

DATE

July 06, 2021

SECTORS

Technology & Software

DEAL LOCATIONS



DEAL TEAM



David Dolan

Managing Director



Edward Nie

Director

DC Advisory advises Vehicle Tracking Solutions on its growth equity investment from LLR Partners



Background

- Founded in 2002, Vehicle Tracking Solutions (VTS) is a leading SaaS-based fleet management and operational intelligence platform
- VTS' IntelliShift platform provides connected fleet and safety operations solutions that are used by more than 3,000 customers from emerging small businesses to complex, regulated organizations with thousands of vehicles and assets
- VTS uses predictive data modeling, machine learning, and GPS satellites, to provide real-time vehicle monitoring, reduce dependency on paper-based / legacy systems, and optimize routing / dispatch to improve ROI
- LLR Partners (LLR) is a mid-market private equity firm investing in technology and healthcare businesses

Process

- DC Advisory (DC) acted as the exclusive advisor to VTS on its growth equity investment from LLR
- DC has been a long-term advisor to VTS – predominantly because of its deep domain expertise within transportation, supply chain and logistics tech and close-knit

relationships with the most relevant investors

- DC worked with the founders to engage select investors with relevant expertise in the industry, allowing the company to negotiate preemptive offers and close the transaction expeditiously ahead of a formal process
- DC provided full advisory support, managed the investor due diligence process and helped negotiate definitive documentation with LLR and its advisors

Outcome

- VTS received a growth equity investment from LLR Partners in June 2021
- Investment will accelerate growth for the IntelliShift platform, including product innovation, expanding the sales & marketing organization, and enhancing customer experience and ROI by optimizing and transforming fleet and asset management

“Dave, Eddie, Haider and the DC Advisory team have been nothing short of exceptional throughout this deal process. They worked diligently and advocated for VTS from start to finish. The DC team has been a trusted advisor to my company for years and we look forward to continuing to work with them in the future. We are truly excited for the growth and opportunities to come from our partnership with LLR.”

John Cunningham, President & CEO
VTS