



ALLIANCE OF MERGER & ACQUISITION ADVISORS®

### Conga Acquires CRMCulture:

An example of successful advisor collaboration which led to a superior outcome for the client

#### THE CLIENT'S SITUATION

CRMCulture, owned by Steve Roch, was a consulting company that provided SalesForce implementation and administration services. In addition to the consulting services, CRMCulture had also developed an app for the SalesForce app exchange that brought in recurring revenue. The app was in the early stages of deployment and growth which pulled financial and manpower resources from the consulting business.

Unfortunately, Steve Roch experienced a serious health issue that made him re-evaluate his priorities and ultimately the decision to sell his business.

#### THE APPROACH

Steve Roch looked to Bill McCalpin of Capitalize Network for pre-transaction planning services. CRMCulture retained Capitalize Network to develop a transaction plan including separating the financials and operations between the consulting company and the app, while also helping him realize the value of the app as a stand alone product. CRMCulture was approached by a unsolicited buyer, Conga, with a very aggressive M&A schedule to potentially acquire the app. Having already completed substantial pre-transaction planning with Capitalize Network, CRMCulture was able to respond very quickly and enter into a transaction. In December 2015, Bill advised the client that the transaction would benefit greatly by having both Capitalize and an experienced investment banker, Chris Blees of BiggsKofford Capital, on the transaction which ultimately lead to Conga successfully acquiring both the consulting company and the app from CRMCulture.

#### HOW DID THIS DELIVER VALUE TO THE CLIENT?

As a result of the collaborative work between Bill and Chris, Steve Roch was able to double the proceeds from the sale of CRMCulture and successfully exit. There was a mutual relationship between Bill who provided the pre-transaction planning that created the opportunity for CRMCulture to be acquired and Chris's transaction ability and experience to engage Conga to buy both the consulting company and the app that set the stage for this favorable outcome. The success fee for closing was split between Bill and Chris, forging a future collaborative alliance and building a pipeline for future transactions!

Chris Blees, CM&AA and Bill McCalprin are both members of the **Alliance of M&A Advisors** and the new **MidMarket Alliance**!