

DATE

January 01, 2011

SECTORS

Technology & Software

DEAL TYPE

M&A Advisory

DEAL LOCATIONS**DEAL TEAM**

DC Advisory advised Obvient Strategies on its sale to ABB



Jan.5, 2011 ABB, the leading power and automation technology group, has agreed to acquire Obvient Strategies Inc., a privately owned specialist software provider, adding Obvient's solutions to its recently acquired Ventyx software portfolio. The transaction will further enhance ABB's software offering for asset management, power distribution automation and smart grid applications.

Obvient offers software and services for industries and utilities with geographically dispersed assets. The company's business intelligence software collects, analyzes and reports critical real-time as well as periodic information. This supports decision making and helps users to optimize operations. As well as helping to manage complex operations, the solutions also reduce operating costs and improve asset reliability. Obvient's unique products compile the power transmission and distribution sector's best business practices into prepackaged solutions. This enables companies to monitor and manage their distributed assets more effectively, on a real-time and event-driven basis.

"The Obvient portfolio is highly complementary to our own software solutions for the power sector," said Jens Birgersson, head of ABB's Network Management business within ABB's Power Systems division. "It significantly strengthens our software-based solutions, enabling us to provide better service to our customers, from asset health and customer care to distribution and outage management."

ABB plans to retain the Obvient team and place its executives in key roles within the Ventyx product management organization. The company has offices near Atlanta, Georgia, and a staff of 40.

"We are delighted to join the global ABB family. We have already worked together on a number of projects and joining our complementary portfolios makes perfect sense," said Ray Kasten, president and CEO of Obvient Strategies. "This move will enable Obvient to

enhance support for our rapidly growing customer base while accelerating our product development initiatives.”

Ventyx, an ABB company (www.ventyx.com), provides enterprise software, energy markets data and professional services that enable energy, utility, communications and other asset-intensive organizations to optimize operational efficiency and productivity.

ABB (www.abb.com) is a leader in power and automation technologies that enable utility and industry customers to improve their performance while lowering environmental impact. The ABB Group of companies operates in around 100 countries and employs more than 117,000 people.