

## DIGITAL COMMERCE/CUSTOMER EXPERIENCE CONSULTANCIES

### Overview

A well-funded private equity firm has retained Alcon Partners to help them identify digital commerce and customer experience consultancies for investment or acquisition.

Companies may provide end-to-end digital commerce solutions or specific expertise in fields such as digital strategy, customer experience, e-commerce platform engineering, customer relationship management, and analytics.

Our client intends to accelerate the company's growth through investment of capital and acquisitions of additional companies.

The seller may choose to continue to work at the company or exit and may also choose to retain equity in the company.

### Investment Criteria

Specific criteria for investment are as follows:

- Customer Profile
  - Companies that provide digital commerce service and solutions, such as:
    - Digital strategy
    - Customer experience management
    - E-commerce platform engineering
    - Customer relationship management
    - Analytics
  - Emphasis on delivery partners for products in the CXM ecosystem:
    - Adobe Experience Manager/Adobe Commerce
    - Salesforce
    - Shopify
    - Acquia
    - Optimizely
    - Bloomreach
- Geography
  - North America
- Size
  - Greater than \$15M in revenue

### Transaction Structure

- Buyout or majority recapitalization
- Material ongoing economic participation by existing owners or management, if desired

### Contact

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