

# Industry Focus: B2B Tech & Services

Technology is rapidly changing the way companies manage human capital, engage in commerce, outsource critical functions and transform operations. At Harbor View Advisors, we have been at the leading edge of this change, helping to navigate transactions for companies in the B2B sector. Our experience ranges from Vertical SaaS to Human Capital Management and Sales & Marketing Solutions, Outsourced Professional Services, Staffing & Recruiting and IT Services. Our clients provide solutions across the B2B spectrum and deliver their offerings through SaaS or tech-enabled service models.

## We Work with Companies that Focus on:



Human Capital Management Solutions



Sales & Marketing Solutions



Outsourced Professional Services



Staffing & Recruiting



IT Services



Vertical SaaS

## Successful Outcomes

**OPERATIONSRX**  
*Simple Solutions for a Complex World*  
Value Creation Consulting  
Acquired by  
**ACCORDION**

**SEG**  
ACCELERATING GROWTH  
Acquired  
**SQUARE2**  
Marketing Services

**CFO Alliance**  
CFO Services  
Acquired by  
**Atlantix**

**emersion**  
Language Assessment  
Acquired by  
**IXL LEARNING™**

**MOUNTAIN TEMP SERVICES LLC**  
Light Industrial Staffing  
Received an Investment from  
**NEWSPRING** **DAWNY PATROL PARTNERS**  
**JACKSON PARTNERS LLC**

**CultureIQ**  
Culture Measurement  
Acquired by  
**Perceptyx**

**Alluvion**  
Where Talent Meets Opportunity.  
IT/F&A Staffing  
Acquired by  
**vaco**  
Free Yourself

**THE BIG KNOW**  
Wellness eLearning  
Acquired by  
**mPulse**  
mobile

**PRAGMATIC WORKS**  
IT Services  
Acquired by  
**3Cloud**

**Terryberry**  
Employee Engagement  
Received an Investment from  
**TENEX**  
CAPITAL MANAGEMENT

**COHESION**  
IT Staffing  
Acquired by  
**ALTA**  
IT Services

**DDI**  
Pre-Employment Testing Assets  
Pre-Hire Assessments  
Acquired by  
**psi**

**meridian**  
problems solved.  
IT Staffing  
Acquired by  
**CONSULTING SOLUTIONS INTERNATIONAL**

**rideau**  
return on recognition  
Employee Engagement  
Acquired by  
**Engage2Excel**

**Avanti**  
Healthcare Staffing  
Acquired by  
**Jackson**  
Healthcare

**stratex**  
Core HR  
Received an Investment from  
**HALYARD**  
CAPITAL

**SWC** TECHNOLOGY PARTNERS  
IT Services  
Received an Investment from  
**SVOBODA**  
CAPITAL PARTNERS

**AVIONTE**  
Staffing Software  
Received an Investment from  
**Serent**  
CAPITAL

## About Harbor View Advisors

Harbor View combines the best of investment banking and management consulting to help our clients see the possibilities, and we work hard to achieve their goals. We serve innovative companies in the middle market.

**B2B TECH & SERVICES****FINTECH****FINANCIAL SERVICES****INDUSTRIALS****CONSUMER**

Harbor View's leaders have extensive experience advising companies on their comprehensive M&A strategies. While our methodology is guided by each client's unique situation and objectives, we offer industry-tailored guidance. Our team approach allows us to provide differentiated advice and diligent execution for a variety of entrepreneur, private equity, and corporate clients.

## PUT OUR EXPERIENCE TO WORK.

### WHAT WE DO

#### Sell-side Advisory:

M&A FOR FOUNDER-OWNED BUSINESSES

#### Buy-side Advisory:

BUY-SIDE FOR PRIVATE EQUITY AND CORPORATE DEVELOPMENT

#### Strategic Consulting:

OPTIMIZES COMPANIES FOR SALE OR SCALE

#### CFO Services:

FINANCIAL INTELLIGENCE & LEADERSHIP

### OUR B2B TECH & SERVICES TEAM

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