaming offer and will integrate it with YouTube, and its "state share" feature will allow viewers of a Stadia stream to launch a game on the service on the same save state as the YouTube streamer.

According to Cnet, for both Apple and Google a game service is a new frontier that takes the wild popularity of gaming apps a step further. High bandwidth fueled by faster Wi-Fi and the upcoming 5G networks have the potential to make streaming graphic-intensive games possible with very little lag.

Furthermore, Ikinema's technology could also help Apple enhance the new Animoji and Memoji features for iOS 14 and the iPhone models lined up for 2020 – even other iOS devices will potentially benefit from it.

04 Oct
**ACQUIRED**
Not disclosed

IKINEMA

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ENTERPRISE APPLICATIONS

Sub-sector overview

M&A activity in the Enterprise Applications subsector continues to thrive, having seen noticeable and steady growth since 2016. The segment saw a record 231 deals completed compared to 211 in the last reporting period. More importantly, the subsector is continuing to see very high valuations: in the second half of 2019, the trailing 30-month median revenue multiple continued to climb, hitting a record 4.6x. Meanwhile, the EBITDA multiple remained extremely strong at 19.8x. In addition, 36 percent of transactions made in this space were made by a private equity or PE-backed acquirer, signalling the private equity focus on software and tech that can help streamline all types of processes, improve efficiencies and cut costs.

Legend: Transaction Volume — Trailing 30 Month Median EV/S — Trailing 30 Month Median EV/EBITDA
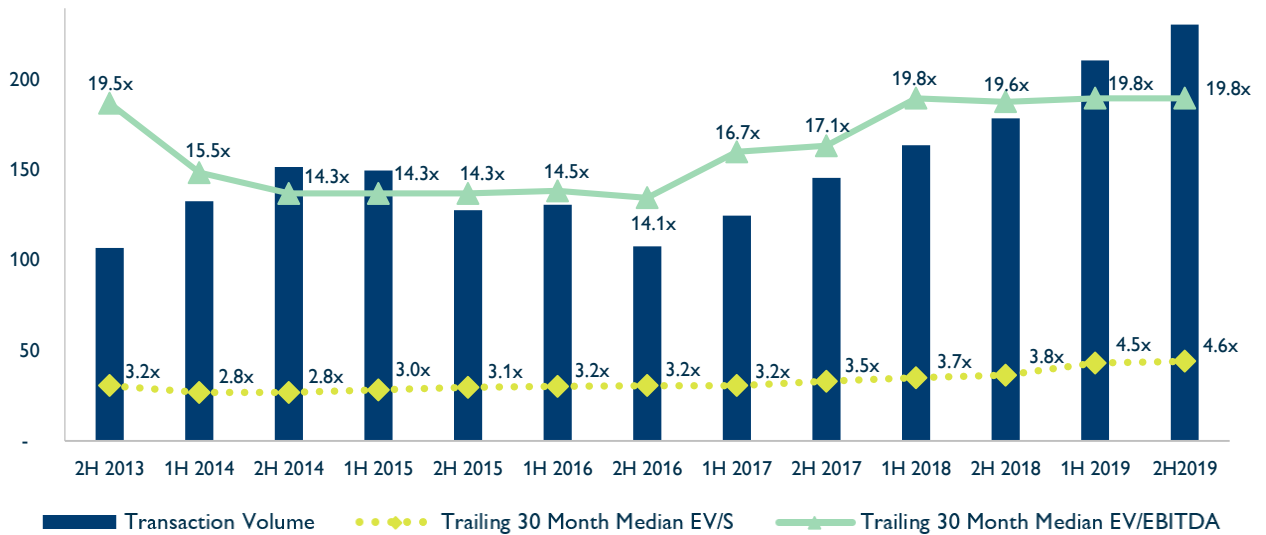
Segment sees some of the largest software deals

The total disclosed transaction value in this subsector reached $6.7 billion, which included two of the largest deals in Enterprise Software. In the first, Platinum Equity spent $1.5 billion in taking private Cision and its marketing and PR campaign management software. Cision's retreat from the public markets indicates its struggle to transform the PR software market with its Cision Communications Cloud (or C3) software. Through its acquisition by Platinum, Cision now has more flexibility to pursue acquisitions in the $4.1 billion PR software industry.

In the second, Salesforce bought ClickSoftware Technologies and its field service management SaaS from Francisco Partners for $1.4 billion. According to Diginomica, with this deal the CRM giant seeks to expand its reach in the fast-growing field service management market. Indeed, Salesforce is keen to increase its penetration in the manufacturing sector, where field service plays an important role but is a more complex process than in the consumer marketplace. ClickSoftware's additional heft in more specialised FSM requirements across both B2B and B2C markets will be helpful to that push.

salesforce

07 Aug
ACQUIRED
$1.4 billion

ClickSoftware

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Supply chain logistics garner interest from strategic and financial buyers

The second half of 2019 saw several private equity firms target supply chain management (SCM) software. Among these was French PE firm Eurazeo PME, which acquired Elemica from Thoma Bravo for an estimated $400 million. American firm Elemica provides SCM software, SaaS and related integration services to the chemical and oil industries globally. The acquisition is claimed to support Elemica's growth and product line development, including exploring new industry verticals with its expanding software product portfolio.

eurazeo	amazon
02 Aug **ACQUIRED** $400 million	25 Sept **ACQUIRED** Not disclosed
Elemica	INLT

Amazon also featured on the list of SCM acquirers, making a purchase in the e-commerce logistics management space. It acquired INLT, a young American company of around a dozen employees specialised in B2B logistics management, customs brokerage, and tariff and import management SaaS for freight forwarding businesses. Amazon is looking to expand the services offered to merchants by adding tools for complicated cross-border sales processes, which sellers largely needed to manage on their own. Overall, the acquisition will help merchants on Amazon's online marketplace more easily import goods into the United States.

Improving post-purchase customer communications

Customer service chatbots and automated communications are still garnering interest, as illustrated by Facebook's acquisition of Servicefriend, an Israeli provider of AI-based customer service automation SaaS and messaging bot. According to TechCrunch, it is suspected that Facebook will be building a bot (or network of bots) for the customer service layer of the Calibra digital wallet it is developing around its cryptocurrency Libra.

Human-operated call and contact centres, however, remain an essential part of the customer service journey. Call centre ERP software, aimed at streamlining these response processes, is thus still popular. An example of this is the acquisition by Serenova, an American call centre SaaS company backed by Marlin, of the contact centre SaaS assets of Swedish company Loxysoft, whose SaaS tool ProScheduler allows users to forecast channel activity, create agent schedules, and analyse call traffic, agent occupancy and agent performance in real-time.

| FACEBOOK	Serenova
19 Sep **ACQUIRED** Not disclosed	18 Nov **ACQUIRED** Not disclosed
SERVICE FRIEND	ProScheduler™

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INFORMATION MANAGEMENT

Sub-sector overview

In 2H2019, with a total of 94 transactions, the segment experienced a sharp decline in volume compared to 2H2018 and 1H2019. The segment has also seen a decline in trailing 30-month median EBITDA multiples since 2018. Revenue multiples are stable, hovering around the 2.3x mark. Total disclosed transaction value for the segment reached $5.4 billion, consisting mainly of Francisco Partners' and Evergreen Coast's joint take-private of LogMeIn for $4.2 billion. LogMeIn's remote access SaaS enables businesses and consumers to remotely access computers through the Internet or mobile devices. Overall, it is also worth noting that a third of all transactions in this subsector were international and intercontinental.

Legend: Transaction Volume · Trailing 30 Month Median EV/S · Trailing 30 Month Median EV/EBITDA
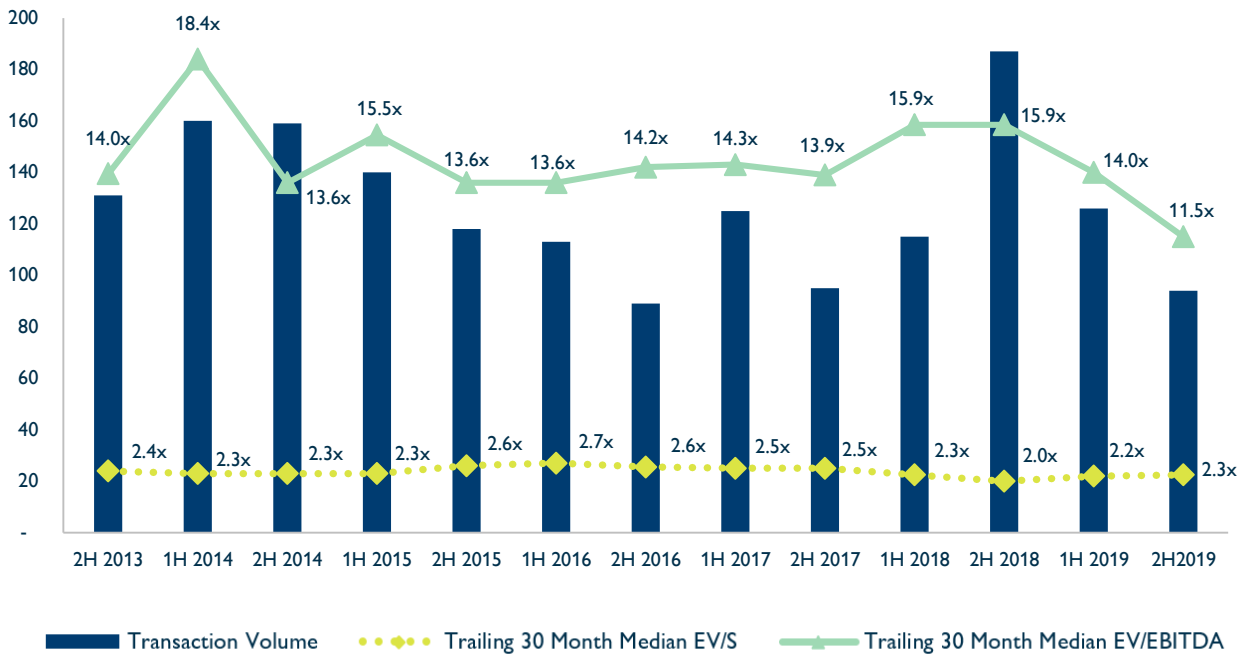
Software for media content garners interest

Zebra Technologies, a provider of RFID printer and asset-tracking systems, acquired UK-based Cortexica Vision Systems. Founded in 2008, Cortexica has developed vision-based analytics and AI solutions – including object recognition, image/video analysis and visual search – for the retail, media, manufacturing and pharmaceutical sectors. The move enhances the "Sense" and "Analyse" layers of Zebra's "Sense-Analyse-Act" solution framework; it furthers Zebra's Enterprise Asset Intelligence vision by providing computer vision-based sensing and enable customers to operate more effectively in increasingly automated, data-powered environments.

ZEBRA
05 Nov
ACQUIRED
Not disclosed

CORTEXICA

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Meanwhile, the segment also saw activity around targets in the media translation content management and tracking branch. In October, American firm TransPerfect acquired Lylo Media Group, a French media translation services firm that provides dubbing, voiceover, subtitling, audio description and hard-of-hearing services for the global entertainment sector. The same month, TV Time, the American online TV and film audience tracking analysis firm, acquired Mediamorph, a TV and film content management SaaS, with the aim of investing in Mediamorph's CVM platform and building features that provide a competitive advantage to clients' fragmented TV and video markets.

TV TIME

15 Oct
ACQUIRED
Not disclosed

mediamorph

Data storage, migration and privacy

Software and SaaS enabling data migration, privacy and storage is in high demand. This is no surprise, given the emphasis on data security and privacy brought about by GDPR and CCPA, which recently came into effect. In November, Afinum private equity acquired FAST LTA, a German provider of data backup storage software and hardware for businesses in the healthcare and public sector markets in Germany. FAST LTA's system includes features for archiving, data loss risk management, accessibility of archived data, and regulatory compliance. The acquisition aims to achieve expansion across new verticals, new geographies and new product lines for adjacent market segments, to be developed through FAST LTA's in-house R&D capabilities.

Afinum

06 Dec
ACQUIRED
Not disclosed

FAST LTA

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Sub-sector overview

M&A saw renewed strength in 2019, with a total of 125 transactions throughout the year and healthy trailing 30-month median multiples. The trailing 30-month median EV/EBITDA multiple regained some momentum, reaching 15.6x, and the EV/S multiple reached a record 5.7x, growing steadily after the 4x seen in 2013.

Legend: Transaction Volume · Trailing 30 Month Median EV/S · Trailing 30 Month Median EV/EBITDA
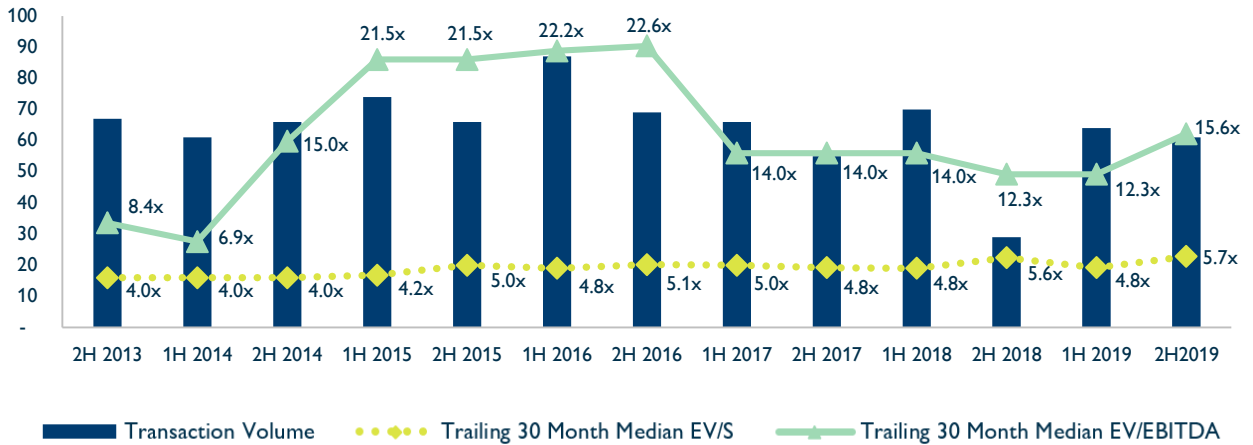
Instana splurges on triple acquisition in the application performance monitoring space

In December 2019, Instana, an American application and infrastructure monitoring firm, acquired three European application performance management SaaS companies: StackImpact (Germany), BeeInstant (Ireland) and Signify, a technology of JINSPIRED (Netherlands). The acquisitions allow Instana to build on its APM credentials in providing automated application insights to the broadest set of application stakeholders including developers, DevOps, site reliability engineering (SRE), IT Ops and Service delivery teams.

Microsoft targets migration monitoring

In September, Microsoft acquired Movere, an American cloud migration and monitoring SaaS which enables businesses to plan cloud migrations, audit compliance and monitor the performance and security of IT devices from unauthorised users. Microsoft needs to provide their customers with the right tools, processes and programmes for migrating existing applications and infrastructure to Azure – especially in the face of competition from AWS or Google. In addition, cloud-based Office services are already a major part of Microsoft's overall business: in 2017, for the first time the company brought in more revenue from commercial customers of Office 365 portfolio than from traditional Office licenses.

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VERTICAL APPLICATIONS

Sub-sector overview

Software for specific verticals has continued to grow over the past three years. The second half of 2019 marked a downward trend in transaction volume compared to previous periods, with the trailing 30-month EBITDA multiple sticking to a whopping 18.2x and the revenue multiple reaching a record 3.9x.

Legend: Transaction Volume · Trailing 30 Month Median EV/S · Trailing 30 Month Median EV/EBITDA
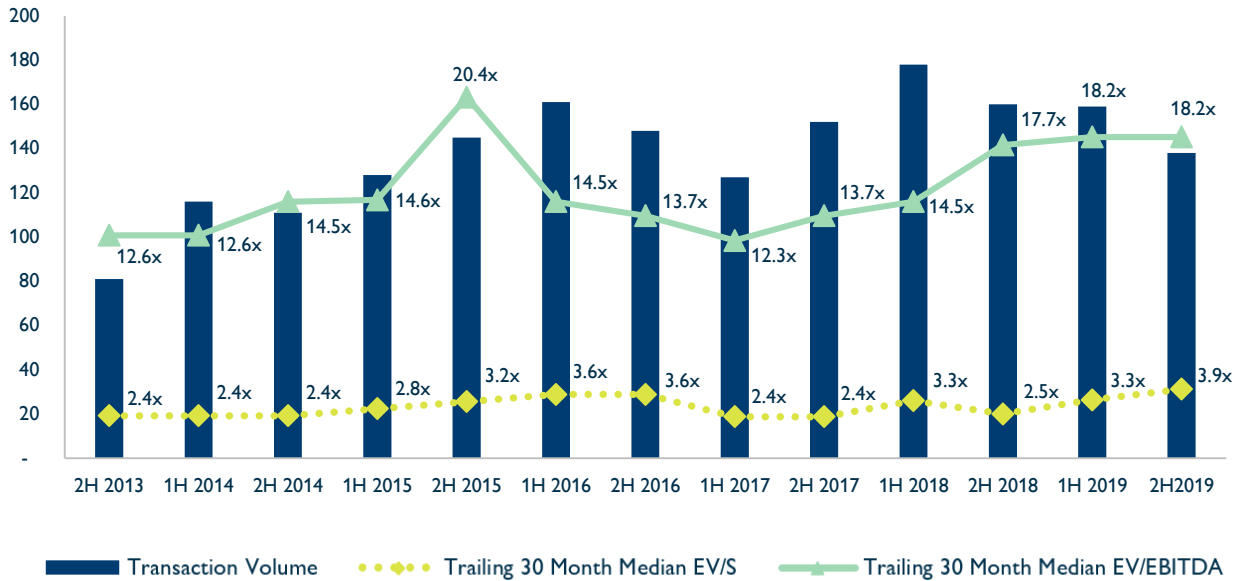
Healthtech remains biggest software vertical

The healthcare vertical saw the most software M&A activity in 2H2019 by far. Over 80 per cent of these transactions targeted a North American firm, which alludes to the fact that, while crossover between North America and Europe does appear in healthtech M&A, regional specificities – especially the private vs. public nature of healthtech in the US and Europe, respectively – give rise to very different technological needs and regulatory requirements for healthcare businesses and providers.

One healthtech transaction was Johnson & Johnson's December acquisition of Verb Surgical and its surgery robotics and analytics software, which includes features for pre-operative planning, intra-operative decision making, and post-operative care. Verb Surgical's surgical solutions platform incorporates leading-edge robotic capabilities and best-in-class medical device technology for OR professionals.

Verb Surgical was formed in 2015 as a strategic collaboration between Ethicon, a Johnson & Johnson medical devices company, and Google Life Sciences' sibling company Verily.

Johnson & Johnson moved to fully take over its robotic surgery venture by acquiring the remaining stake of Verb Surgical.

Johnson & Johnson

20 Dec
ACQUIRED
Not disclosed

VERB SURGICAL

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Learning, training and education software continues to elicit strong interest

In December, private equity firm Thoma Bravo acquired Instructure – the second largest Enterprise Software transaction – for $1.8 billion, at 6.9x EV/S. Instructure, a learning management and employee training SaaS has features for managing school assessments, analytics, registration, video learning modules and employee training and development. The intention in taking Instructure private is to make the company more acquisitive in education technology and thus expand internationally.

THOMABRAVO
04 Dec
ACQUIRED
$1.8 billion, 6.9x EV/S

INSTRUCTURE

sanoma
05 Dec
ACQUIRED
Not disclosed

its learning

A day later, Finnish media company Sanoma Group acquired itslearning, a Nordic hosted learning management systems company which provides learning management systems for businesses in the educational sector worldwide. Through this acquisition, Sanoma aims to expand its digital learning footprint into Norway, France and Germany.

Tesla improves autonomous driving software

Meanwhile, Tesla bought DeepScale, an AI autonomous driving vision software which enables automakers to use a vehicle's native low-wattage processors and sensors for autonomous driving. Tesla is pushing towards "full self-driving" vehicles, as currently its vehicles are not fully autonomous but "level 2", with its Autopilot system being a more advanced driver assistance system than most other vehicles on the road today. Musk has promised that the advanced driver assistance capabilities on Tesla vehicles will continue to improve until eventually reaching the full automation high-water mark, and DeepScale AI appears to be part of this effort in improving software.

TESLA
30 Sep
ACQUIRED
Not disclosed

DEEPSCALE

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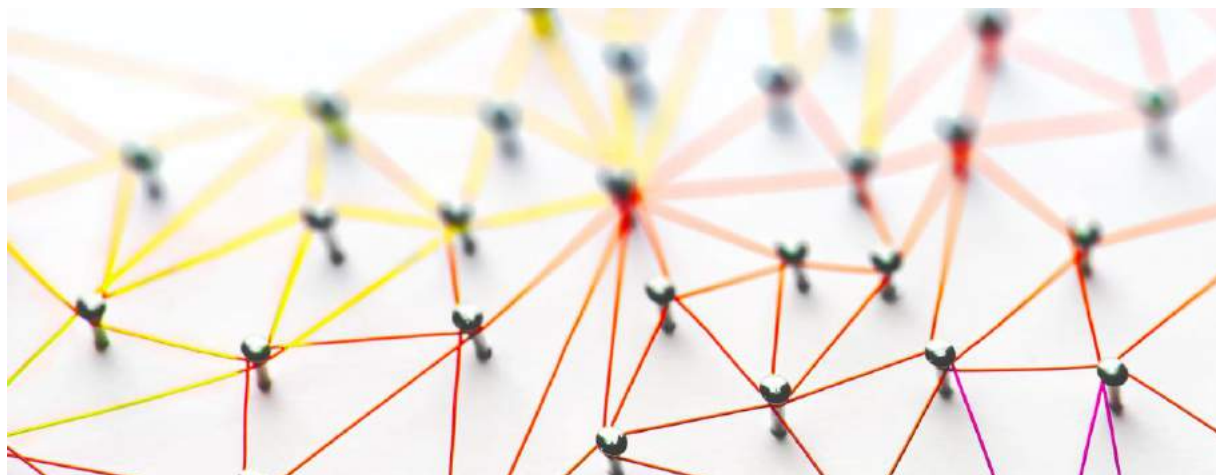
CONCLUSION & CONTACTS

As 2019 drew to an end, we saw continuously strong demand for assets in the Enterprise Software sector. Valuation metrics remained steadfast at peak levels, while deal volume decreased ever so slightly – the sign of a slowdown?

Private equity investors maintained their high level of activity in the second half of the year. Supported by readily available debt financing for acquisitions, PEs have often outbid strategic buyers in leveraged buyouts and accounted for one-third of last years' deal count. PEs, as venture capital investors, often move in groups increasing deal volume in favoured sectors of the day, so the continued high level of valuation metrics and deal volume does depend on their continued interest in the sector.

Miro Parizek
Principal Partner
miro.parizek@hampletonpartners.com

In addition to PEs, we saw more activity in the sector from tech giants such as Google and Microsoft, who, over the last few years, had focused on other areas. This may provide an impetus to some of the smaller giants to move in a similar direction.

Given the apparent never-ending need for enterprises globally to invest in IT and applications, we don't see deal activity going down in the long run. At the same time, there is a good likelihood of a shorter term correction impacting valuations and volume in the coming two or three years – meaning that anyone considering to sell in the short- to medium-term should seriously consider accelerating their actions. Conversely, buyers may be advised to wait a bit, but they could risk losing out on good assets. Overall, we are keen to see how 2020 plays out in the incredibly active sector of Enterprise Software.

Selection of Hampleton Enterprise Software transactions

FAST LTA	BASECASE	360 Vertical Solutions	DOCUFY	TONBELLER Software ■ Consulting
acquired by	acquired by	acquired by	acquired by	acquired by
Afinum	CERTARA	SAG lobal	HEIDELBERG	FICO

Zero-loss archiving and backup solutions for mission-critical data in the healthcare, public sector and industrial verticals in Germany.	Data visualisation SaaS allowing personalisation of a visual value proposition for life science companies	Vertical software application layers on top of MS platform serving legal and AEC markets	Component content management system and services for technical documentation, collaboration and delivery software	Standardised and individual solutions against financial and white-collar crime and for risk management and monitoring, analysis, and reporting

About Hampleton Partners

Hampleton Partners is at the forefront of international mergers and acquisitions advisory for companies with technology at their core.

Hampleton's experienced deal makers have built, bought and sold over 100 fast-growing tech businesses and provide hands-on expertise and unrivalled international advice to tech entrepreneurs and the companies who are looking to accelerate growth and maximise value.

With offices in London, Frankfurt, Stockholm and San Francisco, Hampleton offers a global perspective with sector expertise in: Automotive Tech, IoT, AI, Fintech, Insurtech, Cybersecurity, VR/AR, Healthtech, Digital Marketing, Enterprise Software, IT Services, SaaS & Cloud and E-Commerce.

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Hampleton produces regular reports on M&A activity in the following sectors

- AR/VR
- Artificial Intelligence
- Automotive Technology
- Cybersecurity

- Digital Commerce
- Enterprise Software
- Fintech
- Healthtech

- HR Tech
- Insurtech
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