

# EX-787

FOUNDED 2017

With \$15M in 2021 revenue, this Inc 5000 Company has built a meaningful IT product and services sales channel, providing best in class service and care. By leveraging a combination of e-commerce self-service tools, platforms, and human interaction, the business represents the top security and infrastructure vendors in the industry such as Barracuda, SonicWall, Fortinet, Meraki, Palo Alto Networks and others.

The Company has its own owned storefronts as well as third party stores, backed by an experienced call center manned by data security experts who provide consultative services by phone, email and online chat.

Under the hood, the Company has assembled people, process and systems with centralized purchasing relationships ideally suited for the aggregation of additional companies & revenue streams to accelerate future growth. With a focus on network and cloud security, the Company provides deep subject matter expertise in unified threat management, wireless security, connectivity and storage.

This acquisition opportunity may be leveraged by cross-selling managed services (MSP) or managed security services (MSSP) into the Company's expansive list of customers. Additionally, a larger value added reseller can integrate the Company's trusted relationships in the security marketplace, or, leverage the platform to accelerate the acquisition of other value added resellers.

The business is currently developing software tools focusing on systems, tools, platforms and third party integrations internally. The founder is flexible, and would consider a leadership role post transaction if invited.



Company Sale



HEADQUARTERS  
East Coast



# OF EMPLOYEES

11

Business Operations	3	<div style="width: 30%;"></div>
Sales and Marketing	5	<div style="width: 50%;"></div>
Software Development	3	<div style="width: 30%;"></div>



## PRODUCTS AND SERVICES

### IT Supply Chain Services

- IT Resellers
- IT Products & Distributors
- IT Direct Mailers
- Established IT reseller and MSP sales account
- Optimized purchasing platform built for scale

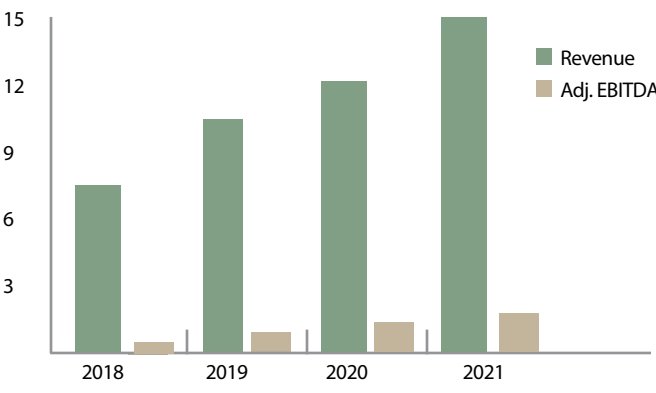
### Software

- Middleware, Tools & Integration
- Customer lifecycle management technologies designed to increase customer retention & renewal rates
- Catalog pricing automation & stock status tools
- Inside sales & channel partner self service systems



## FINANCIALS

# 2019-2022E



Description (\$M)	2019	2020	2021	2022E
Revenue	\$11.0	\$12.4	\$15.0	\$17.0
Gross Profit	\$2.0	\$2.6	\$3.3	\$3.6
Adj. EBITDA	\$396k	\$594k	\$1.2	\$2.0

## % RECURRING REVENUE BY SERVICE TYPE

Licensing, Maintenance, contract renewals | 100% |

## RECURRING REVENUE (\$M)

Year	Revenue (\$M)
2018	\$1.0*
2019	\$2.1
2020	\$2.7
2021	\$5.4

\*Number is estimated

## INVESTMENT CONSIDERATIONS

- Growing Recurring Revenue:** The Company recognizes the importance of recurring revenue and has accelerated this aspect of the business by increasing ARR & MRR from \$2.1M in 2019 to projected \$5.4M in 2021.
- Revenue Growth:** The business has consistently grown top line revenue, more than doubling sales from \$7M in 2018 to \$15M in 2021.
- Strategic Pairing:** Merged with an MSP and/or MSSP, the combined business would cover a wide range of services and products, focusing on the expanding security space.
- Consultative eCommerce Platform:** This Company provides a vast array of IT solutions and services, specializing in information security, networking, storage, digital media and cloud.
- Marketing and Sales Model:** The business has a highly-differentiated marketing and sales model that includes a combination of eCommerce, consultative engagements and proprietary technology. With an award-winning team of management, innovative marketers, sales specialists and product engineers, the Company has built a best-in-class product distribution platform.

## CUSTOMERS



## # OF CUSTOMERS/CUSTOMER RETENTION/LOCATION

14,000 / 90%



## CUSTOMERS BY REVENUE

# TOP 10

Company #	Revenue %
Company #1	2%
Company #2	1%
Company #3	1%
Company #4	1%
Company #5	0.5%
Company #6	0.5%
Company #7	0.3%
Company #8	0.3%
Company #9	0.3%
Company #10	0.2%

## NEXT STEPS

To learn more about company EX-787 please execute NDA and send to Amanda Haws. Our team will follow up with a mutually executed NDA and provide an introduction to the company's CEO.



[Start NDA Now](#)

[Amanda Haws](#)

[Asset Listing](#)