

**DATE**

July 26, 2012

**SECTORS**

Technology & Software

**DEAL TYPE**

M&A Advisory

**DEAL LOCATIONS**



# DC Advisory advised Involver on its sale to Oracle

DC Advisory\* would like to congratulate Involver, a social media development platform that has been acquired by Oracle. DC Advisory\* served as financial advisor to Involver and its shareholders in the transaction. Involver's SML (Social Markup Language) technology is expected to extend Oracle's social platform to help customers more easily and cost-effectively collaborate and build engaging applications and social experiences across their social campaigns and sites. DC Advisory\* is pleased to have had the opportunity to represent the entire Involver team, as well as its investors Bessemer Venture Partners and Cervin Ventures on the transaction.

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