

BOIS CAPITAL

Data and Analytics Sector Review



June 2017

Bois Capital is an independent investment bank focused on the technology sector. The Managing Partners have extensive corporate finance experience combined with a deep understanding of technology, have worked on major corporate finance transactions, developed technology products, invested in technology companies, and led divisions of billion dollar public technology companies.

The Managing Partners have extensive experience in the analytics sector, with Tarang Shah, Ben Boissevain, and Peter Benedict executing multiple analytics transactions.

Bois Capital Focus Areas















SaaS / Software

- Data and Analytics
- Enterprise Software
- Infrastructure and Security Software
- Data Center and Managed Services

Internet and Digital Media

- Ecommerce
- Mobile
- Digital Media and Content

Cross-Border Experience

Bois Capital Client	Acquirer
	
	
	
	
	
	
	

Managing Partners

Tarang Shah

+1 (858) 213-6700

tarang@boiscapital.com



Ben Boissevain

+1 (646) 286-4589

ben@boiscapital.com







Peter Benedict

+1 (908) 242-0829

peter@boiscapital.com



Bois Capital Analytics Transactions

 <p>Crowdx has been acquired by cellwize? Bois Capital acted as exclusive M&A adviser to CrowdX BOIS CAPITAL</p>	<p>Sale of CrowdX Ltd., a mobile network analytics company in Israel, to Cellwize</p> <p>Cellwize’s SON offering, when enhanced with CrowdX’s crowdsourcing technology, will enable a new generation of capabilities for operators to drive measurable improvements.</p>
 <p>comSCORE has divested its Mobile Analytics Division in an MBO transaction to innovo Bois Capital acted as exclusive M&A adviser to comScore BOIS CAPITAL</p>	<p>Divestiture of the mobile analytics division of comScore, Inc. to Innovo in an MBO transaction</p> <p>The Division focuses on providing telco analytics solutions to the Marketing and Customer Care departments. comScore, Inc. has a \$2.3 billion market capitalization.</p>
 <p>Swiss Mobility Solutions has been acquired by gemalto Bois Capital acted as exclusive M&A adviser to Swiss Mobility Solutions BOIS CAPITAL</p>	<p>Sale of Swiss Mobility Solutions, a Swiss firm focused on mobile analytics, to Gemalto</p> <p>Gemalto is the leader in digital security. In a world where the digital revolution is increasingly transforming our lives, Gemalto’s solutions are designed to make personal digital interactions more convenient, secure, and enjoyable. Gemalto has a €4.7 billion market capitalization.</p>
 <p>SYNCRONMATICS has been acquired by gmv Bois Capital acted as exclusive M&A adviser to Syncromatics BOIS CAPITAL</p>	<p>Sale of Syncromatics Corporation, a leading U.S. SaaS provider of advanced bus tracking, CAD/AVL, and real-time passenger information solutions, to GMV in Spain</p> <p>GMV acquired Syncromatics to accelerate growth in the US market. With this acquisition, GMV consolidates its leading position in the global Intelligent Transport Systems (ITS) market. GMV is a billion-dollar private global technology company in Space, Defense, and ITS.</p>

Bois Capital is currently representing two European and Asian telco analytics firms for M&A.

Key Trends and Drivers in Data and Analytics Growth and M&A

Businesses are increasingly relying more on insights derived from analytics and less on intuitive decision making. To enable this they are investing in Big Data Analytics platforms with reporting, planning, predictive analytics, and new cognitive capabilities. Added to this the growth of external data feeds such as mobile and social media and new event data streams generated from applications and it is obvious that analytics will be an ever more critical element in formulating business strategies.

This is driving new vertical and horizontal use cases, and resulting M&A consolidation:

Sample Vertical Markets:

- | | | |
|--------------------|------------------|-----------------|
| • Retail | • Education | • Banking |
| • Healthcare | • Transportation | • Manufacturing |
| • Energy/Utilities | • Insurance | • Government |

Sample Horizontal Applications:

- | | | |
|----------------------------------|--------------------------|-------------------------|
| • Process Optimization | • Business Analytics | • Customer Insights |
| • Network Performance Monitoring | • Revenue Assurance | • Network/User Security |
| • Customer Experience Management | • Marketing Optimization | • IoT Analytics |

As an example of these various drivers, there are three interesting case studies from the below list:

- **Thales acquisition of Guavus:** Guavus was a traditionally telco-focused analytics firm. However in building a real time big data analytics platform they expanded out to address other non-telco use cases. Ultimately Thales, which is not focused on telecoms use cases, acquired Guavus for its underlying platform and applicability to multiple industries Thales addresses including aeronautics, space, rail signaling, defense and security. (\$215 million).
- **Infor acquires Birst:** ERP enterprise software vendor Infor acquired Birst, a cloud-based analytics platform. In making this acquisition, Infor is dramatically expanding the functionality of its ERP portfolio which, at its core, collects user data. With Birst they will be able to bring users deep insights based on this information. The Birst acquisition also gives Infor a cloud-based solution set for a possible future Analytics as a Service offering. (\$100 million).
- **Intel buys Mobileye:** Intel has been long been moving away from being a pure play chip manufacturer and has been making acquisitions to provide critical foundational technologies for various emerging processing-dependent verticals. A case in point is their recent acquisition of Mobileye which addresses the IoT and self-driving cars verticals. Mobileye brings

together sensor data with analytics to address many of the critical areas in self-driving vehicles including processing sensor data, crowdsourcing data for high-definition maps, and driving policy intelligence to inform autonomous driving decisions. (\$15 billion).

It is also interesting to note that private equity is increasing active in the analytics sector, e.g. Golden Gate's recent acquisition of NeuStar at a revenue multiple of **2.3x** and Vista Equity Partners acquisition of Regulatory Data Corp, Inc.

Table 1: Analytics Comparable Companies

Company	Ticker	Enterprise Value (\$M)	Revenue (\$M)	Enterprise Value / Revenue
Verisk Analytics Inc.	VRSK	\$15,460	\$2,005	7.7x
Splunk Inc.	SPLK	\$7,610	\$1,006	7.6x
Teradata Corporation	TDC	\$2,984	\$2,268	1.3x
Pegasystems Inc.	PEGA	\$4,527	\$795	5.7x
Tableau Software, Inc.	DATA	\$3,878	\$855	4.5x
Verint Systems Inc.	VRNT	\$3,120	\$1,062	2.9x
MicroStrategy Incorporated	MSTR	\$1,473	\$514	2.9x
Talend SA	TLND	\$864	\$116	7.4x
Inovalon Holdings, Inc.	INOV	\$1,689	\$433	3.9x
PROS Holdings, Inc.	PRO	\$909	\$156	5.8x
Median				5.0x

Interestingly, public companies in the analytics sector are trading at a revenue multiple of **5.0x**, compared to a revenue multiple of **4.7x** for precedent transactions, which is very similar.

Table 2: Precedent Transactions

Closed	Target	Acquirer	Target Description	Enterprise Value (\$MM)	Revenue Multiple
Pending	Delphi Automotive PLC	Control-Tec LLC	Telematics and analytics solutions for the transportation industry.	\$145	NA
Pending	Experian Plc	CS Identity Corp.	Identity theft prevention and fraud detection solutions for government agencies.	\$360	NA
Pending	Genscape, Inc.	Locus Energy, LLC	Provider of data monitoring and analytics software for the energy sector.	NA	NA
Pending	Golden Gate Capital	NeuStar, Inc.	Real-time information and analytics software and services.	\$2,699	2.3x
Pending	Guidewire Software, Inc.	Eagle Eye Analytics, Inc.	Predictive analytics software and services for property and casualty insurers.	\$42	NA
Pending	IBM	Truven Health Analytics	Analytics software and services for the healthcare industry.	\$3,567	5.8x
Pending	Informa Plc	Penton Business Media, Inc.	Information, data, and marketing software and services.	\$1,557	NA
Pending	Intel Corp.	Nervana Systems, Inc.	Software solutions for data analysis, computation, and machine learning.	\$408	NA
Pending	Oracle Corporation	AddThis	Social sharing and analytics platform for sharing online content.	\$175	NA
Pending	salesforce.com, inc.	Beyond Core, Inc.	Automated business analysis for healthcare and manufacturing companies.	NA	NA
Pending	TBG AG	Telvent DTN, LLC	Agricultural information technology and data solutions.	\$900	NA
Pending	Telenor ASA	Tapad, INC.	Marketing technology and data analytics solutions.	\$379	NA
Pending	WNS (Holdings) Ltd.	Value Edge Research Services	BI and analytics software for the pharmaceutical and medical device industries.	\$18	NA
03/29/17	Progress Software Corp.	Data RPM Corp.	Cognitive predictive maintenance platform for industrial IoT applications.	\$30	NA
03/20/17	FactSet Research Systems Inc.	BI-SAM Technologies SA	Software analytics for the financial services sector.	\$205	7.3x

3/15/17	Golden Gate Capital	NeuStar, Inc.	Real-time information and analytics software and services.	\$2,712	2.3x
03/08/17	Google, Inc.	Kaggle, Inc.	Predictive modeling platform for analytical outsourcing applications.	NA	NA
03/06/17	Thermo Fisher Scientific, Inc.	Core Informatics LLC	Cloud-based scientific data management platform.	NA	NA
02/16/17	Infogix, Inc.	Data3Sixty, Inc.	Data governance technology platform for data intensive business environments.	NA	NA
02/09/17	Market Service, Inc.	AggData LLC	Usable and portable information databases to support business decisions.	NA	NA
2/8/17	Accenture Plc	Endgame, Inc.	Endpoint security analytics platform leveraging machine learning.	NA	NA
02/02/17	Elsevier BV	Plum Analytics, Inc.	Altmetrics and research impact measurement software and services.	NA	NA
02/01/17	Hewlett Packard Enterprise Co.	Niara, Inc.	Data-driven network security analytics platform for enterprises.	NA	NA
01/31/17	Carbonite, Inc.	Double-Take Software, Inc.	Data protection software for business-critical data and applications.	\$65	NA
1/18/17	Google, Inc.	Fabric	Software analytics tools, including a crash reporting platform.	NA	NA
01/10/17	Dun & Bradstreet Corp.	Avention, Inc.	Sales and marketing opportunity monitoring and intelligence platform.	\$150	2.5x
12/23/16	The Descartes Systems Group, Inc.	Datamyne, Inc.	Trade data intelligence software for analyzing trade activity.	\$53	NA
12/16/16	ARM Holdings	Allinea Software Ltd.	Software analysis software for high-performance users	\$22	NA
12/01/16	Morningstar, Inc.	Pitch Book Data, Inc.	Research, and analysis on private and public companies.	\$225	7.2x
11/30/16	Predictive Safety LLC	Data Connect Corp.	Trade show data management platform.	NA	NA
11/28/16	Verisk Analytics, Inc.	Intelligence LLC	Market analytics software solutions for the insurance industry.	NA	NA

11/16/16	Verint Systems, Inc.	Opinion Lab, Inc.	Software solutions for collecting and analyzing customer feedback.	\$84	4.2x
11/15/16	General Electric Co.	BitStew Systems, Inc.	Industrial data and operations management platform.	\$153	NA
11/10/16	Google, Inc.	Apigee Corp.	Digital data analytics platform for application management.	\$472	5.1x
10/04/16	BSM Technologies	Mobi Corp.	Appointment scheduling and analytics software for fleet optimization.	\$25	NA
10/03/16	ONEX Corp.	ScienceInfo. Business/ Thomson Reuters	Intellectual property and scientific information software and services.	\$3,550	3.6x
10/03/16	Quintiles Transnational Holdings, Inc.	IMS Health Holdings, Inc.	Data analytics software and services for the healthcare industry.	\$12,895	4.2x
10/01/16	Inovalon Holdings, Inc.	Creehan & Co. Corp.	Data and analytics software for pharmacy operations management.	\$130	4.8x
09/28/16	SAP SE	PlatOne, Inc.	IoT application enablement, data management, and device management.	NA	NA
09/20/16	Greenwave Systems, Inc.	Predixion Software, Inc.	Predictive analytics software for analyzing large volumes of data.	NA	NA
09/19/16	Google, Inc.	Speaktoit, Inc.	Human-computer interaction platform based on natural language analytics.	NA	NA
08/31/16	Vista Equity Partners	Regulatory Data Corp, Inc.	Risk mitigation, regulatory, and monitoring software and data.	NA	NA
08/23/16	Flight Global Ltd.	Flight Stats, Inc.	Web and mobile platform for flight data and flight tracking.	NA	NA
08/23/16	Syncsort, Inc.	Cogito Ltd.	Database management system tools.	NA	NA
08/22/16	Thoma Bravo LLC	Qlik Technologies, Inc.	Cloud-based business intelligence and data analytics software.	\$2,525	4.0x
08/08/16	Google, Inc.	Orbitera, Inc.	E-commerce, analytics, and cloud technologies for software vendors.	\$100	NA
08/01/16	Trimble Navigation Ltd.	Axio-Net GmbH	Data platform for satellite-based surveying and navigation services.	NA	NA
08/01/16	X.commerce, Inc.	RJMetrics, Inc.	Data infrastructure and analytics for online businesses.	NA	NA

06/27/16	E2open, Inc.	Orchestro, Inc.	Demand analytics for retail and omni-channel fulfillment.	NA	NA
06/07/16	Fortinet, Inc.	Accel Ops, Inc.	Analytics-driven IT operations and cloud management software.	\$32	NA
06/01/16	Genstar Capital	IHS, Inc.(OERM)	Sustainability management software for businesses and governments.	NA	NA
06/01/16	Veritas Capital	VeriskHealth,Inc.	Risk assessment and decision analytics software for the healthcare.	\$820	NA
05/25/16	IMS Health Holdings, Inc.	Privacy Analytics,Inc.	Data masking and de-identification software for the healthcare industry.	NA	NA
05/25/16	Mediware Information Systems, Inc.	Bowman Systems LLC	Information management analytics for the social services industry.	NA	NA
05/19/16	Grafton Capital Ltd.	Board International SA	Performance management and data analytics software.	NA	NA
04/27/16	Cloudmedx,Inc.	Gyrus Labs	Medical data analytics and services for the healthcare industry.	NA	NA
04/15/16	Alert Logic,Inc.	ClickSecurity,Inc.	Network security analytics software and services.	NA	NA
04/13/16	OpenGov,Inc.	Ontodia,Inc.	Open data and performance management solutions for the public sector.	NA	NA
04/08/16	IBM	Truven Health Analytics, Inc.	Data analytics and performance benchmarking solutions for the healthcare.	\$2,600	NA
04/08/16	ServiceNow, Inc.	ITapp	Cloud-based management and data privatization software.	\$15	NA
04/04/16	Medidata Solutions, Inc.	Intelemage LLC	Image transfer and data capture software for healthcare organizations.	\$19	NA
03/29/16	Guidewire Software,Inc.	EagleEye Analytics, Inc.	Predictive analytics software for the property and casualty insurance industry.	\$42	NA
03/10/16	Tableau Software, Inc.	HyPer	Relational DBMS for online transaction analytical processing workloads.	NA	NA
02/16/16	SAP SE	MeLLmo,Inc.	Data analytics workflow and sharing platform.	NA	NA
02/10/16	IHS Global Inc.	Oil Price Information Service, LLC	Real-time and historical spot, wholesale/rack, and fuel prices and analytics.	\$650	NA

01/28/16	Apple Inc.	Learn Sprout, Inc.	Online platform for data and application management for education.	NA	NA
01/27/16	SurveySamplingInternational,LLC	Instantly,Inc.	Tools and analytics for market researcher and brand management.	NA	NA
01/26/16	Tyco International plc	ShopperTrak RCT Corporation	Business analytics software for the retail industry.	\$175	2.3x
01/22/16	StatPro Group plc	Investor Analytics, LLC	Portfolio and risk management analytics for investment managers.	\$16	3.2x
01/21/16	Adobe Systems Software	Digital Analytix Business	SaaS platform to analyze customer data and report visitor behavior.	\$45	NA
01/05/16	Thoma Bravo, LLC	Infogix,Inc.	Data integrity, analytics, and visibility solutions for enterprises.	NA	NA
12/31/15	Geotab Inc.	Maps BI	Web-based data analytics and dashboards creation software.	NA	NA
12/14/15	Intercontinental Exchange, Inc.	Interactive Data Holdings Corporation	Provides financial market data, analytics.	7450	7.9x
12/09/15	NeuStar,Inc.	Market Share Partners LLC	Marketing analytics solutions for businesses.	450	7.9x
Median					4.7x