

DATE

April 08, 2015

SECTORS

Media & Telecom

DEAL LOCATIONS



DEAL TEAM



Frank Cordek
Director

DC Advisory advised Brierley & Partners on its sale to Nomura Research Institute

TOKYO, JAPAN / DALLAS, TEXAS – March 31, 2015 -Nomura Research Institute, Ltd., (NRI), a leading provider of consulting services and system solutions announced today that Nomura Research Institute Holdings America, Inc. has entered into a definitive agreement to acquire Brierley+Partners, a leader in Loyalty and CRM services headquartered in Plano, TX.

Brierley+Partners, founded in 1985 by Hal Brierley, has an unparalleled history of creating many of the world's most popular and measurably profitable loyalty programs. A true leader in the industry, Brierley+Partners has been applying their unique Relationship Management® principles for decades. Brierley+Partners offers a complete suite of CRM and loyalty services from their award-winning strategic design to their Brierley LoyaltyWare® technology platform that is uniquely robust, flexible and quick-to-market.