

# 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 15<sup>th</sup> of each month. Click the link at the bottom of each asset listing to view the full blind profile.

**August 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](mailto:ahaws@itexchangenet.com).**

## COMPANY OBJECTIVE:



*Strategic  
Partner*



*Company  
Sale*



*Private Equity Partner*

Description (\$M)	2019	2020	2021	2022E
Revenue	\$3.7	\$3.9	\$3.5	\$3.5
Gross Profit	\$3.7	\$3.9	\$3.5	\$3.5
Adj. EBITDA	\$439K	\$508k	\$40k	\$350k

## NUMBER OF CUSTOMERS:

# 125+

**# OF EMPLOYEES:** 23

**FOCUS:** The Company has been delivering comprehensive services for building, integrating, creating, and implementing IP solutions for more than 20 years. It is the largest privately owned Internet Solutions Provider in its region and offers colocation and other managed services, IP-enabling and connectivity-related technologies.

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

# EX-795

## Value-Added Reseller (VAR) & MSP

UNITED STATES

**VAR**  
Value-Added  
Reseller

**MSP**  
Managed  
Service  
Provider

### 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.

# EX-786

EAST COAST

Microsoft Gold Partner

UNDER LOI

MP  
Microsoft  
Partner

## 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.

ITX



ITExchangeNet.com

**COMPANY OBJECTIVE:**


*Strategic  
Partner*



*Company  
Sale*



*Private Equity Partner*

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

**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.

**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:



*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.



## COMPANY OBJECTIVE:



*Company  
Sale*

Description (\$M)	2019	2020	2021	2022E
Revenue	\$5.4	\$7.6	\$10.4	\$11
Gross Profit	\$1.7	\$2.6	\$3.5	\$3.7
Adj. EBITDA	\$574k	\$1.2	\$1.3	\$1.4

## NUMBER OF ACTIVE CUSTOMERS:

80

## # OF EMPLOYEES: 4

**FOCUS:** The Company is a boutique cloud services and solution provider who custom designs and implements Software Application testing programs. With a focus on Security, Functional and Performance testing, it has developed programs for customers in all industries from startups to Fortune 500 companies. Services include automation, performance, and security testing, as well as data analytics and mobile quality analysis. 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.

# ENTERING THE MARKET

EX-811

WEST

**ITSA**  
IT Staff  
Augmentation

**# OF EMPLOYEES:** 6

**2022 REVENUE:** \$12.8 M

**FOCUS:** IT Cloud Staffing

EX-814

EAST

**DMF**  
Digital  
Marketing  
Firm

**# OF EMPLOYEES:** 14

**2022 REVENUE:** \$950k

**FOCUS:** Marketing/Advertising

EX-815

WEST

**ITS**  
IT Services &  
Integration

**# OF EMPLOYEES:** 156

**2022 REVENUE:** \$1.3 M

**FOCUS:** Business IT Services/Solutions