

DATE

October 27, 2022

SECTORS

Technology & Software

DEAL LOCATIONS



DEAL TEAM



Christopher Hieb
Managing Director



Klaas Oskam
Managing Director



Nishant Malhotra
Director

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DC Advisory advised Acqueon on its majority growth investment from Long Ridge Equity Partners



Background

- Founded in 2019, Acqueon is a leading provider of omnichannel customer engagement software that allows enterprises to connect with customers, using their preferred communication channels
- Acqueon's proprietary technology platform integrates with existing contact center technology, centralizing customer data, and enabling personalized campaign creation with fully automated compliance built in
- Acqueon has experienced a period of dramatic growth, with over 200 enterprise customers across financial services & banking, healthcare, retail & distribution, and the public sector, leveraging Acqueon's platform
- Long Ridge Equity Partners is a private equity firm providing sector expertise and growth capital for leading technology companies

Process

- DC Advisory (DC), led by Chris Hieb, was selected as exclusive advisor to Acqueon, given its deep expertise in the customer engagement sector, cross-border capabilities and proven track record advising growth stage companies
- DC worked closely with the management team to position Acqueon as an attractive growth opportunity with customer engagement sector leadership
- DC sourced and engaged with potential buyers, leading discussions and negotiations in a competitive process that yielded multiple offers

Outcome

- In October 2022, Long Ridge Equity Partners agreed to provide a majority growth investment into Acqueon
- This transaction will enable Acqueon to further extend its business via accelerated product innovation, channel partner expansion, and continued investments in its people, platform, and client services
- Existing investors, Everstone Capital and Cisco, will remain equity holders in Acqueon

“Chris Hieb and his team, have a deep knowledge of our sector with the right relationships, on a global scale, which allowed us to find the perfect partner and to accomplish a great outcome for Acqueon.”

Ashish Koul
CEO, Acqueon

“We are pleased to see such a great outcome for Ashish and the team at Acqueon – the true standout leader in the space, and I can not think of a better partner than Long Ridge Equity Partners, to provide added support on their journey.”

Christopher Hieb
Managing Director, DC Advisory