



CREATING A SUPER ACQUISITION PLATFORM

Deal snapshot

- ASI Government Inc., a portfolio company of Excellere Partners, has sold its Virtual Acquisition Office (VAO) division to Compusearch, a portfolio company of ABRY Partners. Financial details have not been disclosed.
- ASI VAO is the leading provider of subscription research, information and educational services to government acquisition professionals. It offers an unmatched resource of workforce enablement and productivity tools, industry news and commentary and continuing professional development courses, all on a single easy-to-navigate platform.
- Compusearch provides software and services that advance commerce and collaboration among government agencies and contractors. Compusearch's software solutions provide federal, defense and intelligence agencies, as well as contractor organizations, with the visibility, control and transparency necessary to improve productivity and performance while also meeting increasingly stringent federal compliance standards.



What our client said

Tim Cooke, CEO, ASI Government Inc., USA

"Oaklins' market research specialist team in New York were able to achieve a better than expected outcome for our team and the business unit we carved out. They collaborated with us to identify and personally contact the most appropriate buyers in the market, while skillfully positioning our business unit in the information services industry. They understood the value proposition of the business unit we were selling and made sure that prospective buyers saw how it could be both separated out from us and added to their portfolios to create even more value."

Our role in the transaction

Oaklins' media team in New York acted as the exclusive financial advisor to ASI Government Inc. in this transaction.



Market trends and deal drivers

- Discretionary spending by the US Government on everything from jet fighters to paper clips exceeds US\$400 billion annually.
- The government's acquisition workforce experiences significant turnover yet must adhere to volumes of exacting rules to get their jobs done.
- Compusearch, the main supplier to the acquisition workforce of a workflow software platform, acquired ASI VAO to enhance the value of its core product and further differentiate it from other workflow solutions. Embedding ASI's Virtual Acquisition Office into the Compusearch tool expands the platform into a unique combination of workflow tool, knowledge base, news and information service, and online continuing education classroom.

M&A valuation aspects

- Valuations for information services firms remain strong, especially if the company is the leader in a well-defined market niche. Furthermore, the information can be more qualitative than quantitative as long as it is valuable and actionable.
- ASI and Compusearch together generated a transition services agreement that benefited both buyer and seller.

Oaklins industry specialist



✉ **Ken Sonenclar**, Managing Director, Market Research Specialist, Oaklins, USA

Ken has extensive experience in research and consulting, customer intelligence and experience, ad tech, editorial content, lead generation, events and cross-border transactions. Some of the high-profile transactions he has been involved in have been the sale of Vision Critical Research & Consulting to Maru Group/Primary Capital, RDA Group to Ipsos, and The New York Times' UCompareHealthCare to Vitals. He also advised on the creation of Spree 7, a cross-border ad-tech joint venture between PubliGroupe and MediaMath.

OAKLINS HAS CLOSED 259 DEALS IN TMT IN THE LAST FIVE YEARS

Oaklins is the world's most experienced mid-market M&A advisor, with 700 professionals globally and dedicated industry teams in 40 countries worldwide. We have closed over 1,500 transactions in the past five years.