

### **HW Industrial Software Introduction**

#### HARRIS WILLIAMS ("HW")

- 25+ years and more than 1,000 closed transactions
- 350+ professionals across eight office globally
- 170+ closed transactions in the last 24 months
- 10 industry groups

#### **FOCUSED ADVISORY SERVICES**

- Mergers and acquisitions (M&A)
- Capital raises
- Corporate divestitures

#### **CONSISTENT RECOGNITION FOR QUALITY**









#### HW TECHNOLOGY, MEDIA & TELECOM ("TMT") GROUP

- 35+ dedicated TMT professionals
- TMT offices include Boston, San Francisco, and London

#### **KEY TMT THEMES**

√ SaaS / Cloud

✓ Data & Analytics

✓ Digital Transformation

✓ A.I. / Machine Learning

#### **HORIZONTAL FOCUS SECTORS**

- Application Software
- Cloud Managed Services and Hosting Solutions
- Compliance Solutions
- CRM and Marketing Automation
- Human Capital Management
- Infrastructure and Security Software
- IT and Tech-Enabled Services
- Marketing, Research, and Insights Software

#### **VERTICAL FOCUS SECTORS**

- Architecture, Engineering, and Construction Software
- Education Technology and Services
- Energy Technology
- · Facilities and Real Estate Software
- Financial Technology and Payments
- Government Technology
- Healthcare IT
- Industrial and Supply Chain Technology
- Internet and eCommerce
- Retail Technology

INDUSTRIALS

#### **HW INDUSTRIAL SOFTWARE TEAM**

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### SELECT HW INDUSTRIAL SOFTWARE EXPERIENCE



















### **HW Current Market Observations and Insights**

#### HW TECHNOLOGY, MEDIA AND TELECOM MID-YEAR REVIEW



For access to HW's Optimizing the Outcome: Dealmaking in TMT During COVID-19, visit Link

#### LATEST HW MARKET INSIGHTS



For access to HW's latest insights and perspective, email us at <a href="mailto:insights@harriswilliams.com">insights@harriswilliams.com</a> or visit www.harriswilliams.com/news-insights



#### **Recent Publications:**

COVID - 19: Consumer Insights, New Normal Trends, & Investment Implications

M&A Learnings from Past Economic Disruptions

The Impact of 5G on Telecom

#### **Deep Sector Expertise Across Key TMT Focus Areas**



- Architecture, Engineering, and Construction
- eCommerce
- Education Technology and Services
- Financial Technology and Payments
- Healthcare IT
- ...and more

For access to HW's TMT content, email us at TMT Insights@harriswilliams.com



# Digital Transformation Underway as Organizations Seek to Enhance Agility and Visibility Across Production and Supply Chain Operations

#### **INDUSTRY TRENDS<sup>1,2</sup>**

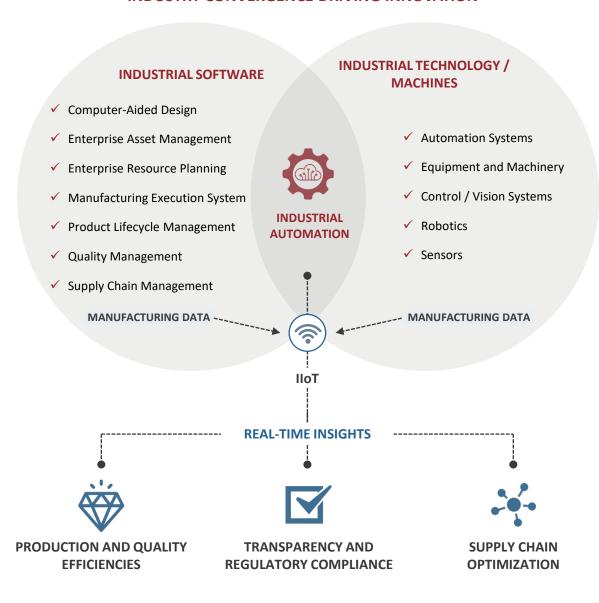
- The emergence of Industrial IoT Platform-as-a-Service (PaaS) that connects machines, data, and people to drive unconventional growth through new revenue streams, hybrid business models, and enhanced product innovation
- The global Industrial IoT (IIoT) market is expected to reach \$124B by 2021, growing at a CAGR of more than 7%, driven by improved operational efficiency, improved productivity, creation of new business opportunities, reduction in downtime, and optimization of asset utilization
- Heightened geopolitical tension and increasing competition making quality and speed-to-market strategic imperatives
- Product lifecycles are becoming increasingly complex as manufacturers seek real-time visibility and integration across their global supply chains and multisite production operations
- Accelerating adoption of cloud-based solutions capable of delivering real-time information and connecting plants across geographies without the costs and complexity of managing robust technology infrastructure

#### **KEY STATS**

41B+ IIoT Devices Worldwide by 2025

48M+ 5G Endpoint Installed Base by 2023

#### INDUSTRY CONVERGENCE DRIVING INNOVATION<sup>1,2</sup>



## Innovation is Accelerating Across the Broader Industrial Sector

#### PRODUCTIVITY GAINS FROM GOING DIGITAL<sup>3</sup>

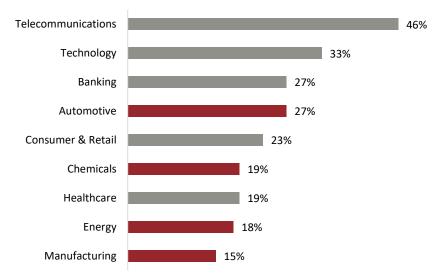




• Industrial companies, traditionally the least digitally integrated amongst the industry verticals, are faced with the challenge of digital transformation

#### DIGITAL CHAMPIONS IN THE U.S.

Percentage of companies



- The U.S. technology, telecommunications, and banking industries have the greatest percentage of digitally integrated companies
- Manufacturing has the lowest percentage due to its nondigital product portfolio

# INVESTMENT IN AI, ADVANCED NETWORKING, AND DATA VISUALIZATION TO AUTOMATE LARGE-SCALE PROCESSES<sup>3</sup>

#### **ARTIFICIAL INTELLIGENCE**



- Al has the potential to create value for industrial manufacturers at every stage of production
- Al-powered analytics can reduce unplanned downtime, and improve efficiency, product quality, and safety performance
- Manufacturers can also leverage Al-fueled algorithms on customer and product data to closely match supply with demand

#### **ADVANCED NETWORKING**



- Advanced networking is crucial to connecting assets and devices to deliver real-time flexibility, visibility, and efficiency
- 5G and ultra-broadband can ensure seamless vertical, horizontal, and cross-geographic integration across the value chain
- Benefits include insights into production and product consumption, real-time updates on market conditions, as well as supporting new "asa-service" business models

#### **DATA VISUALIZATION**

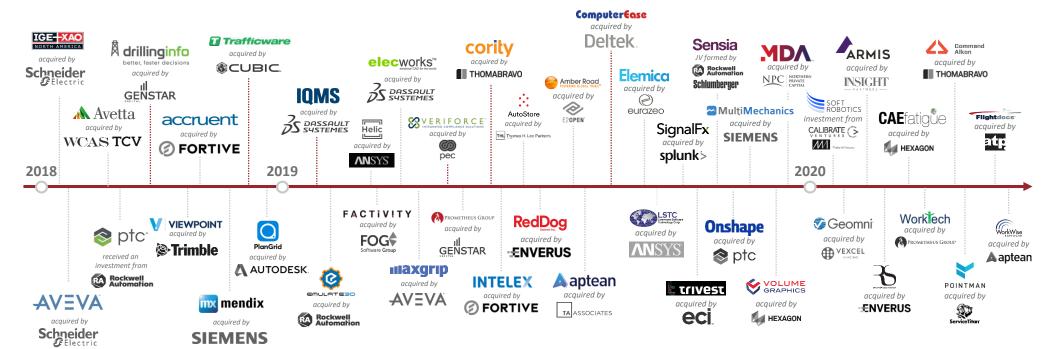


- Improvements in 3-D visualization, augmented reality, and virtual reality enable industrial manufacturers to more easily digest complex information
- Visualization via a digital twin (an interactive, working, and digital representation of the physical asset) helps companies simulate repairs, enabling safe practice and training ahead of site visits

## Increasing M&A Momentum Across the Industrial Software Market

#### SELECT NOTABLE INDUSTRIAL SOFTWARE M&A ACTIVITY

#### ----- HW TRANSACTION



#### **NOTABLE INDUSTRY CONSOLIDATORS**



















### Notable 2Q 2020 Industrial Software Transactions<sup>4</sup>

Completed: June 24, 2020

### WorkWise SOFTWARE



#### **APTEAN'S ACQUISITION OF WORKWISE**

- · Workwise is a provider of ERP and CRM software solutions designed for discrete manufacturers
- Workwise primarily serves customers in the industrial vehicles, agricultural equipment, industrial equipment, food and beverage equipment, metals and plastics fabrication, and electronics sectors
- The combination strengthens Aptean's leadership within the discrete manufacturing market, adding purpose-built software created to handle the complex needs of manufacturers that design and build highly engineered products

Completed: June 12, 2020





**HW Confidential** 

ATP'S ACQUISITION OF FLIGHTDOCS

- Flightdocs is a provider of aircraft maintenance tracking and inventory management solutions within business aviation, delivering mission-critical enterprise-grade aviation software
- Solutions include maintenance tracking, inventory management, and flight operations, which alleviate flight disrupters and adds control and
  efficiency to the process, ensuring safety for flight departments
- The acquisition creates one of the largest providers of software solutions and information services within the aviation industry, supporting 75,000 maintenance professionals across more than 7,500 customers in 137 countries

Completed: May 26, 2020



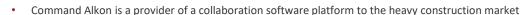




- Pointman is a provider of field service management software for home service businesses that combines operations management software for contractors with ongoing coaching, analysis, feedback, and peer connections
- Mobile-centric platform allows contractors to access their data in the field, including applications for paperless field service, real-time sync, integrated custom forms management, and sales proposals and presentations
- The acquisition expands ServiceTitan's customer base with Pointman's 400+ customers and 6,000+ active users

Completed: April 23, 2020

#### THOMA BRAVO'S ACQUISITION OF COMMAND ALKON







- CONNEX, the Company's many-to-many technology platform, enables business partners to automate inter-enterprise operations and capture real-time visibility into heavy material orders and deliveries
- The acquisition by Thoma Bravo is expected to speed the execution of Command Alkon's strategy to integrate inter-company supply chain operations in heavy construction via CONNEX
- By investing in next-generation, vertical-cloud capabilities, Command Alkon will replace manual and paper-based processes to maximize
  efficiency and productivity, improve real-time decision making, and ensure certainty of project outcomes

Completed: April 17, 2020

#### PROMETHEUS GROUP'S ACQUISITION OF WORKTECH

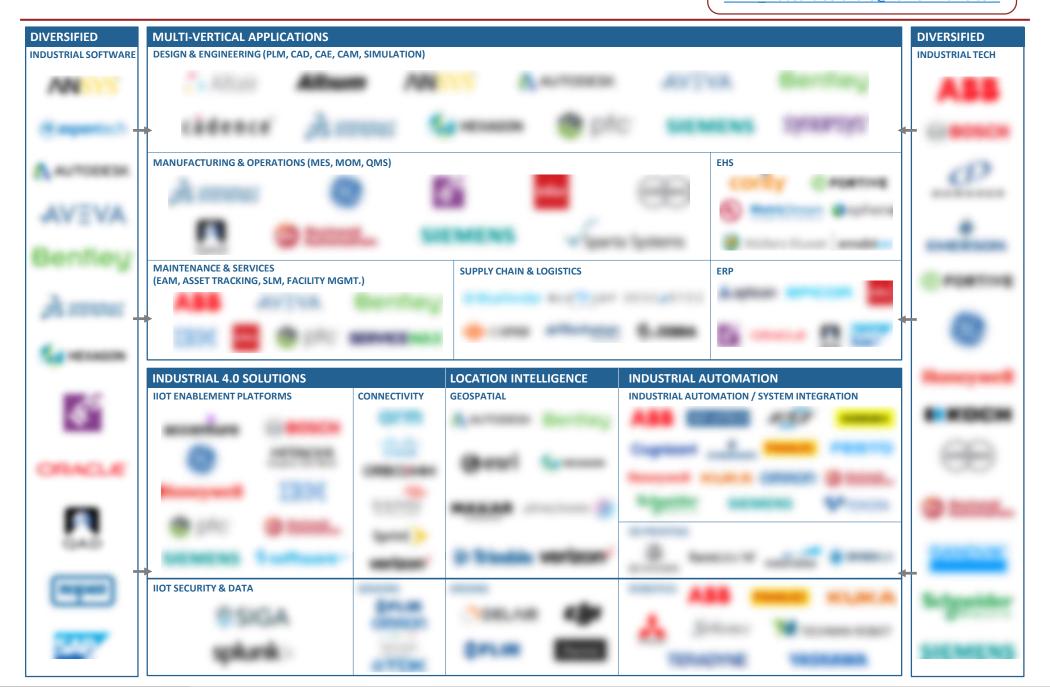




- WorkTech is a provider of asset management operations and optimization software to the oil and gas, nuclear, and power generation sectors
- By bridging the divide between software and the real world with data connections to physical gates, WorkTech allows its customers to tightly manage contractor expenses and track workforce utilization
- WorkTech will be a critical component of Prometheus's STO solution, further improving the planning and execution of shutdowns and turnarounds by providing real-time snapshots of planned versus actual activity and spend

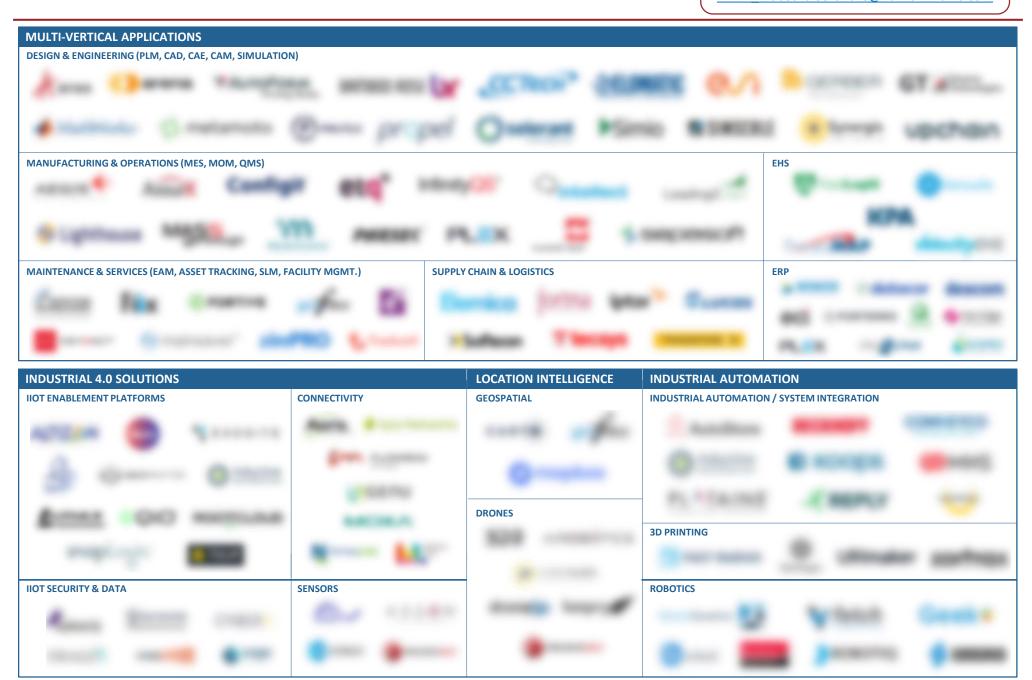
### **Industrial Software Landscape – Incumbents**

To receive the latest Industrial Software market maps, please contact HW at \*TMT IndustrialSoftware@harriswilliams.com

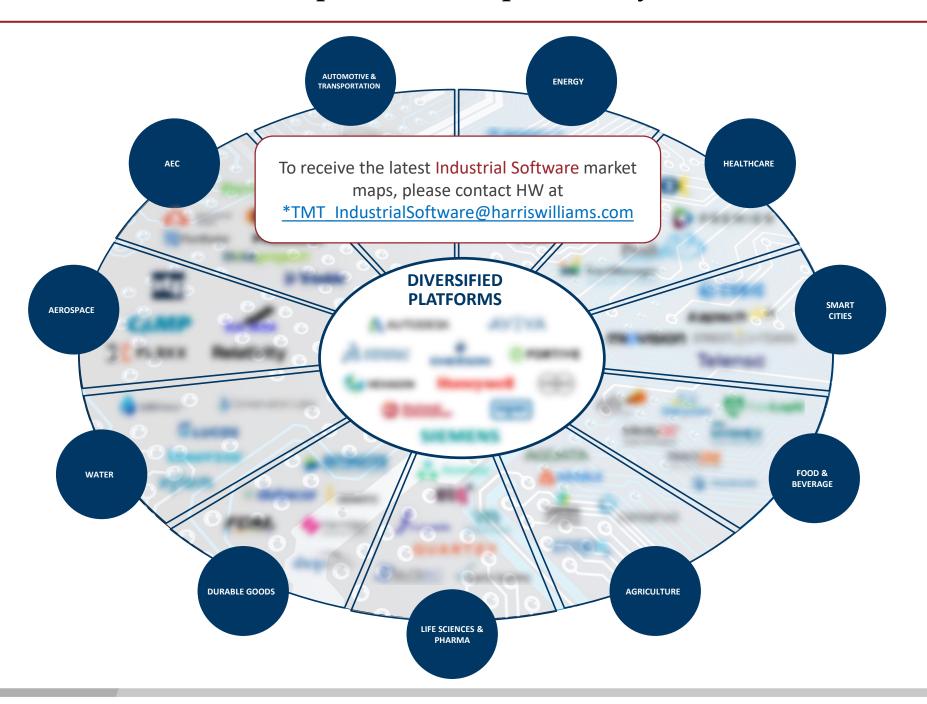


# **Industrial Software Landscape – Emerging Players**

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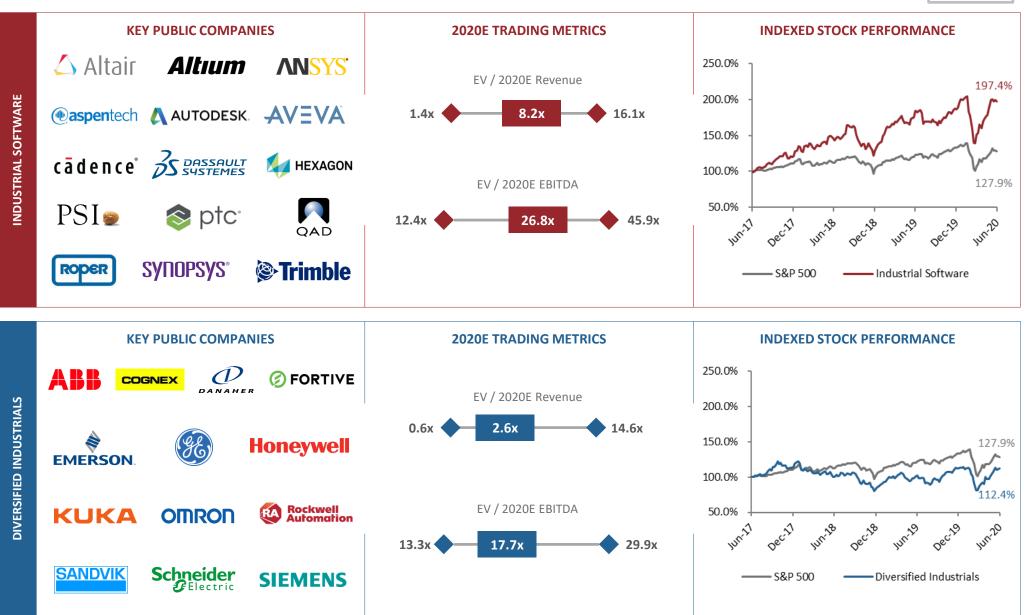


# Industrial Software Landscape – Vertical-Specific Players



### Industrial Software Public Market Observations<sup>4</sup>



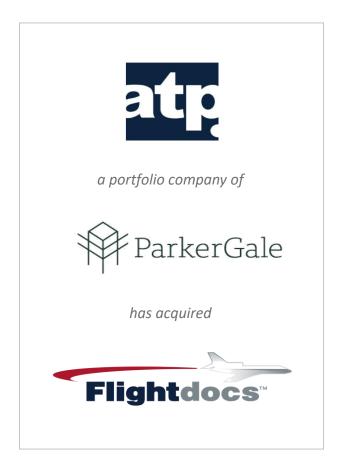


# **Industrial Software Market Valuations**<sup>4</sup>

Company	Market Capitalization		Revenue		EBITDA Margin		Multiples Summary			
		Enterprise Value					Enterprise Value/Revenue		Enterprise Value / EBITDA	
			CY2020E	CY2021E	CY2020E	CY2021E	CY2020E	CY2021E	CY2020E	CY2021E
			Indust	rial Software						
Autodesk, Inc.	\$52,429,663	\$53,046,363	\$3,733,694	\$4,418,685	30.9%	35.8%	14.2x	12.0x	45.9x	33.6x
Dassault Systèmes SE	44,996,631	47,661,796	5,138,724	5,660,878	31.4%	33.1%	9.3x	8.4x	29.5x	25.5x
Roper Technologies, Inc.	40,533,039	44,809,839	5,394,380	5,678,506	35.3%	35.3%	8.3x	7.9x	23.5x	22.3x
Synopsys, Inc.	29,403,798	29,323,578	3,748,849	4,005,151	32.0%	33.5%	7.8x	7.3x	24.4x	21.9x
Cadence Design Systems, Inc.	26,948,759	26,698,679	2,556,887	2,749,388	37.0%	37.6%	10.4x	9.7x	28.2x	25.8x
ANSYS, Inc.	24,970,758	24,802,064	1,585,681	1,766,041	41.5%	43.3%	15.6x	14.0x	37.7x	32.4x
Hexagon AB	21,498,520	23,770,608	4,135,805	4,451,467	31.6%	34.9%	5.7x	5.3x	18.2x	15.3x
Trimble Inc.	10,787,214	12,651,714	2,963,403	3,251,075	22.5%	22.4%	4.3x	3.9x	19.0x	17.4x
PTC Inc.	8,999,947	9,993,797	1,443,999	1,630,133	31.0%	34.8%	6.9x	6.1x	22.3x	17.6x
AVEVA Group plc	8,161,868	8,106,341	987,375	1,036,540	28.8%	29.5%	8.2x	7.8x	28.5x	26.5x
Aspen Technology, Inc.	7,004,061	7,282,541	579,069	620,223	49.7%	50.7%	12.6x	11.7x	25.3x	23.2x
Altium Limited	2,935,722	2,867,782	178,427	249,334	44.2%	40.4%	16.1x	11.5x	36.4x	28.5x
Altair Engineering Inc.	2,896,454	2,856,947	451,390	492,309	7.5%	10.4%	6.3x	5.8x	NM	NM
QAD Inc.	843,589	734,152	305,919	336,228	5.4%	6.9%	2.4x	2.2x	44.7x	31.8x
PSI Software AG	351,883	329,255	243,101	270,109	10.9%	12.7%	1.4x	1.2x	12.4x	9.6x
Median	\$10,787,214	\$12,651,714	\$1,585,681	\$1,766,041	31.4%	34.8%	8.2x	7.8x	26.8x	24.3x
			Diversif	ied Industrials						
Danaher Corporation	\$125,022,416	\$149,097,116	\$20,517,767	\$22,955,863	25.8%	27.3%	7.3x	6.5x	28.2x	23.8x
Siemens Aktiengesellschaft	93,671,930	135,968,633	69,711,169	67,434,377	12.4%	15.2%	2.0x	2.0x	15.7x	13.3x
General Electric Company	59,742,638	118,533,638	79,487,643	83,202,457	6.7%	10.6%	1.5x	1.4x	22.2x	13.4x
Honeywell International Inc.	101,480,172	109,773,172	31,945,311	33,593,259	23.9%	24.5%	3.4x	3.3x	14.4x	13.3x
Schneider Electric S.E.	59,574,069	66,848,225	27,971,217	30,318,582	16.4%	18.4%	2.4x	2.2x	14.5x	12.0x
ABB Ltd	48,053,091	55,696,091	24,031,797	25,905,971	10.2%	14.2%	2.3x	2.1x	22.8x	15.2x
Emerson Electric Co.	37,061,393	42,726,393	16,308,288	17,274,532	19.7%	21.1%	2.6x	2.5x	13.3x	11.7x
Fortive Corporation	22,798,655	28,053,255	6,673,806	7,302,503	22.1%	23.8%	4.2x	3.8x	19.0x	16.1x
Rockwell Automation, Inc.	24,670,503	26,738,803	6,197,506	6,725,079	18.3%	20.4%	4.3x	4.0x	23.6x	19.5x
Sandvik AB	23,481,302	24,639,206	9,458,424	10,172,978	19.5%	22.9%	2.6x	2.4x	13.3x	10.6x
OMRON Corporation	13,506,864	12,089,892	5,908,268	6,259,102	12.5%	13.5%	2.0x	1.9x	16.4x	14.3x
Cognex Corporation	10,253,207	9,872,732	676,258	817,341	22.0%	27.4%	14.6x	12.1x	NM	44.1x
KUKA	1,692,002	2,120,903	3,289,444	3,304,074	2.2%	4.3%	0.6x	0.6x	29.9x	15.0x
Median	\$37,061,393	\$42,726,393	\$16,308,288	\$17,274,532	18.3%	20.4%	2.6x	2.4x	17.7x	14.3x
Total Median	\$24,075,903	\$25,750,371	\$3,942,327	\$4,435,076	22.3%	24.2%	5.0x	4.7x	23.2x	17.6x

### **Case Study: Flightdocs**

HW's TMT Group advised ATP, a portfolio company of ParkerGale, on its acquisition of Flightdocs.



#### TRANSACTION OVERVIEW

Flightdocs is the second largest provider of aircraft maintenance tracking and inventory management solutions within business aviation, delivering mission-critical enterprise-grade aviation software to  $^{\sim}1,000$  customers worldwide. The company's solutions include maintenance tracking, inventory management, and flight operations, which alleviate flight disrupters and adds control and efficiency to the process, ensuring safety for flight departments.

ATP's acquisition of Flightdocs creates one of the largest providers of software solutions and information services within the aviation industry that will support 75,000 maintenance professionals across more than 7,500 customers in 137 countries. The combined company will provide a comprehensive range of technical publications, troubleshooting, diagnostics, and maintenance workflow solutions under one umbrella.

Post-acquisition, ATP will continue to focus on developing its end-to-end platform for the aviation industry, utilizing its large installed base of subscription customers for additional upsell and cross-sell opportunities.

#### **RELEVANT SUB-SECTORS**

**AVIATION SOFTWARE** 

**MAINTENANCE & SERVICES** 

**SAFETY** 

#### **HW DEAL CONTACTS**

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### Case Study: Iptor

HW's TMT Group advised Iptor Supply Chain Systems, a portfolio company of Marlin Equity Partners, on its sale to Bregal Unternehmerkapital.



#### TRANSACTION OVERVIEW

Iptor Supply Chain Systems is a global leader in supply chain management, planning, and logistics software and services. The company helps distribution-focused organizations solve their most complex order management and fulfillment challenges within fast-moving, multichannel, and global supply chains.

Serving 1,250 customers with 4,000 installations in more than 40 countries, Iptor provides fully integrated enterprise solutions, with highly adaptable and robust software backed by world-class support from supply chain experts. With a flexible cloud-based platform, Iptor offers a compelling value proposition to clients across the distribution, 3PL, and publishing sectors.

Marlin Equity Partners is a global investment firm with over \$6.7 billion of capital under management. The firm is focused on providing corporate parents, shareholders, and other stakeholders with tailored solutions that meet their business and liquidity needs. Marlin invests in businesses across multiple industries where it can significantly enhance a company's value.

#### **RELEVANT SUB-SECTORS**

WAREHOUSE MANAGEMENT SYSTEMS DIGITAL SUPPLY CHAIN COLLABORATION

**ERP SOFTWARE** 

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### Case Study: IQMS Software

HW's TMT Group advised IQMS, a portfolio company of Technology Crossover Ventures and Banneker Partners, on its sale to Dassault Systemes.



a portfolio company of



ANI



has been acquired by



#### TRANSACTION OVERVIEW

IQMS is a leading provider of fully integrated manufacturing and supply chain software solutions that manage, optimize, and automate production operations and back-office workflows for manufacturers across diverse end markets globally.

Through its comprehensive manufacturing execution system (MES) and enterprise resource planning (ERP) software platform, IQMS' solutions provide manufacturers with a comprehensive end-to-end suite that provides real-time visibility and actionable insights throughout the manufacturing lifecycle.

IQMS serves over 1,000 long-standing customers across diverse end markets, including automotive, medical, packaging, consumer goods, electronics, and aerospace and defense in a growing \$35 billion global market.

Post-acquisition, Dassault Systemes will help IQMS expand its customer base by leveraging the presence in the mid-market space established through Dassault's SOLIDWORKS applications, which are delivered and supported by the company's Professional Solutions global partner channel.

#### **RELEVANT SUB-SECTORS**

**EXECUTION SYSTEMS** 

QUALITY MANAGEMENT SOFTWARE

**INDUSTRIAL IOT** 

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## Case Study: ComputerEase

HW's TMT Group advised ComputerEase on its sale to Deltek, a subsidiary of Roper Technologies.



has been acquired by



a subsidiary of



#### TRANSACTION OVERVIEW

ComputerEase is a leading provider of mission-critical construction accounting, project management, and payroll processing solutions that enable contractors to manage and gain real-time visibility into their company's operations and financial performance – whether in the office or remotely in the field.

ComputerEase's fully integrated, cloud-based solution is purpose built to meet the unique needs of diverse contractor trades and sizes, with complex and varying union, labor, and equipment requirements. Today, more than 6,000 contractors rely on ComputerEase to streamline their operations and increase profits.

Deltek is a leading global provider of enterprise software and information solutions for project-based businesses. More than 23,000 organizations and millions of users in over 80 countries around the world rely on Deltek for superior levels of project intelligence, management, and collaboration. The company's industry-focused expertise powers project success by helping firms achieve performance that maximizes productivity and revenue.

#### **RELEVANT SUB-SECTORS**

PROJECT MANAGEMENT

FIELD SERVICE MANAGEMENT

ARCHITECTURE, ENGINEERING, AND CONSTRUCTION SOFTWARE

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### **Case Study: Cority**

HW's TMT Group advised Cority, a portfolio company of Norwest Venture Partners, on the sale of a majority stake to Thoma Bravo.



a portfolio company of



has received a majority investment from



#### TRANSACTION OVERVIEW

Cority is a trusted environmental, health, safety, and quality (EHSQ) software for ensuring client success. Cority enables organizations to utilize EHSQ software to advance their journey to sustainability and operational excellence by combining the deepest domain expertise with the most comprehensive and secure true SaaS platform.

With 30+ years of innovation and experience, Cority's team of over 350 experts serve over 800 clients in 100 countries, supporting 2.5 million end users. The company enjoys the industry's highest levels of client satisfaction and has received many awards for its strong employee culture and outstanding business performance.

Thoma Bravo is a leading private equity firm focused on the software and technology-enabled services sectors. With a series of funds representing more than \$30 billion in capital commitments, Thoma Bravo partners with a company's management team to implement operating best practices, invest in growth initiatives, and make accretive acquisitions intended to accelerate revenue and earnings, with the goal of increasing the value of the business.

#### **RELEVANT SUB-SECTORS**

ENVIRONMENTAL, HEALTH, SAFETY AND QUALITY (EHSQ)

GOVERNANCE, RISK AND COMPLIANCE (GRC)

INDUSTRIAL SOFTWARE

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### Harris Williams Capabilities and Locations

Harris Williams has a broad range of industry expertise, which creates powerful opportunities. Our clients benefit from our deep-sector experience, integrated industry intelligence, and collaboration across the firm, and our commitment to learning what makes them unique. For more information, visit our website at www.harriswilliams.com/industries.



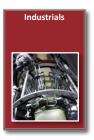


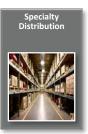
















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### **Sources & Disclosures**

#### **SOURCES**

- 1. Gartner.
- 2. IDC.
- BCG.
- 4. CapIQ.

#### **DISCLOSURES**

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