

DATE

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SECTORS

Technology & Software
Industrials

DEAL TYPE

M&A Advisory

DEAL LOCATIONS



DEAL TEAM



David Dolan
Managing Director



Edward Nie
Director

DC Advisory advised Transflo, a True Wind portfolio company, on the acquisition of Microdea

TRANSFLO



TRUE WIND

MICRODEA

Background

- Pegasus TransTech, LLC (Transflo) provides a leading digital platform to the transportation industry that helps shippers, freight brokers, carriers, drivers, and receivers improve communication, gain load visibility, expedite payment processing and automate the back office
- Transflo's suite of solutions includes Electronic Bills of Lading (EBOL), Electronic Proof of Delivery (EPOD), telematics / ELDs, Velocity+ broker services, document scanning, freight visibility, truck navigation, and other features such as image optimization and digital workflow management tools
- The company is headquartered in Florida, US, and has been majority owned by San Francisco-based private equity firm True Wind Capital Management, L.P. (True Wind) since January 2018
- As part of the company's growth plan, Transflo was seeking to broaden its automation capabilities and expand its presence across North America
- Microdea Inc. (Microdea) is a Canadian-based provider of document management and back office automation software to over 400 carriers, brokers and shippers in North America

Overview

- DC Advisory worked closely with Transflo and True Wind to expand the market landscape, analyze the strategic impact of the acquisition and conduct customer calls
- The acquisition of Microdea enhances the digitized end-to-end automated document workflow within the supply chain for shippers, brokers, carriers and drivers
- This transaction also expands Transflo's presence in Canada