



Sectorwatch: Advanced Analytics

May 2018

Advanced Analytics

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Overview

7MA provides Investment Banking & Advisory Services to the Business Services and Technology Industries globally. We advise on M&A and private capital transactions, and provide market assessments and benchmarking. As a close knit team with a long history together and a laser focus on our target markets, we help our clients sell their companies, raise capital, grow through acquisitions, and evaluate new markets. We publish our sectorwatch, a review of M&A and operational trends in the industries we focus.

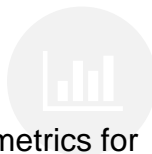
Dashboard

- Summary metrics on the sector
- Commentary on market momentum by comparing the most recent 12-month performance against the last 3-year averages.



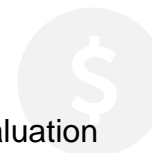
Public Basket Performance

- Summary valuation and operating metrics for a basket of comparable public companies



Valuation Comparison

- Graphical, detailed comparison of valuation multiples for the public basket



Recent Deals

- The most recently announced deals in the sector



Dashboard



Revenue Growth Momentum

↓ -0.02

1 - year revenue growth compared to revenue growth average for last 3 years

Current revenue growth rate is less than the average of the last 3 years, indicating that the market may be flattening or declining

Pricing / Gross Margin Momentum

↑ 0.6%

1 - year gross profit % compared to gross profit % average for last 3 years

Current gross profit margin exceeds the average of the last 3 years gross profit margin by this amount, indicating supplier pricing power

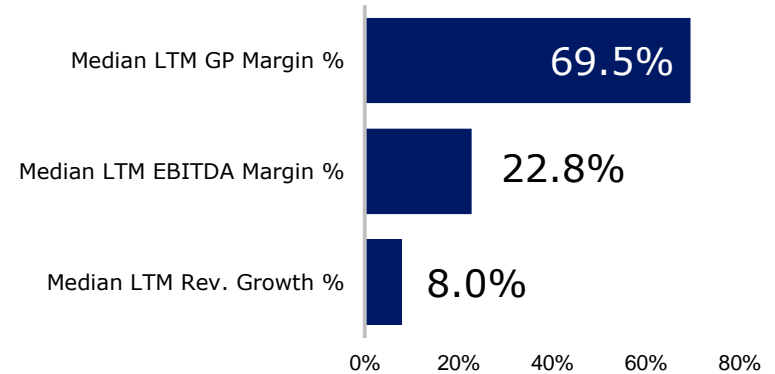
Profitability Momentum

↓ -0.1%

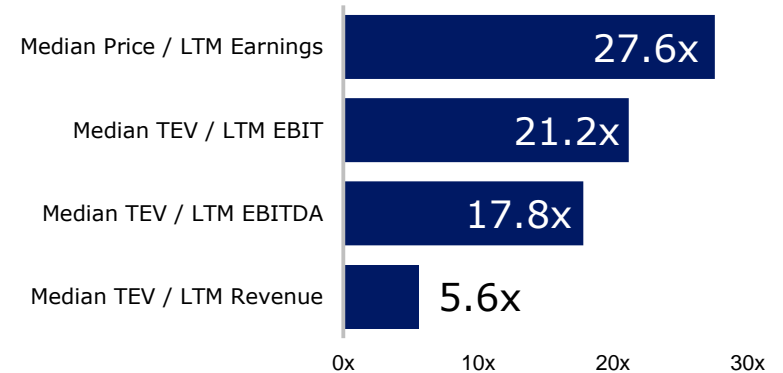
1 - year EBITDA % compared to EBITDA % average for last 3 years

Current EBITDA margin is less than the average of the last 3 years EBITDA margins, which may signal further consolidation

Operating Metrics



Valuation



Public Basket

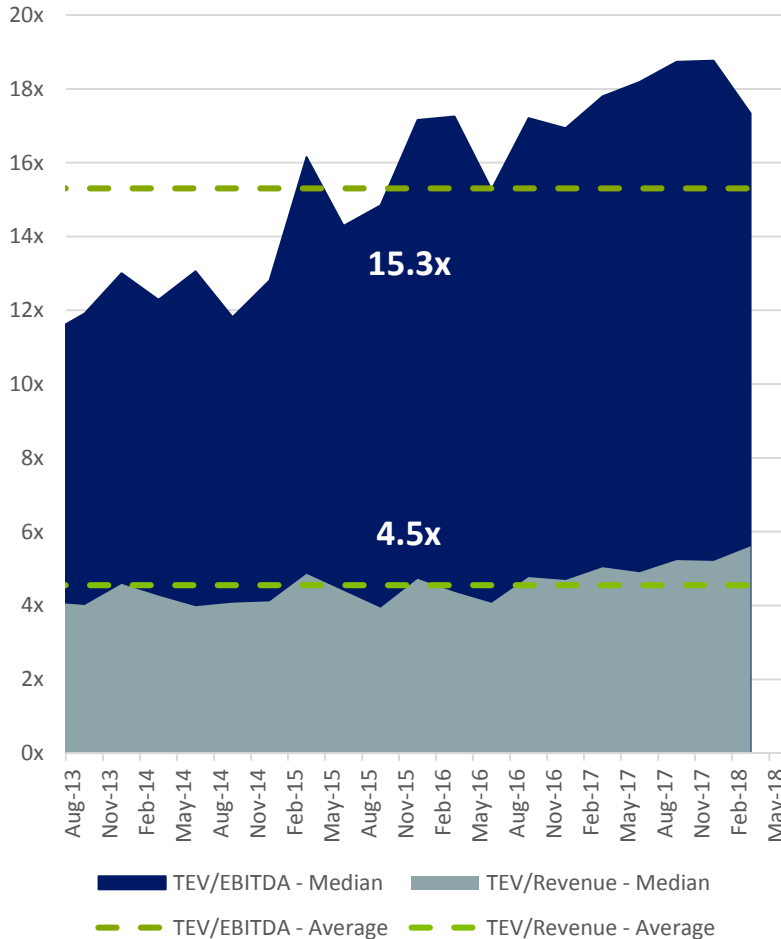


Company	TEV \$m	LTM Rev \$m	Rev Growth YoY	GP %	EBITDA %	TEV / Rev X	TEV / EBITDA X	# FTEs	Rev / FTE \$k
Fair Isaac Corporation	6,020	977	6%	70%	23%	6.2	27.0	2,168	451
Tableau Software, Inc.	6,782	923	8%	87%	-16%	7.3	0.0	3,489	265
Accenture plc	98,112	37,126	10%	32%	16%	2.6	16.3	425,000	87
Adobe Systems Incorporated	112,993	7,699	25%	87%	35%	14.7	41.5	17,973	428
SAP SE	134,375	28,875	4%	70%	27%	4.9	18.1	88,543	326
International Business Machines Corporation	167,302	80,056	1%	46%	21%	2.1	10.0	366,600	218
Alphabet Inc.	653,769	117,251	24%	58%	31%	5.6	17.8	80,110	1,464

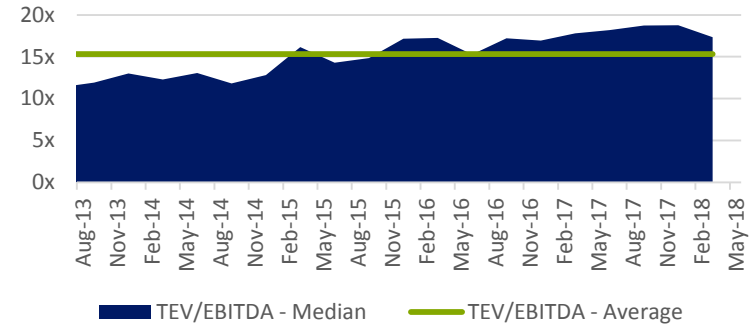
Average	168,479	38,987	11%	64%	20%	6.2	18.7	140,555	463
Median	112,993	28,875	8%	70%	23%	5.6	17.8	80,110	326

share price as of 22May18

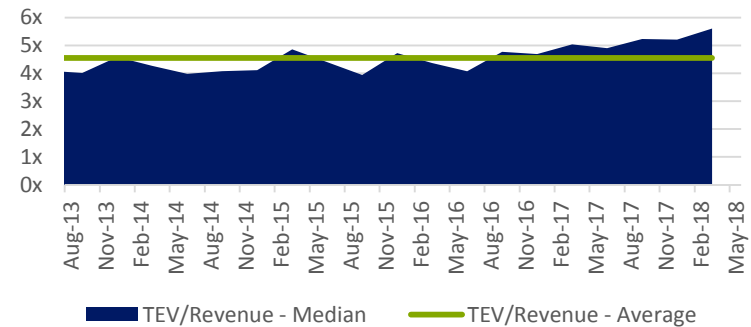
Public Basket Valuation Trends



Public EBITDA Multiples over Time



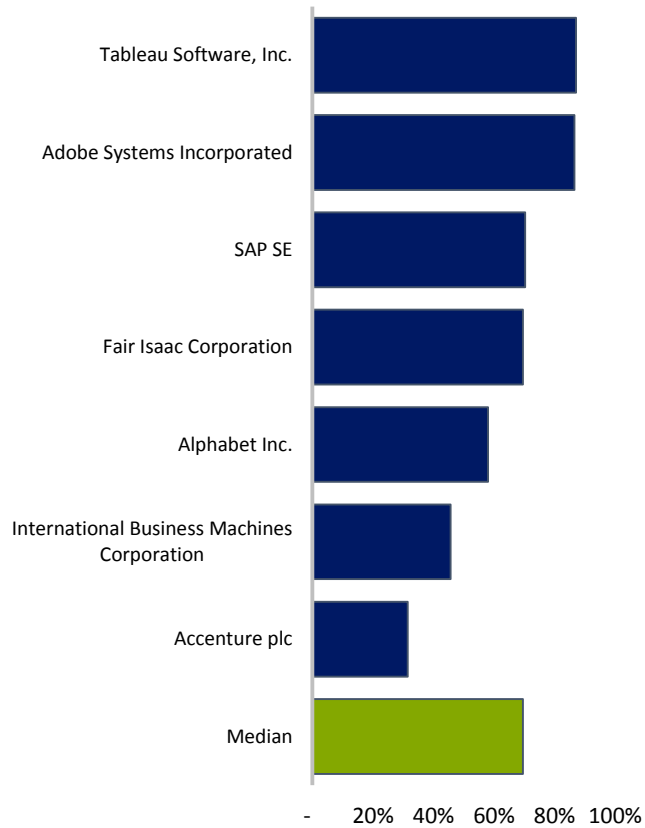
Public Revenue Multiples over Time



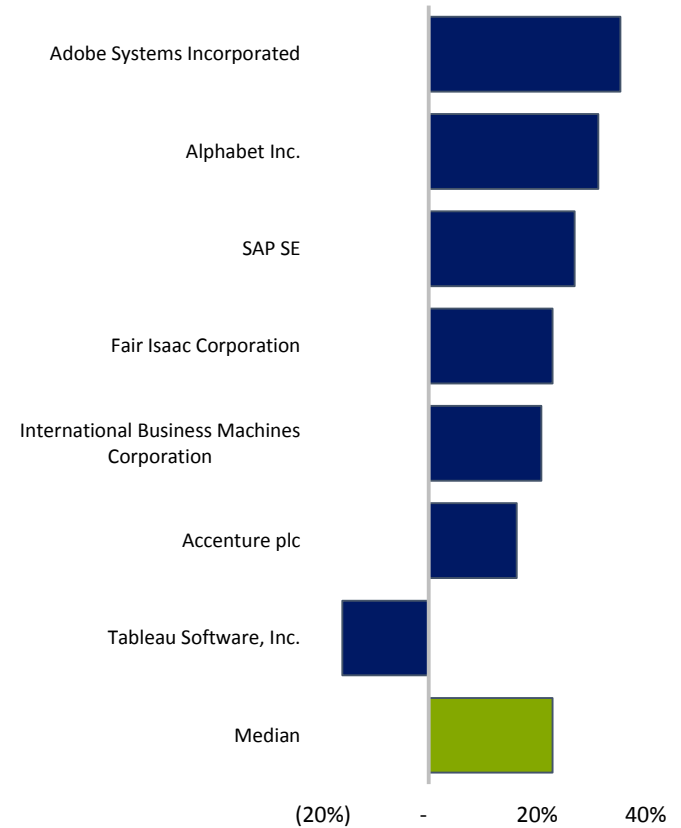
Operational Metrics



LTM Gross Profit Margin %



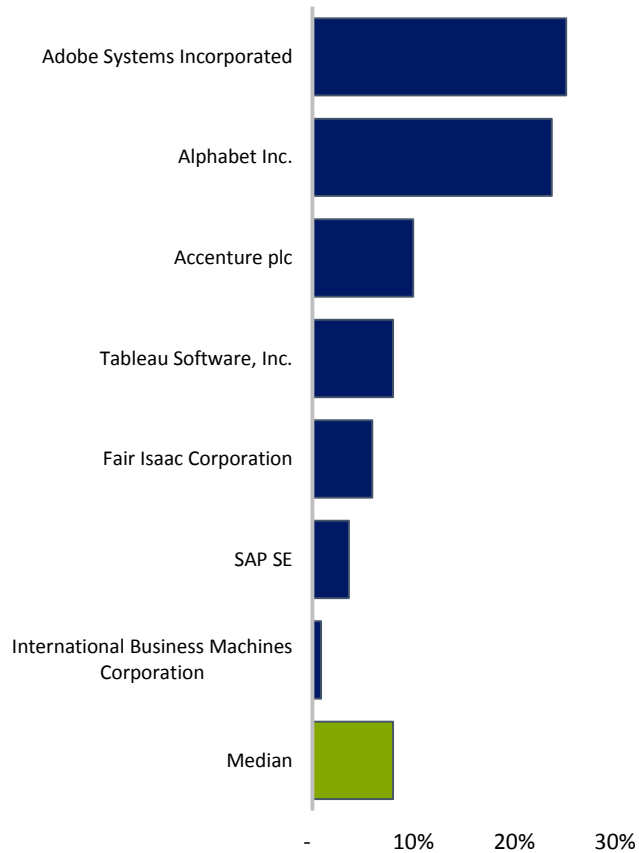
LTM EBITDA %



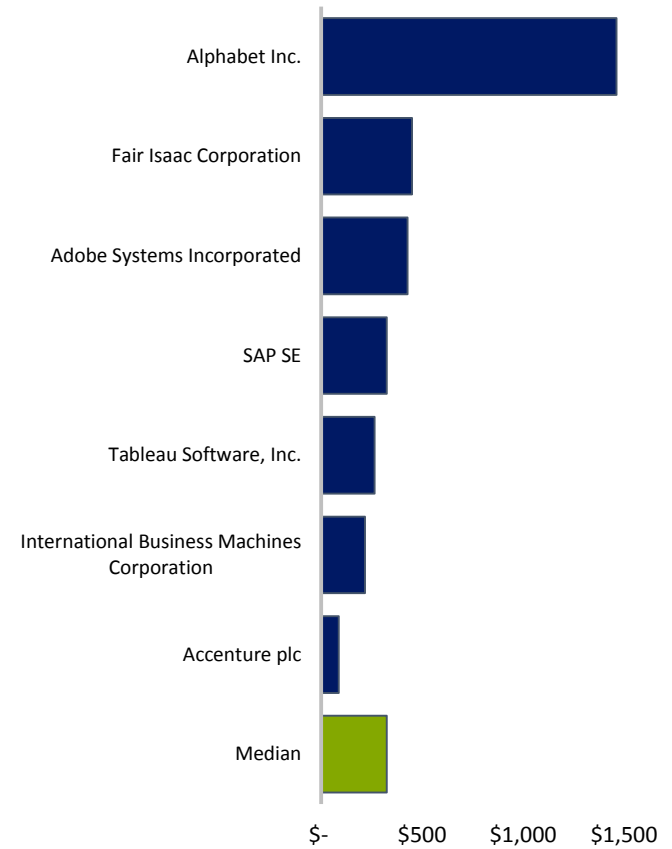
Operational Metrics



LTM Revenue Growth %



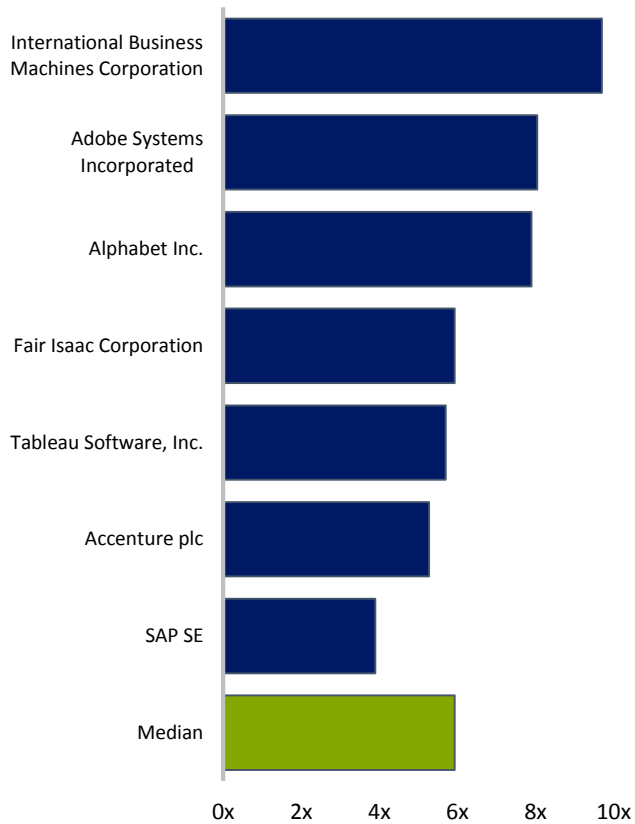
LTM Revenue per Full Time Employee x 000's



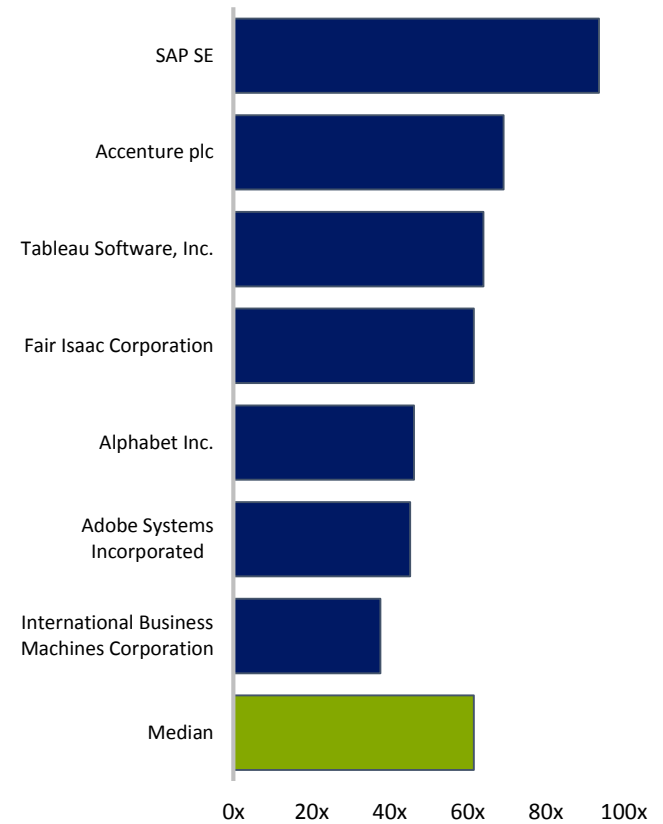
Operational Metrics



Accounts Receivable Turnover



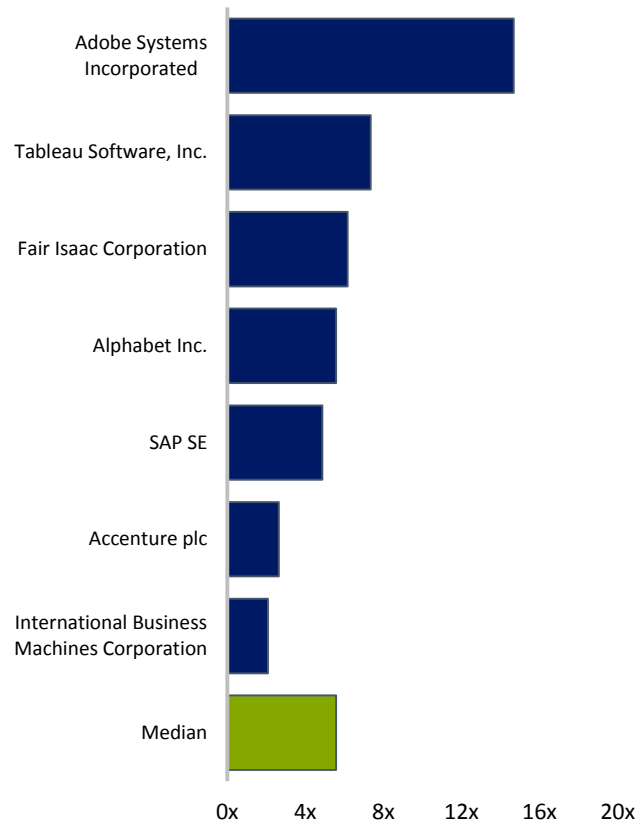
Average Days Sales Outstanding



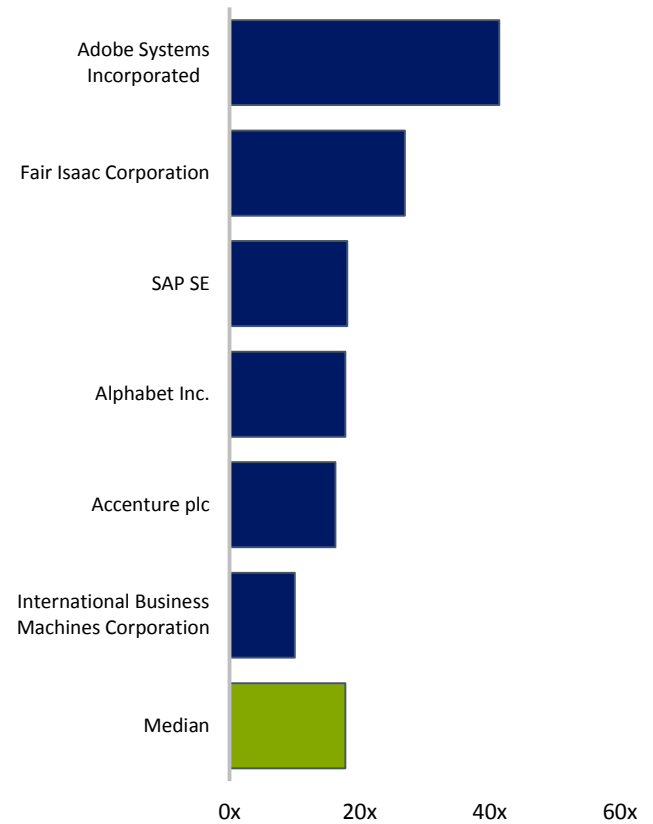
Valuation



TEV / LTM Revenue



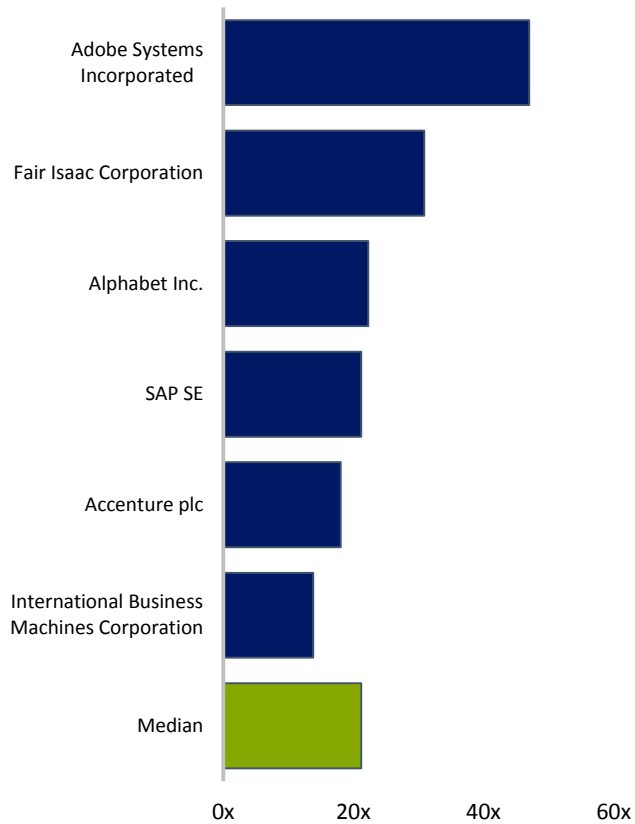
TEV / LTM EBITDA



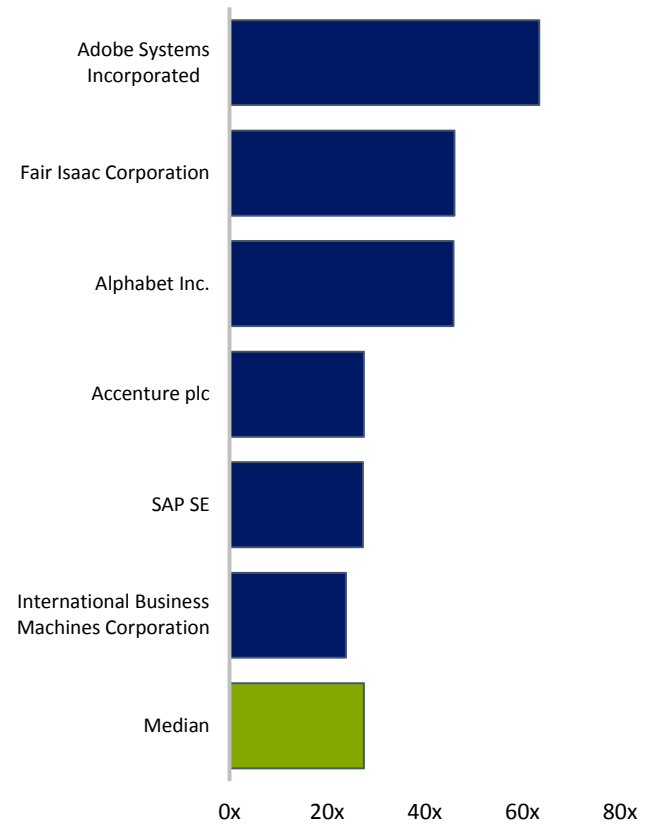
Valuation



TEV / LTM EBIT



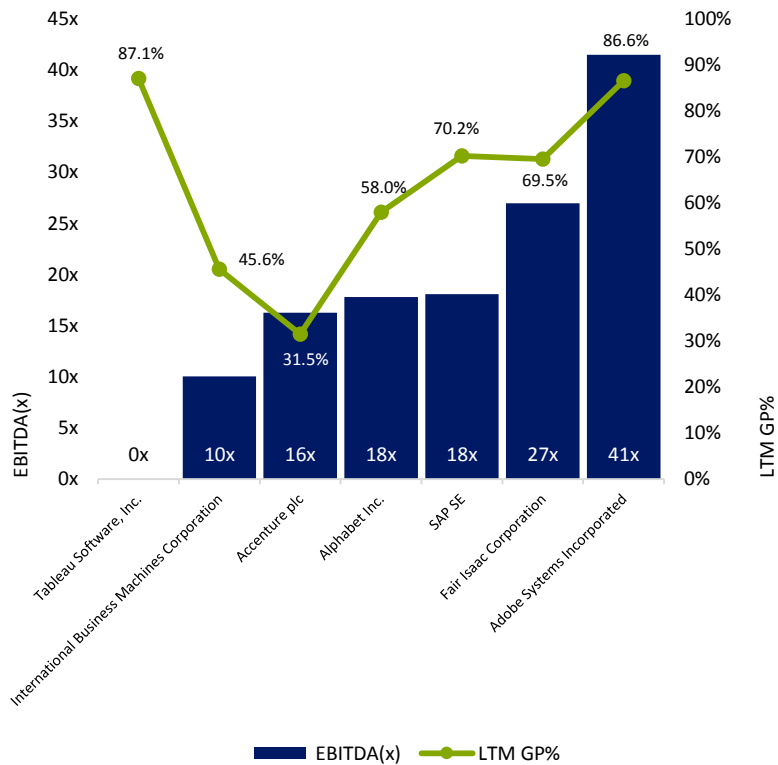
Price / LTM Earnings



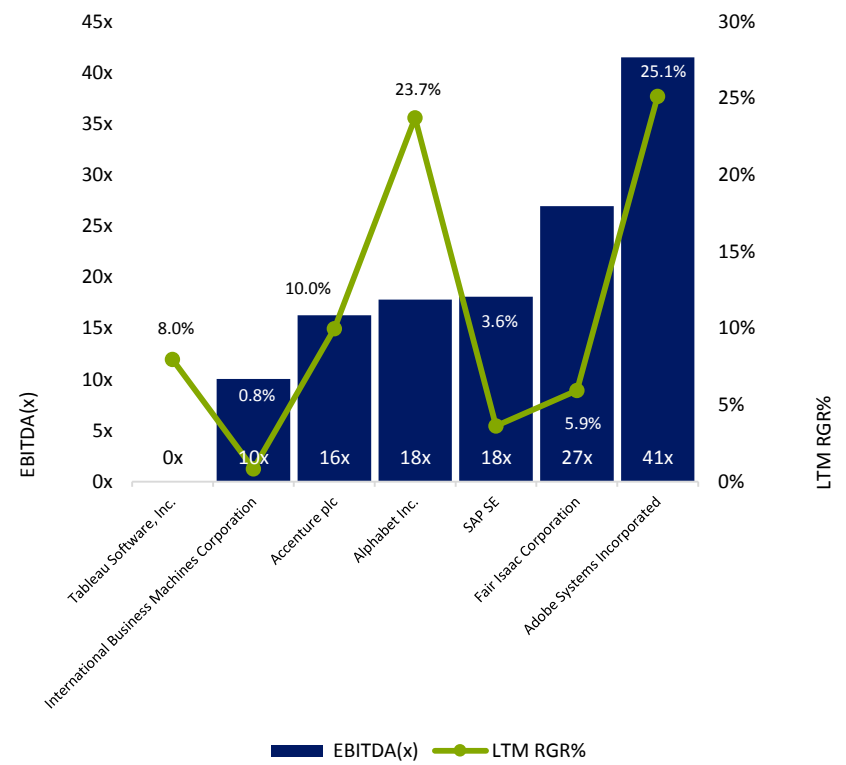
Valuation



Historical Valuation Multiples versus Gross Profit



Historical Valuation Multiples versus Revenue Growth Rate



Recent Transactions



Date	Target	Buyer / Investor	Total Transaction Value	Target Revenue	TEV / Revenue	TEV / EBITDA
15May18	Cyient Insights Private Limited	Cyient Limited	0.52	1.96	0.5x	-
14Mar18	Avarea Oy	Digia Oyj	-	4.44	-	-
10Jan18	CBIG Consulting, LLC	Trianz Holdings Pvt. Limited	-	-	-	-
14Dec17	Innowera LLC	Magnitude Software, Inc.	-	-	-	-
25Oct17	Zettafox	Mazars Group	-	-	-	-
7Sep17	Logmatic.io	Datadog, Inc.	-	-	-	-
21Aug17	Affecto Oyj	CGI Nordic Investments Limited	132.94	140.98	0.8x	16.3x
8Jun17	Elite Analytics LLC	Aviana Global Technologies, Inc.	-	-	-	-
1Jun17	4i, Inc.	Fractal Analytics Inc.	-	-	-	-
1Feb17	YourMembership.com, Inc.	Insight Venture Partners LLC; MBP Holdings Limited	-	-	-	-
24Jan17	BlueFlare, LLC	Robots and Pencils Corp.	-	-	-	-
1Dec16	The Encima Group, Inc.	Indegene Lifesystems Pvt Ltd.	16.00	-	-	-
18Aug16	INTELLEGO S.C	Southern Cross Group	-	-	-	-
31May16	Syslogic Technical Services Inc.	Incedo Inc.	-	-	-	-
31Oct15	Bring Focus 2 Group, S.A.	Oxy Capital - Sociedade de Capital de Risco SA; Fundo Revitalizar Centro	1.69	-	-	-
2Jun16	Recommind, Inc.	Open Text Corporation	163.00	-	-	-
11May16	Vestrics, Inc.	The Ultimate Software Group, Inc.	10.10	-	-	-
19May16	ProbaYes SAS	Mediapost Holding SAS	-	-	-	-
17May16	Datalytics Technologies LLC	Magnitude Software, Inc.	-	-	-	-
3Apr16	Mphasis Limited	The Blackstone Group L.P.	892.05	916.37	1.1x	6.3x
29Mar16	EagleEye Analytics, Inc.	Guidewire Software, Inc.	42.00	-	-	-
20Mar16	Boire Filler Group	Environics Analytics Group Ltd.	-	-	-	-
22Dec15	ShopperTrak RCT Corporation	Tyco International plc	175.00	75.00	2.3x	-
5Nov15	MarketShare Partners LLC	NeuStar, Inc.	450.00	51.17	8.8x	-
15Oct15	Fitzgerald Analytics, Inc.	Square Root Solutions, Inc.	-	-	-	-
1Sep15	Creatix Inc.	GoHealth, LLC	-	-	-	-
1Jul15	Torque Solutions (Australia) Pty Ltd	Velocity Frequent Flyer Pty Ltd	3.66	-	-	-
2Jul15	X-Ray Analytics	Blackboard Inc.	-	-	-	-
31Mar15	Velos, Inc.	Oath Inc.	-	-	-	-
26Feb15	Prelytix, LLC	Market Resource Partners LLC	19.98	2.00	10.0x	199.9x
3Sep14	Think Big Analytics, Inc.	Teradata Corporation	-	-	-	-
21Aug14	Invati Insights Private Limited (nka:Cyient Insights Private Limited)	Cyient Limited	1.45	-	-	-
9Jul14	Fractal Analytics Inc.	Aimia India Loyalty Management Private Limited; Aimia Proprietary Loyalty Singapore Pte. Ltd.	-	-	-	-
17Apr14	Opera Solutions, LLC	Wipro Limited	-	-	-	-
22Jan14	Scout Analytics, Inc.	ServiceSource International, Inc.	32.50	5.40	6.0x	-
31Dec12	Rogue Wave Software, Inc.	Audax Group, Inc.	-	-	-	-
7May13	Opera Solutions, LLC	Wipro Limited	30.00	100.00	-	-

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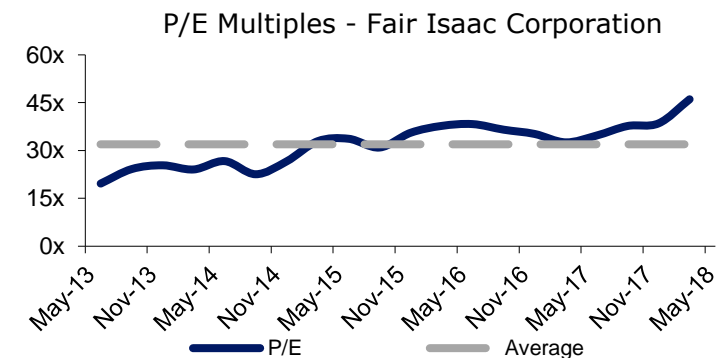
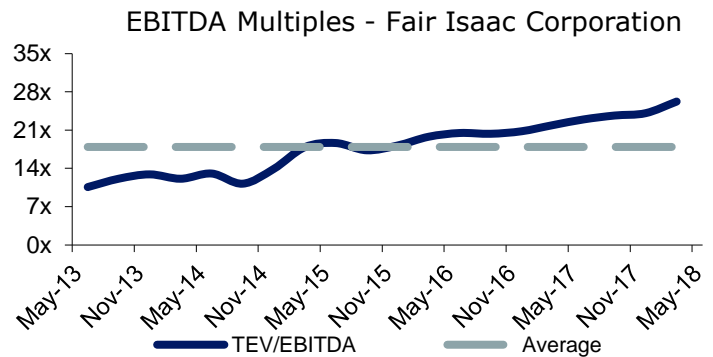
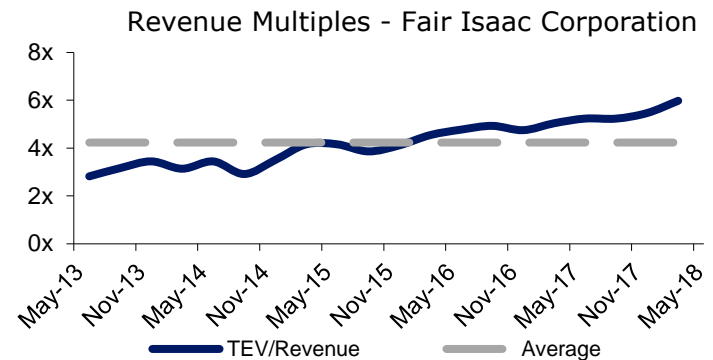
APPENDIX: Public Basket Constituents

Public Basket



Fair Isaac Corporation

Fair Isaac Corporation develops analytic, software, and data management products and services that enable businesses to automate, enhance, and connect decisions. The company offers analytical solutions, credit scoring, and credit account management products and services to banks, credit reporting agencies, credit card processing agencies, insurers, retailers, healthcare organizations, and public agencies. It operates through three segments: Applications, Scores, and Decision Management Software. The Applications segment offers pre-configured decision management applications designed for various business problem or process, such as marketing, account origination, customer management, fraud, collection, and insurance claims management, as well as associated professional services. The Scores segment provides business-to-business scoring solutions and services, including myFICO solutions for consumers that give clients access to analytics to be integrated into their transaction streams and decision-making processes, as well as associated professional services. The Decision Management Software segment offers analytic and decision management software tools, as well as professional services. Fair Isaac Corporation was founded in 1956 and is headquartered in San Jose, California.



Date	Key Development Headline
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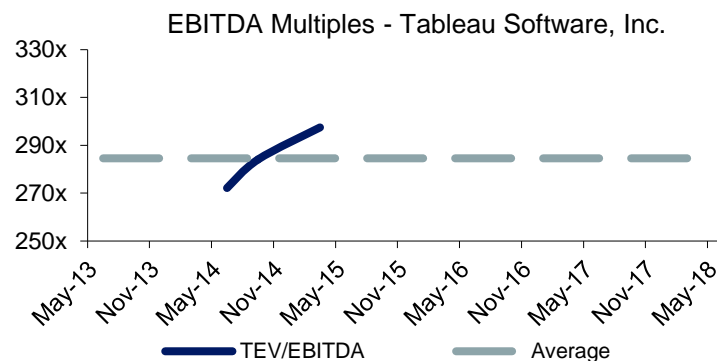
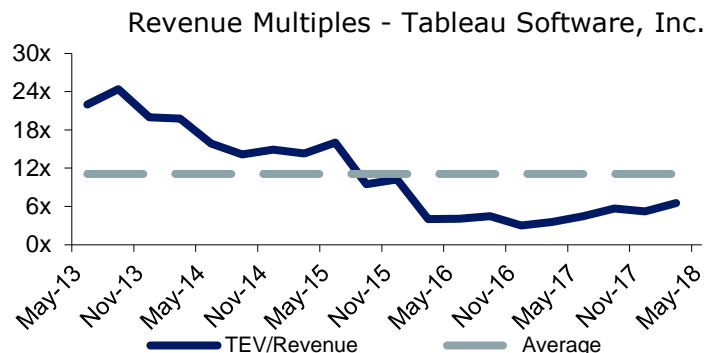
7/31/17	Fair Isaac Seeks Acquisitions
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Public Basket



Tableau Software, Inc.

Tableau Software, Inc. provides business analytics software products. It offers Tableau Desktop, an analytics product that empowers people to access and analyze data; and Tableau Server, a business intelligence platform with data management and scalability to foster sharing of analytics, as well as to enhance the dissemination of information in an organization and promote decision-making. The company also provides Tableau Online, a hosted software-as-a-service version of Tableau Server; and Tableau Public, a cloud-based platform that allows various users, such as bloggers, journalists, researchers, and government workers to visualize public data on their Websites. In addition, it offers Visual Query Language (VizQL) for databases, which is a computer language for describing pictures of data, including graphs, charts, maps, time series, and tables of visualizations; Live Query Engine that interprets abstract queries generated by VizQL into syntax understandable by various database systems; and Hyper, an in-memory data engine technology that helps customers to analyze a range of data sets by evaluating analytical queries directly in the transactional database. Tableau Software, Inc. was founded in 2003 and is headquartered in Seattle, Washington.



Date	Key Development Headline
8/8/17	Tableau Software, Inc. (NYSE:DATA) acquired ClearGraph from RRE Ventures LLC, Great Oaks Venture Capital LLC and others.
5/25/17	Tableau Software Seeks Investments

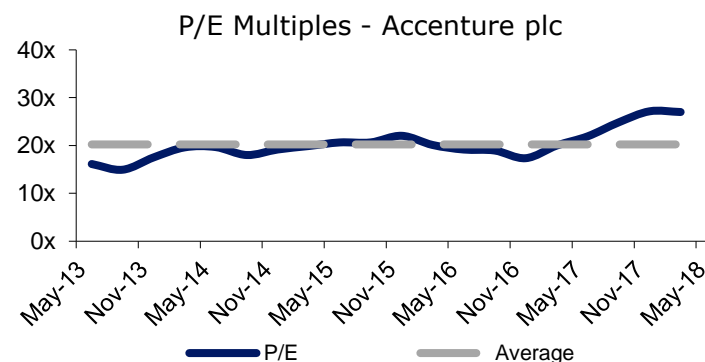
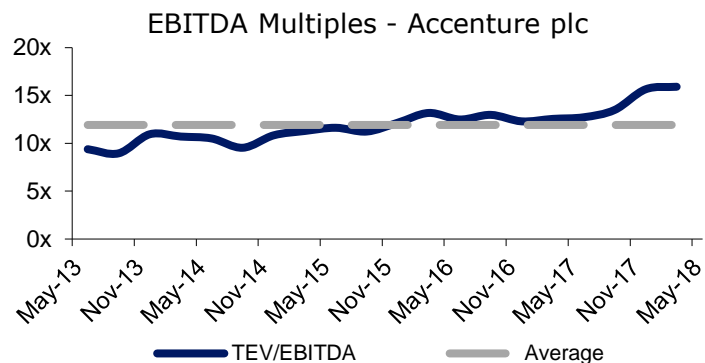
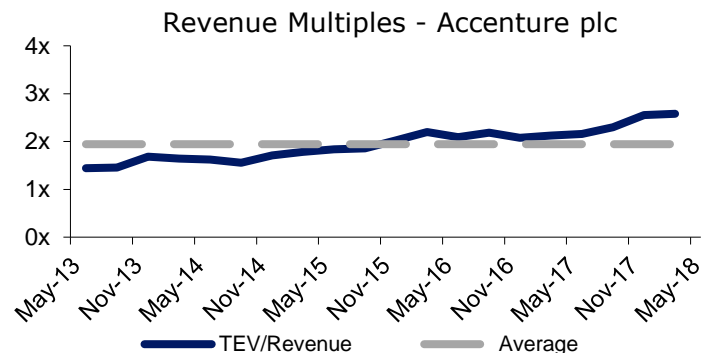
Public Basket



Accenture plc

Accenture plc provides consulting, technology, and outsourcing services worldwide. Its Communications, Media & Technology segment provides professional services that help clients accelerate and deliver digital transformation, and enhance business results through industry-specific solutions for communications, media, and high tech industries, as well as for software platforms. The company's Financial Services segment offers services that address profitability pressures, industry consolidation, regulatory changes, and the need to continually adapt to new digital technologies. This segment serves clients in banking, capital markets, and insurance industries. Its Health & Public Service segment provides research-based insights and offerings, including consulting services and digital solutions to help clients deliver social, economic, and health outcomes. This segment serves healthcare payers and providers, as well as government departments and agencies, public service organizations, educational institutions, and non-profit organizations. Accenture plc was founded in 1989 and is based in Dublin, Ireland.

Date	Key Development Headline
5/8/18	Accenture plc Teams with SAP SE to Help High-Tech Companies Create Digital As-A-Service Business Models Quickly and Easily
5/7/18	Accenture plc (NYSE:ACN) completed the acquisition of Certus Solutions.

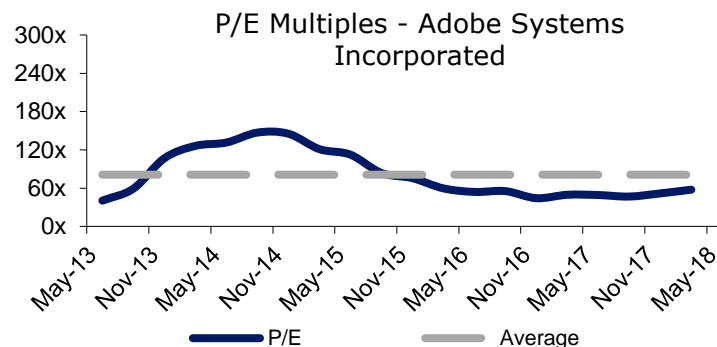
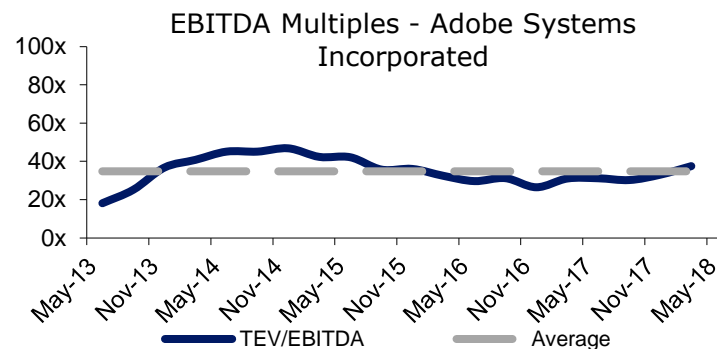
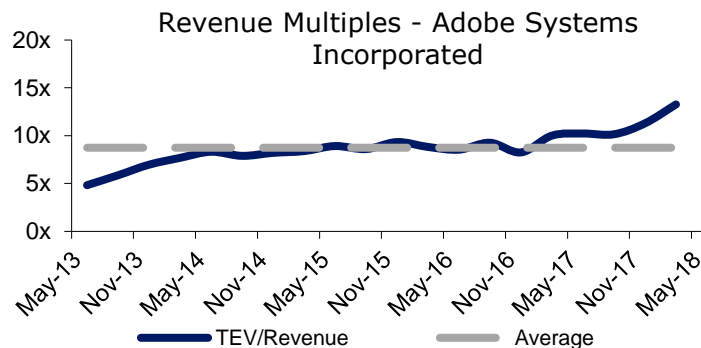


Public Basket



Adobe Systems Incorporated

Adobe Systems Incorporated operates as a diversified software company worldwide. Its Digital Media segment provides tools and solutions that enable individuals, small and medium businesses, and enterprises to create, publish, promote, and monetize their digital content. Its flagship product is Creative Cloud, a subscription service that allows customers to download and install the latest versions of its creative products. The company's Digital Marketing segment offers solutions for how digital advertising and marketing are created, managed, executed, measured, and optimized. The company was founded in 1982 and is headquartered in San Jose, California.



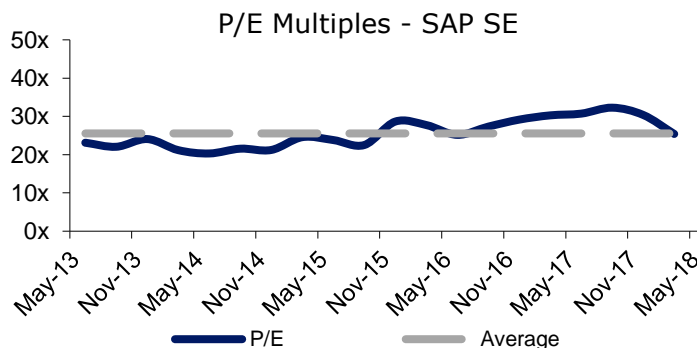
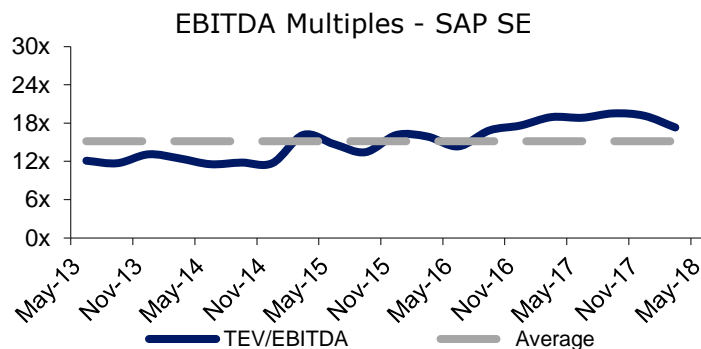
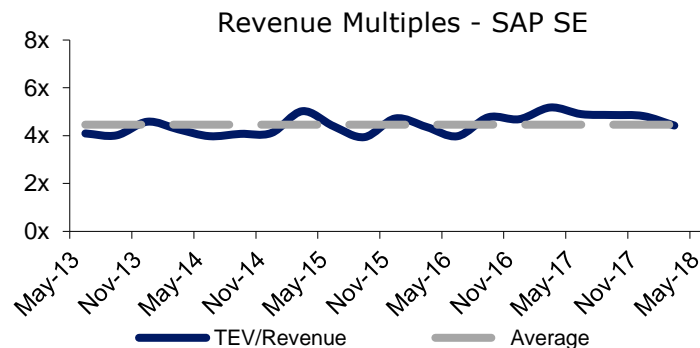
Date	Key Development Headline
5/21/18	Adobe Systems Incorporated, Magento, Inc. - M&A Call
5/20/18	Adobe Systems Incorporated (NasdaqGS:ADBE) entered into a definitive agreement to acquire Magento, Inc. from Permira Advisers Ltd. and Hillhouse Capital Management, Ltd. for \$1.7 billion.
4/15/18	Adobe Systems Incorporated (NasdaqGS:ADBE) acquired Sayspring, Inc.
12/15/17	Adobe Systems Mulls Acquisitions
8/22/17	Hootsuite and Adobe Collaborate to Unlock the Value of Creative Content Across Social

Public Basket



SAP SE

SAP SE operates as an enterprise application software, and analytics and business intelligence company worldwide. It offers SAP HANA, which enables businesses to process and analyze live data; SAP Data Hub, a solution that enables businesses to manage data from various sources; SAP Cloud Platform, which enables businesses to connect and integrate applications; SAP BW/4HANA, a data warehouse solution; SAP Leonardo, a system that enables customers to make business sense and opportunity of disruptive technologies; and SAP Analytics Cloud, which leverages the intersection of business intelligence, planning, and predictive analytics. The company also provides SAP S/4HANA, an enterprise resource planning (ERP) suite for the intelligent enterprise; SAP Integrated Business Planning solutions that deliver real-time supply chain planning capabilities; SAP SE was founded in 1972 and is headquartered in Walldorf, Germany.



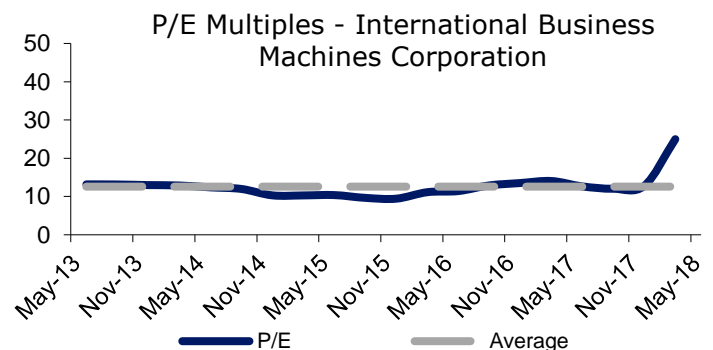
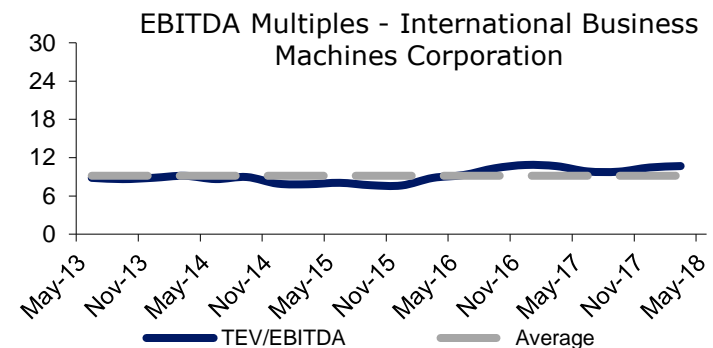
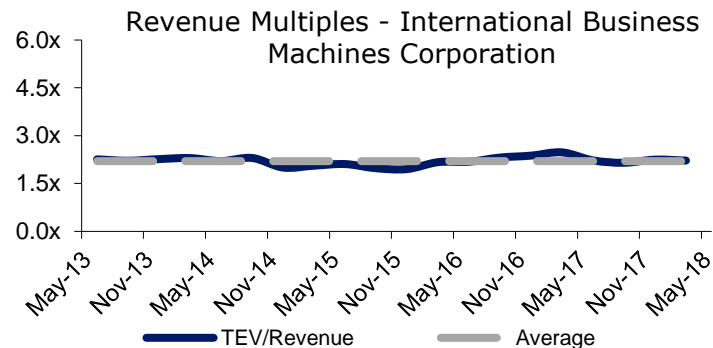
Date	Key Development Headline
5/8/18	Accenture plc Teams with SAP SE to Help High-Tech Companies Create Digital As-A-Service Business Models Quickly and Easily
3/20/18	Accenture and SAP Build and Deploy Extended Planning Solutions on SAP S/4HANA®
2/12/18	SAP Seeks Acquisition
2/1/18	Virtual Power Systems Joins SAP and Schneider Electric to Prove Software-Defined Power Optimizes Energy Utilization in Data Centers and Clouds
11/14/17	EY Collaborates with SAP to Continue Advancement of Blockchain Deployment Across Industries Worldwide

Public Basket



International Business Machines Corporation

International Business Machines Corporation operates as an integrated technology and services company worldwide. Its Cognitive Solutions segment offers Watson, a cognitive computing platform that interacts in natural language, processes big data, and learns from interactions with people and computers. This segment also offers data and analytics solutions, including analytics and data management platforms, cloud data services, enterprise social software, talent management solutions, and solutions tailored by industry; and transaction processing software that runs mission-critical systems in banking, airlines, and retail industries. International Business Machines Corporation was founded in 1911 and is headquartered in Armonk, New York.



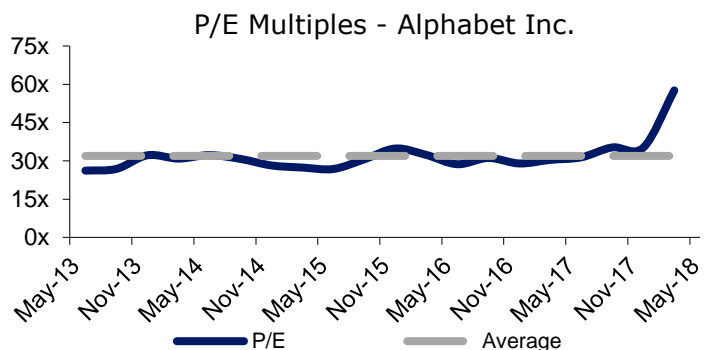
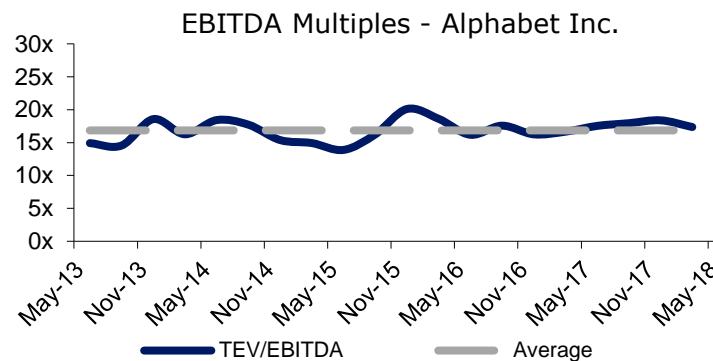
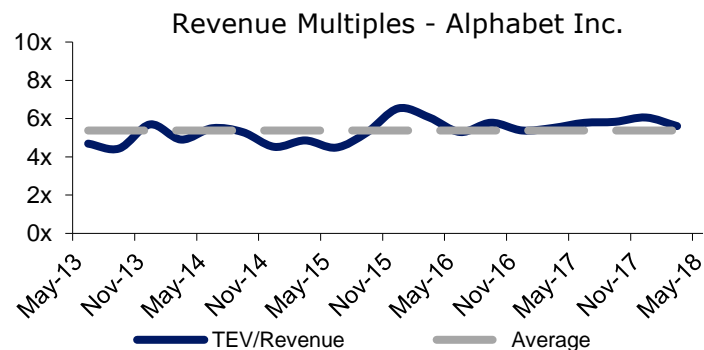
Date	Key Development Headline
4/26/18	Host Hotels & Resorts, Inc. Announces Joint Development Agreement with IBM Research
2/22/18	Industrial Realty Group, LLC completed the acquisition of the Rochester, Minnesota technology campus of International Business Machines Corporation (NYSE:IBM) for \$33.9 million.
2/15/18	IBM and SpaceBelt Collaborate on Innovative Architecture for Secure Cloud Management and Storage in Space
2/11/18	Graph Blockchain Enters into Definitive Agreement to Develop Large Scale Graph Database and Blockchain Solution Prototype in Partnership with IBM
2/1/18	Vestas Wind Systems A/S (CPSE:VWS) entered into an agreement to acquire Utopus Insights, Inc. for approximately \$100 million.

Public Basket



Alphabet Inc.

Alphabet Inc., through its subsidiaries, provides online advertising services in the United States and internationally. The company offers performance and brand advertising services. It operates through Google and Other Bets segments. The Google segment includes principal Internet products, such as Ads, Android, Chrome, Commerce, Google Cloud, Google Maps, Google Play, Hardware, Search, and YouTube, as well as technical infrastructure and newer efforts, including Virtual Reality. This segment also offers digital content, enterprise cloud services, and hardware products, as well as other miscellaneous products and services. The Other Bets segment includes businesses, such as Access, Calico, CapitalG, GV, Nest, Verily, Waymo, and X, as well as fiber Internet and Television services. Alphabet Inc. was founded in 1998 and is headquartered in Mountain View, California.



Date	Key Development Headline
5/22/18	Blue Prism Collaborates with Google Cloud to Drive Adoption of AI and Intelligent Automation in the Enterprise
5/13/18	Alphabet Inc. (NasdaqGS:GOOGL) acquired Cask Data, Inc.
5/8/18	Alphabet Inc. (NasdaqGS:GOOGL) entered into an agreement to acquire Velostrata Ltd.
3/19/18	Alphabet Inc. (NasdaqGS:GOOGL) acquired Chelsea Market in New York from Jamestown L.P. for \$2.4 billion.
3/17/18	Alphabet's Cloud Boss Seeks Acquisitions

Contact Information

7MA provides Investment Banking & Advisory Services to the Business Services and Technology Industries globally. We advise on M&A and private capital transactions, and provide market assessments and benchmarking. As a close-knit team with a long history together and a laser focus on our target markets, we help our clients sell their companies, raise capital, grow through acquisitions, and evaluate new markets. Securities offered through 7M Securities LLC.

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