



Transaction Announcement

October 3, 2023

Connect with us



Madison Park Group is pleased to announce
its role as exclusive financial advisor to

DEVONWAY

Strategic Sale

The logo for Ideagen features the word 'Ideagen' in a dark, sans-serif font. To the right of the text is a stylized graphic consisting of three interlocking cubes in shades of teal, pink, and grey.

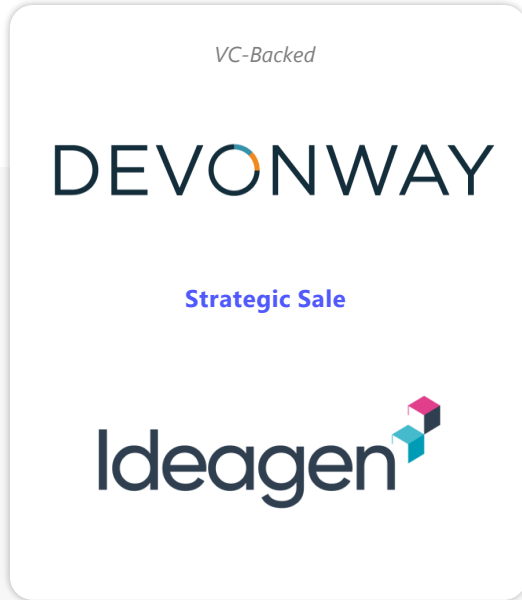
Ideagen

September 2023

DevonWay Acquired By Ideagen

September 2023

MADISON PARK GROUP



Transaction Highlights

- DevonWay offers industry leading compliance and operations management software to sectors such as energy and utilities, advanced manufacturing, nuclear power generation, and US national laboratories
- The company's configurable platform and comprehensive product suite includes QMS, EHS, EAM and WFM solutions
- DevonWay strengthens Ideagen's EHSQ portfolio with an enterprise-grade platform while also extending into new product areas (EAM, WFM) and enhancing its US presence

About the Deal

- Backed by Crosslink Capital, DevonWay received strong interest from strategics and financial sponsors given its technology strength, market tailwinds, customer rolodex, robust financial profile and tenured management team
- Ideagen, based in the UK, is backed by Hg Capital. More than 11,400 customers worldwide trust Ideagen to support them with their health, safety, risk, quality, audit and collaboration needs.

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"The MPG team did an incredible job running our process. They know the industry inside and out, so we didn't waste any time dealing with potential acquirers who weren't going to be a good fit. The volume and quality of the work they put in, their responsiveness, and their deep experience made the process infinitely smoother than if we had tried to manage it on our own. And most importantly, we ended up with the best outcome for everyone involved, and it's not an exaggeration to say that outcome wouldn't have been possible without MPG's guiding hand. Worth every penny."

— Chris Moustakas, President and CEO

Market Relevance



Note: QMS = Quality Management Systems; EHS = Environmental, Health, and Safety; EAM = Enterprise Asset Management; WFM = Workforce Management

Growth Stage

FOCUSED ON GROWTH STAGE TECHNOLOGY COMPANIES

220+

COMPLETED TRANSACTIONS

\$30+

BILLION IN DEAL VALUE

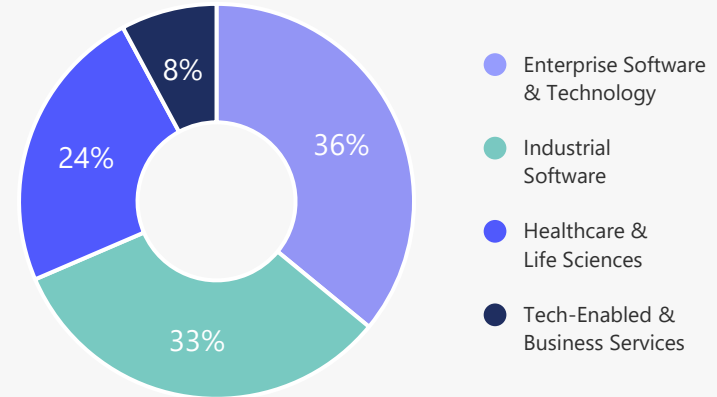
98%+

MULTIPLE TERM SHEETS/LOIs

25%+

CROSS-BORDER TRANSACTIONS

Our Deep Sector Expertise Drives Better Outcomes ⁽¹⁾



(1) Select deals completed in the last ten years



FOCUS

We partner with global technology clients across North America and Europe



EXPERTISE

We specialize in impacting growth strategies to optimize shareholder value creation



STRATEGY

We marry thoughtful corporate strategy planning with stalwart transactional execution



RESOURCES

Domain experts with active relationships across +1,500 global investors

Select Transactions

<p><i>VC-Backed</i></p> <p>DEVONWAY</p> <p>Strategic Sale</p> <p>Ideagen</p>	<p><i>PE-Backed</i></p> <p>MemberSuite</p> <p>Strategic Sale</p> <p>GrowthZone smarter association software</p>	<p><i>VC-Backed</i></p> <p>PLAYERLYNC</p> <p>Strategic Sale</p> <p>intertek</p>	<p><i>Founding Team</i></p> <p>operix</p> <p>Growth Investment</p> <p>M33 GROWTH</p>	<p><i>PE-Backed</i></p> <p>andavi SOLUTIONS</p> <p>Acquisitions Of</p> <p>GREATVINES Digitalrep BUSINESS IMPACT TRADEPARENCY</p>	<p><i>Founding Team</i></p> <p>ComplianceGroup</p> <p>Financial Sale</p> <p>ALDRICH CAPITAL PARTNERS</p>
<p><i>Founding Team</i></p> <p>intellect</p> <p>Financial Sale</p> <p>STRATTAM CAPITAL</p>	<p><i>PE-Backed</i></p> <p>SEMATELL INTERACTION SOLUTIONS</p> <p>Financial Sale</p> <p>PINOVA CAPITAL</p>	<p><i>Founding Team</i></p> <p>AgileAssets</p> <p>Strategic Sale</p> <p>Trimble</p>	<p><i>VC-Backed</i></p> <p>nextcaller</p> <p>Strategic Sale</p> <p>Pindrop</p>	<p><i>Founding Team</i></p> <p>Isi</p> <p>Merge With</p> <p>invenio</p>	<p><i>Founding Team</i></p> <p>BLUEPRINT Research Group</p> <p>Strategic Sale</p> <p>TRINITY</p>
<p><i>PE-Backed</i></p> <p>Romax TECHNOLOGY</p> <p>Strategic Sale</p> <p>HEXAGON</p>	<p><i>Founding Team</i></p> <p>TECH SOFT 3D Dependable. Dynamic. Durable.</p> <p>Financial Sale</p> <p>Battery</p>	<p><i>Founding Team</i></p> <p>Green Mountain Technology</p> <p>Minority Investment</p> <p>THOMPSON STREET CAPITAL PARTNERS</p>	<p><i>PE-Backed</i></p> <p>Cityworks Empowering GIS®</p> <p>Strategic Sale</p> <p>Trimble</p>	<p><i>Founding Team</i></p> <p>ISOMETRIX</p> <p>Financial Sale</p> <p>CARLYLE</p>	<p><i>PE-Backed</i></p> <p>anju LIFE SCIENCES SOFTWARE</p> <p>Financial Sale</p> <p>abry partners</p>

[Click here for our full transaction list](#)

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