

**DATE**

September 21, 2021

**SECTORS**

Technology & Software

**DEAL LOCATIONS**



**DEAL TEAM**



**David Dolan**  
Managing Director



**Hiroo Makino**  
Managing Director

# DC Advisory advised DiCentral on its sale to TrueCommerce



## Background

- Founded in 2000 and headquartered in Texas, DiCentral is a leading global B2B and API solutions provider that delivers the tools and expertise needed to solve complex EDI and supply chain integration challenges
- DiCentral provides a cloud platform and a suite of multi-enterprise business applications that empower organizations to connect, collaborate and exchange multiple supply chain signals across their trading partner ecosystems
- DiCentral's strong momentum, diversified and global customer base, and differentiated solution portfolio made it highly attractive to buyers

## Process

- DC Advisory (DC) was selected and engaged by DiCentral because of its long-standing enterprise and supply chain software expertise, relationships with existing investors, deep B2B collaboration & integration sector knowledge and relationships with the most relevant buyers
- During this transaction, DC worked with the founders to run a tailored process that

focused on engaging with both strategic and financial buyers, allowing the team to evaluate a number of competitive bids and ultimately successfully close the transaction

### **Outcome**

- In September 2021, DiCentral was acquired by TrueCommerce, via its financial sponsor Welsh, Carson, Anderson & Stowe
- TrueCommerce acquired DiCentral to strengthen its multi-enterprise commerce network, deepen its solutions portfolio and extend its geographic footprint
- The addition of DiCentral’s platform further cements TrueCommerce’s position as a leader in the digital supply chain collaboration and connectivity space. The combined company’s expertise in automation, digitalization, and integration, ensure TrueCommerce is uniquely positioned to provide value-added solutions designed to tackle complex supply chain and eCommerce challenges

“Teamwork was the key on this very successful outcome: we were able to deliver to our client the guidance and contacts of multiple senior bankers in both the US and Japan.”

Greg Ager  
DC Advisory, Washington, D.C.

“Greg Ager, Dave Dolan, Jason Reyes and the entire DC Advisory team were true partners in navigating a very complex process to find the right outcome in the next part of our journey for our customers and employees. They weren’t afraid of engaging in difficult conversations, which truly made a difference in delivering great results for all of our stakeholders.”

Thuy Mai  
CEO, DiCentral