

**DATE**

January 26, 2022

**SECTORS**

Technology & Software

**DEAL TYPE**

M&A Advisory

**DEAL LOCATIONS**



**DEAL TEAM**



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# DC Advisory advised SmartDeploy on its sale to PDQ.com and TA Associates



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### Background

- Founded in 2009, SmartDeploy is a leading provider of modern endpoint management solutions that enable centralized, single-image management of Windows and applications
- Headquartered in Bellevue, Washington, SmartDeploy is the first and only solution to offer computer imaging and ongoing management from the cloud
- More than 3,800 organizations, including Aetna, the US Department of Transportation, Nissan, University of Washington, ETRADE, and GE Healthcare rely on SmartDeploy for endpoint management
- Founded in 2001 and backed by TA Associates, PDQ.com (PDQ) is an industry leader in software and IT asset management

- Located in South Salt Lake, Utah, PDQ helps IT professionals manage and organize hardware, software, and configuration data for Windows and Apple-based devices
- PDQ's tools seamlessly automate patch management and other software deployments

**Process**

- DC Advisory (DC) was engaged by SmartDeploy's parent company, Prowess Consulting, in July 2021 to provide M&A advice in relation to the divestiture of SmartDeploy
- DC ran a highly efficient process that included a comprehensive outreach to both strategic and financial buyers while achieving the owners' objective of closing the transaction before the end of the year

**Outcome**

- SmartDeploy announced its sale to PDQ and TA Associates on January 25 2022
- The transaction combines two leading and complementary IT management solutions to form a complete and user friendly platform that meets the evolving needs of system administrators and IT professionals