

DATE

January 27, 2022

SECTORS

Technology & Software

DEAL LOCATIONS



DEAL TEAM



Joel Strauch

Managing Director



Christopher Hieb

Managing Director

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DC Advisory advises Yellowfin on its sale to Idera, Inc.



Background

- Yellowfin provides a next-generation embedded data analytics and business intelligence platform for augmented business users and developers
- Yellowfin's industry-leading, turnkey analytics and business intelligence solution simplifies the entire analytics workflow and allows users to interact with data within their application
- Headquartered in Melbourne, Australia, Yellowfin has a deep and growing customer base spanning 50 countries, three million end users and thousands of ISVs and enterprise organizations
- Idera delivers B2B software productivity tools and has more than 50,000 customers worldwide - including some of the world's largest healthcare, financial services, retail, and technology companies

Process

- Yellowfin selected DC Advisory (DC) as its exclusive financial advisor because of its long-standing technology & software experience, relationships with key strategic and

financial sponsors, and deep knowledge of Yellowfin's market

- DC worked closely with the founder and management team to run a tailored sell-side process that focused on engaging with strategic and financial buyers and guiding Yellowfin's management team through each step in the strategic sale process

Outcome

- Idera completed the acquisition of Yellowfin in January 2022
- The acquisition expands Idera's product portfolio in a new growth area, providing substantial cross-sell opportunities for their existing customers
- This transaction profiles DC's deep knowledge and strong existing credentials in the infrastructure software sector

"Joel Strauch, Chris Hieb, and the DC Advisory team were outstanding from start to finish. Their understanding of our business and market, attention to detail, and level of support were critical in delivering a fantastic outcome. We are delighted to have had DC Advisory as our partner in leading Yellowfin through this strategic process and for all their contributions and advice in assisting us in completing the transaction with Idera."

Glen Rabie
Founder & CEO, Yellowfin