

ITX DIRECT

A Monthly Listing of ITX Clients for Sale

ITX Direct is a consolidated listing of ITX clients by category. This free subscription includes blind asset profiles that are updated and distributed on the 15th of each month. Click the link at the bottom of each asset listing to view the full blind profile.

May 2022 Edition



ITX

a martinwolf company

BUSINESSES FOR SALE



ITX

a martinwolf company

Headquartered in Scottsdale, Arizona, with an office in Cleveland, *martinwolf* and ITX have 25 years of experience, completing over 220 transactions in more than 20 countries and selling eight divisions of Fortune 500 companies. ITX has the most comprehensive network of smaller mid-market buyers and sellers. Since 1998, ITX has fostered strong and steady relationships with private equity firms and strategic buyers who seek to expand their business platforms and geographic footprint through M&A.

AREAS OF EXPERTISE INCLUDE:

- *Managed Security Services Providers (MSSPs)*
- *Managed Services Providers (MSPs)*
- *Cloud Services Providers*
- *Microsoft Channel Partners*
- *Oracle Partners*
- *Salesforce Partners*

We keep it simple: Learn the intimate details about our clients, and then identify the best possible buyers to make the acquisition based on aligned businesses philosophies, cultural fit, and total transaction value.

For more information, contact Amanda Haws, Marketplace Director at ahaws@itexchangenet.com.

COMPANY OBJECTIVE:



Strategic Partner



Company Sale

Description (\$M)	2019	2020	2021	2022E
Revenue	\$29.4	\$27.5	\$31.6	\$33.3
Gross Profit	\$7.6	\$6.8	\$7.8	\$6.7
Adj. EBITDA	\$319K	\$420K	\$908K	\$875K

NUMBER OF CUSTOMERS:

240

OF EMPLOYEES: 60

FOCUS: The Company is a recognized mid-market value-added reseller and managed services provider focused on delivering secure infrastructure and communications systems to clients with revenues of \$75M to \$1.75B. An investment in the Company provides a strategic opportunity to acquire an industry-best engineering team and an entrenched regional footprint.

Click [HERE](#) for more information on this asset.

COMPANY OBJECTIVE:



Company Sale

Description (\$M)	2019	2020	2021	2022E
Revenue	\$2.36	\$2.29	\$2.74	\$3.70
Gross Profit	\$1.44	\$1.41	\$1.81	\$1.33
Adj. EBITDA	\$319K	\$420K	\$908K	\$875K

MRR:
50%

OF EMPLOYEES: 9

FOCUS: The Company is a well-respected and deeply trusted database Managed Services firm specializing in database technologies services. It is an Oracle Gold Partner with 30 long-term clients under 1-3 year, auto-renewing managed services contracts generating 50% of the Company's revenues. The Company also offers its own homegrown software to manage and monitor client databases.

Click [HERE](#) for more information on this asset.

COMPANY OBJECTIVE:



Strategic Partner



Company Sale

Description (\$M)	2019	2020	2021	2022E
Revenue	\$2.6	\$3.2	\$3.7	\$3.7
Gross Profit	\$1.1	\$1.3	\$1.5	\$1.5
Adj. EBITDA	\$139K	\$463K	\$390K	\$400K

MSFT GOLD COMPETENCIES:

6

OF EMPLOYEES: 24

FOCUS: Founded as a certified Woman's Business Enterprise, this #3.7M Microsoft channel partner has deep subject matter expertise in Microsoft 365, Teams, Teams Voice, SharePoint, Power BI, and Process Optimization. With 24 employees, the firm has a strong balance of technical and project management experience in Digital and Cloud Transformation.

Click [HERE](#) for more information on this asset.

COMPANY OBJECTIVE:



Company Sale

Description (\$M)	2019	2020	2021	2022E
Revenue	\$3.26	\$1.91	\$2.08	\$2.45
Gross Profit	\$3.58	\$1.85	\$2.01	\$1.75
Adj. EBITDA	\$70K	\$510K	\$510K	\$850K

CUSTOMER RETENTION:

92%

OF EMPLOYEES: 42

FOCUS: With deep experience, specializations and expertise in Dynamics CRM, Business Central and the Power Platform (Power BI, Power Apps, Power Automate and Power Portals), the Company does it all for the end-user customer as a one stop shop. An Australian Microsoft Gold Partner, it has worked on hundreds of projects developing considerable, repeatable IP along the way.

Click [HERE](#) for more information on this asset.

COMPANY OBJECTIVE:



Strategic Partner



Company Sale

Private Equity
Partner

Description (\$M)	2019	2020	2021	2022E
Revenue	\$800K	\$1.1	\$1.1	\$1.4
Gross Profit	\$250K	\$350K	\$525K	\$700K
Adj. EBITDA	\$50K	\$190K	\$210K	\$280K

CUSTOMER RETENTION:

99%

OF EMPLOYEES: 8

FOCUS: For over 15 years, Company has provided Managed IT Services and Microsoft Solutions to small and mid-market companies, empowering customers to achieve more by adopting cloud solutions. Today, the company has significantly grown its MRR, and it has developed multiple proprietary solutions including its own automated sales and billing platform that enable it to create maximum value with maximum margins.

Click [HERE](#) for more information on this asset.

COMPANY OBJECTIVE:

*Strategic Partner**Company Sale**Private Equity Partner*

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

NUMBER OF CUSTOMERS:

16,000

OF EMPLOYEES: 11

FOCUS: This Company is a fast-growing security solution provider that has experienced significant revenue growth in each full year of operations since the company's founding in 2016 and forecasts \$17M in 2022. It represents the top security and infrastructure vendors in the industry such as Fortinet, Meraki, Sophos, ESET, Palo Alto Networks, Barracuda and others, and its sustained top-line growth is paired with meaningful margin-enhancing IP that enables the Company to provide best in class service and care with minimal overhead.

Click [HERE](#) for more information on this asset.

EX-788

Value-Added Reseller (VAR) & OEM/MSP

 EAST COAST

UNDER LOI

VAR
Value-Added
Reseller

MSP
Managed
Service
Provider

ITS
IT Services
& Integration

COMPANY OBJECTIVE:



Company Sale

Description (\$M)	2019	2020	2021	2022E
Revenue	\$68.28	\$76.26	\$100.98	\$90.00
Gross Profit	\$6.75	\$7.33	\$11.83	\$10.80
Adj. EBITDA	\$1.12	\$1.41	\$4.49	\$4.00

CUSTOMER LIFESPAN > 10 YEARS:

93%

OF EMPLOYEES: 79

FOCUS: For over 35 years, this Company has delivered IT business solutions to both public and commercial sectors, from medium size businesses to large enterprise customers. Customers rely on the Company's experience and resources to design and implement customized solutions specific to Hardware & Software Procurement, Configuration & Integration, Delivery & Inventory Management, Warranty, Repair & Support, Security Support, Technology Staffing, and more.

Click [HERE](#) for more information on this asset.

COMPANY OBJECTIVE:



Strategic Partner



Company Sale



Private Equity Partner

SALESFORCE PLATFORM EXPERTISE:

10+

OF EMPLOYEES: 49

FOCUS: The Company offers a unique centered approach to specialized vertical solutions and best utilization of Salesforce-based technology to address the needs of both nonprofit and public clients. Experts in Salesforce technologies, the Company brings value in subject matter expertise and the ability to apply world-class technology to help organizations overcome historical challenges. Multiple partnerships and technical expertise on multiple platforms within Salesforce.

Click [HERE](#) for more information on this asset.

Description (\$M)	2019	2020	2021	2022E
Revenue	\$3.63	\$5.67	\$8.00	\$11.32
Gross Profit	\$1.58	\$2.90	\$4.61	\$2.65
Adj. EBITDA	\$1.09	\$1.22	\$1.81	\$2.70

COMPANY OBJECTIVE:



Strategic Partner



Company Sale



Private Equity Partner

Description (\$M)	2019	2020	2021	2022E
Revenue	\$30.3	\$23.1	\$21.4	\$25.5
Gross Profit	\$6.0	\$6.5	\$6.7	\$7.0
Adj. EBITDA	\$2.2	\$2.2	\$2.6	\$2.6

CORE ORACLE CONSULTING REVENUE:

74%

OF EMPLOYEES: 20

FOCUS: The Company is a key software asset management (SAM) provider offering license and help desk services on a global scale across multiple industry ecosystems. Major partners include Oracle, Microsoft, and IBM, with competencies extending into the Salesforce and Adobe ecosystems. Customers range from long- standing SMB leaders to Fortune 100 enterprises.

Click [HERE](#) for more information on this asset.

COMPANY OBJECTIVE:



Strategic Partner



Company Sale



Private Equity Partner

Description (\$M)	2019	2020	2021	2022E
Revenue	\$12.4	\$12.3	\$20.8	\$27.7
Gross Profit	\$5.0	\$5.4	\$10.4	\$12.3
Adj. EBITDA	\$2.1	\$2.1	\$5.6	\$7.7

DIRECT TO CONSUMER REVENUE:

90%

OF EMPLOYEES: 159

FOCUS: Master Agent/Distributor for leading Telecom, Internet, and Cable providers but it has built an unparalleled sales platform and process that could be deployed in any industry. Leveraging its proprietary channel management technology and its global call centers, it is poised for high-margin, continued growth. Key differentiators include its variety of sophisticated lead generation techniques that are applied to target potential customers.

Click [HERE](#) for more information on this asset.

COMPANY OBJECTIVE:



Company Sale

Description (\$M)	2019	2020	2021	2022E
Revenue	\$25.8	\$26.3	\$25.9	\$29.8
Gross Profit	\$2.5	\$2.6	\$2.9	\$3.5
Adj. EBITDA	\$842K	\$1.1	\$1.1	\$1.5

NUMBER OF CUSTOMERS:

125+

OF EMPLOYEES: 20

FOCUS: For over 20 years the Company is a well-established provider of enterprise technology products and solutions. It offers professional, managed cloud and other value-added services to clients including both various Federal Government departments and agencies as well as top contractors and other commercial organizations throughout the US.

Click [HERE](#) for more information on this asset.

COMPANY OBJECTIVE:



Strategic Partner



Company Sale

Description (\$M)	2020	2021	2022E
Revenue	\$43.5	\$61.4	\$65.0
Gross Profit	\$5.3	\$7.9	\$8.0
Adj. EBITDA	\$3.5	\$5.7	\$6.0

NUMBER OF ACTIVE CUSTOMERS:

185

OF EMPLOYEES: 12

FOCUS: The Company provides purchasing and resale services of used (second-hand) DRAM memory modules for servers, laptops, desktops, and many other electronic applications. This is made possible by the Company's longstanding relationship with factories (assembly houses), major OEMs, and re-sellers, enabling the company to provide reliable products, prompt delivery and excellent customer service to businesses worldwide.

Click [HERE](#) for more information on this asset.

ENTERING THE MARKET

EX-804

WEST COAST

VAR

Value-Added
Reseller

OF EMPLOYEES: 7

2021 REVENUE: \$8.5 M

FOCUS: Value Added Reseller