



# Sectorwatch: Supply Chain Tech & Software

March 2019

# Supply Chain Tech & Software

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# Overview

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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.



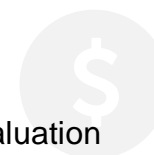
## Public Basket Performance

- 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

↓ -0.8%

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

↑ 0.1%

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

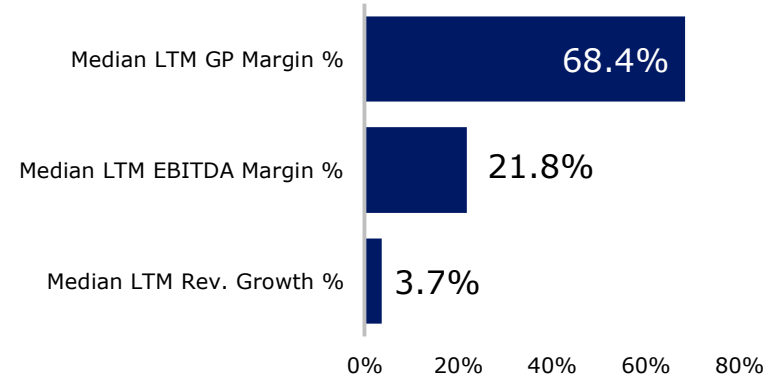
## Profitability

↓ -1.6%

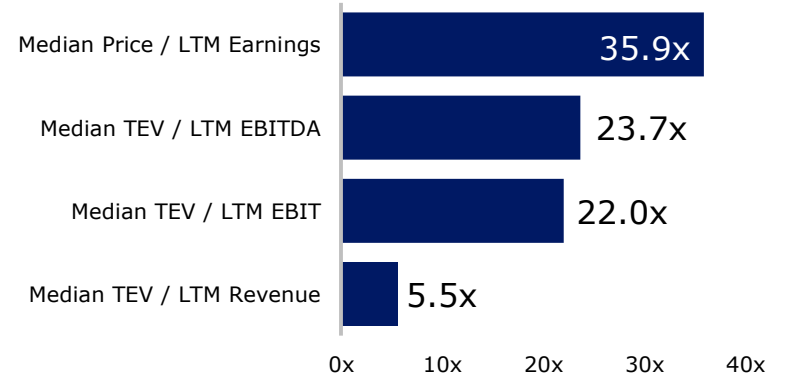
1 - year EBITDA % compared to EBITDA % average for last 3 years

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

## Operating Metrics



## Valuation



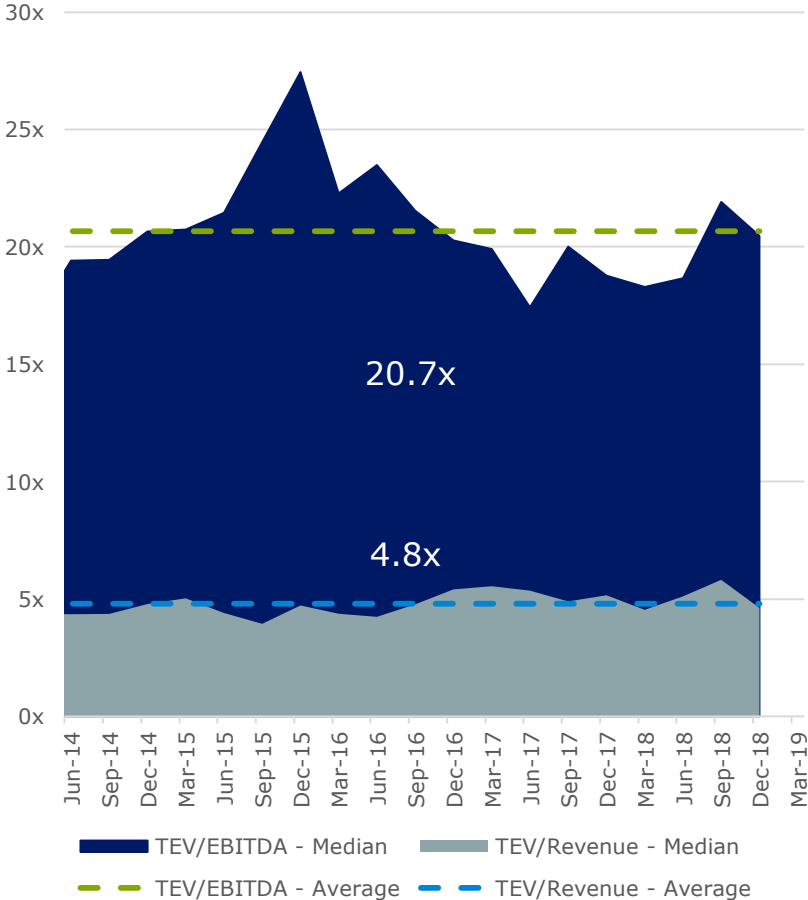
# Public Basket



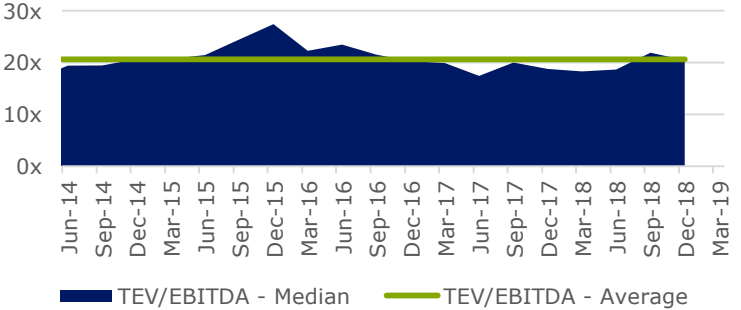
Company	TEV \$m	LTM Rev \$m	Rev Growth YoY	GP %	EBITDA %	TEV / Rev X	TEV / EBITDA X	# FTEs	Rev / FTE \$k
American Software, Inc.	278	112	2%	53%	9%	2.5	28.0	462	242
Basware Oyj	389	162	-5%	51%	5%	2.4	53.4	1,412	115
Kinaxis Inc.	1,350	151	13%	69%	18%	8.8	48.9	569	265
The Descartes Systems Group Inc	2,683	275	16%	73%	33%	10.0	30.5	-	NA
Manhattan Associates, Inc.	3,453	559	-6%	57%	25%	6.2	24.2	3,000	186
Coupa Software Incorporated	5,188	260	39%	68%	-14%	19.9	0.0	-	NA
SAP SE	135,646	28,288	5%	70%	27%	4.9	17.7	96,498	293
Oracle Corporation	197,106	39,831	1%	80%	41%	4.9	12.1	137,000	291
<b>Average</b>	43,262	8,705	8%	65%	18%	7.4	26.8	29,868	232
<b>Median</b>	3,068	268	4%	68%	22%	5.6	26.1	991	253

share price as of 25Mar19

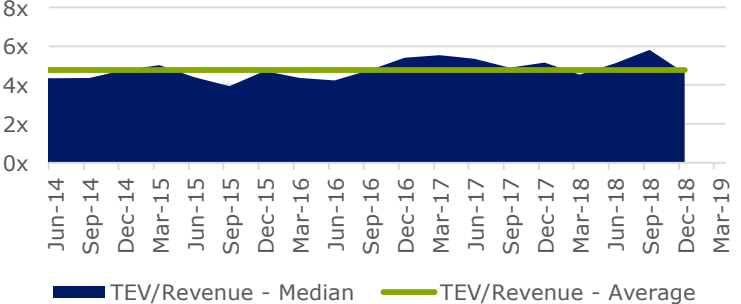
# Public Basket Valuation Trends



## Public EBITDA Multiples over Time



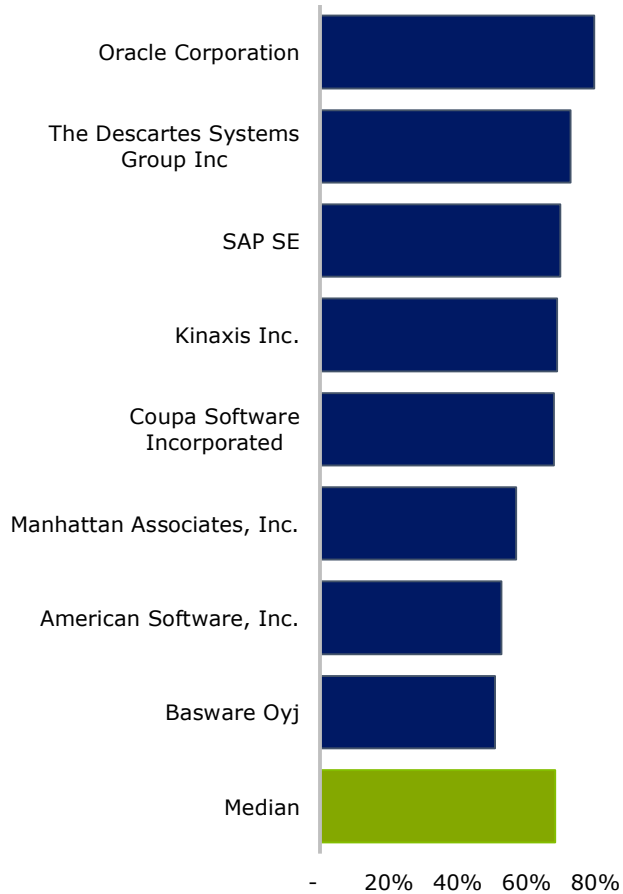
## Public Revenue Multiples over Time



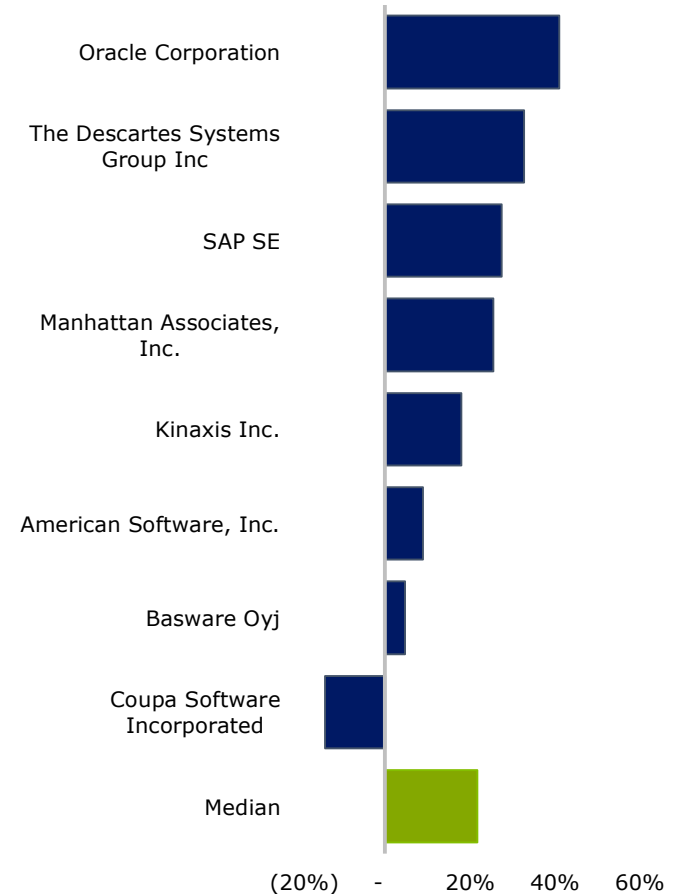
# Operational Metrics



LTM Gross Profit Margin %



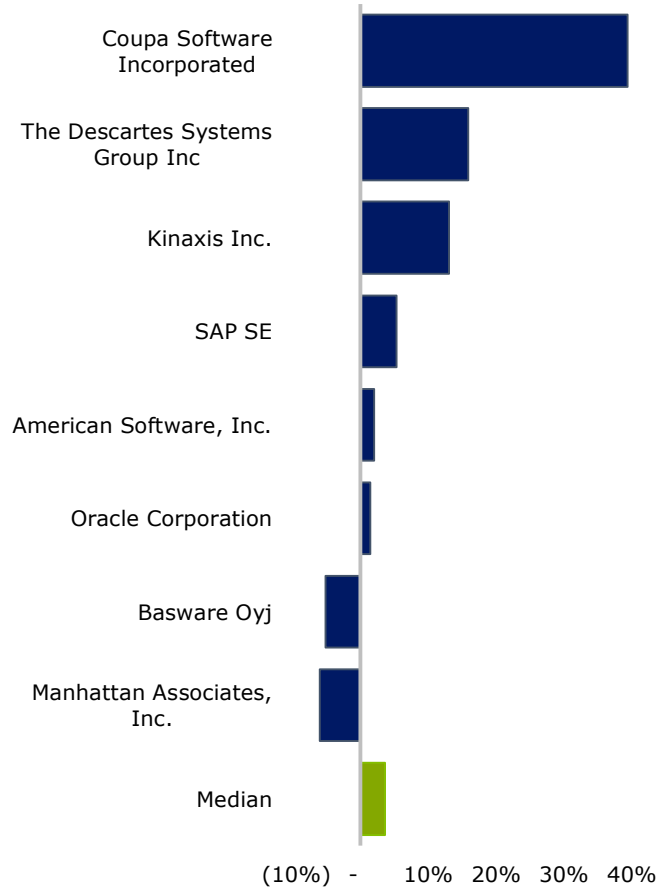
LTM EBITDA %



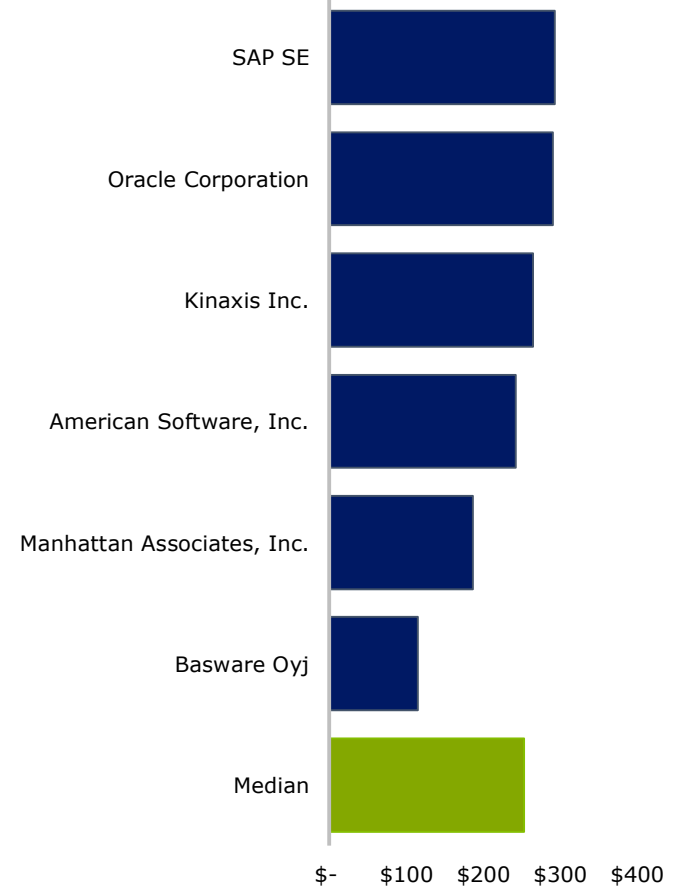
# Operational Metrics



LTM Revenue Growth %



LTM Revenue per Full Time Employee x 000's





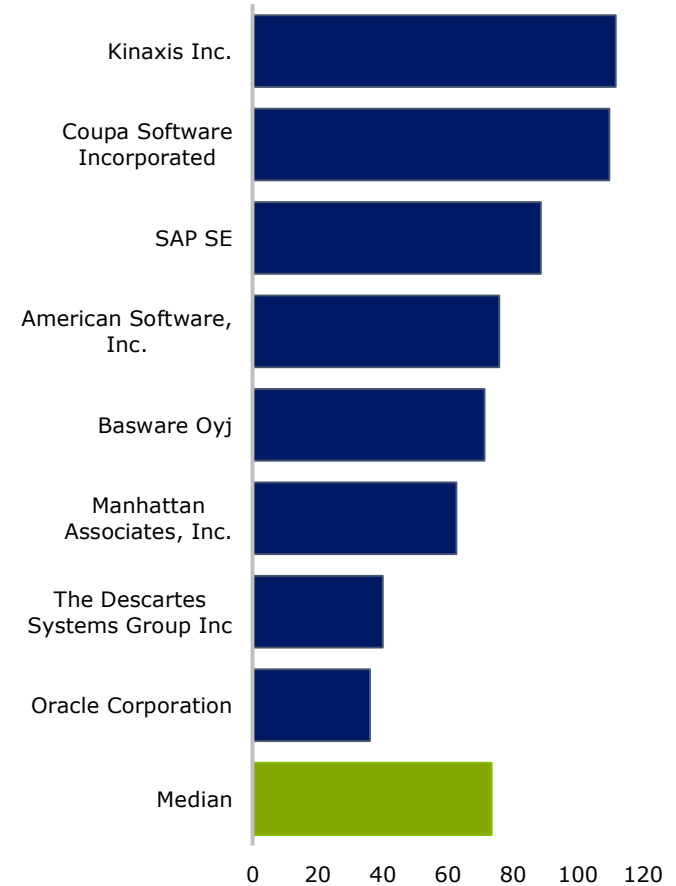
# Operational Metrics



## Accounts Receivable Turnover



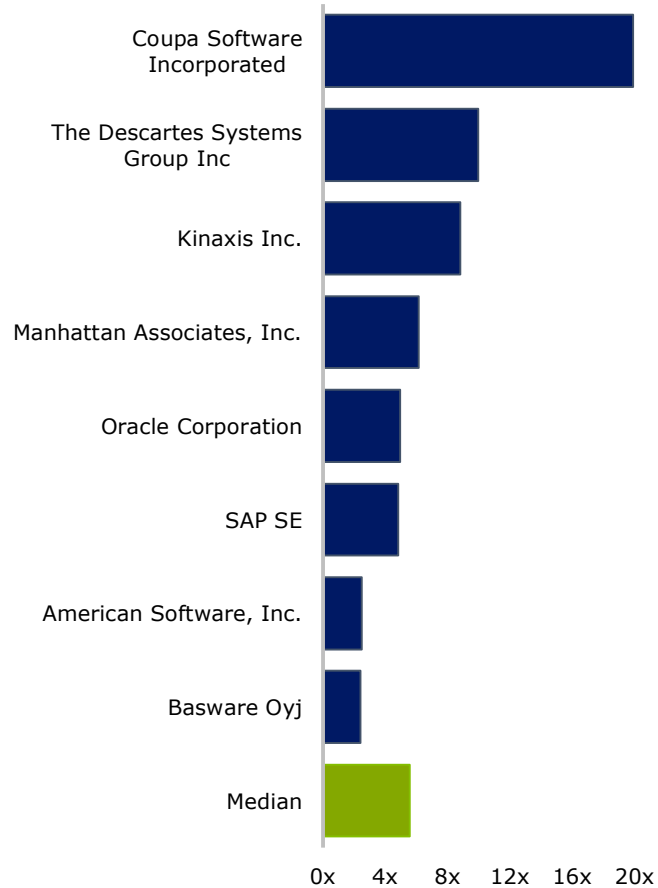
## Average Days Sales Outstanding



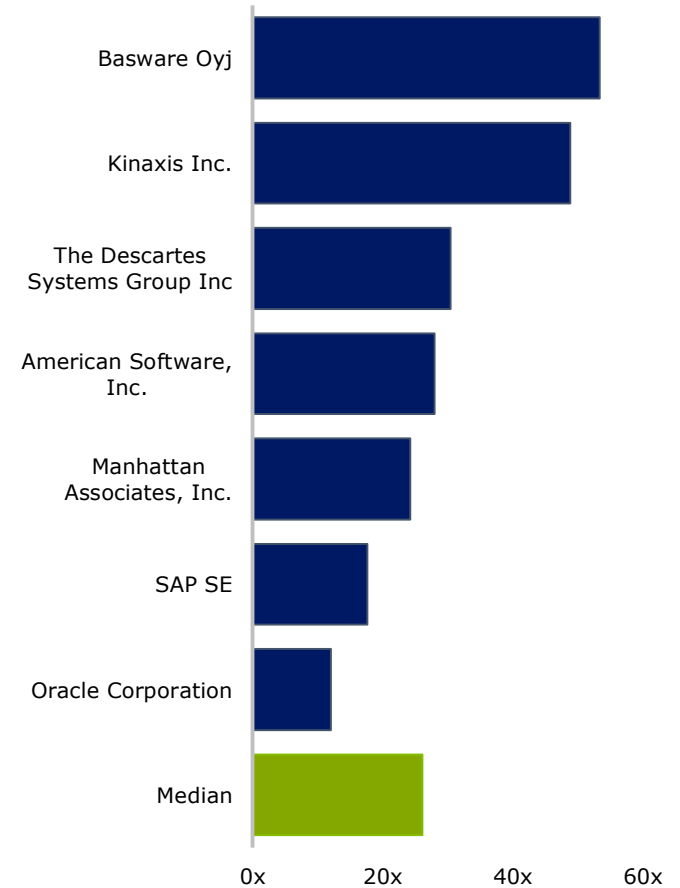
# Valuation



TEV / LTM Revenue



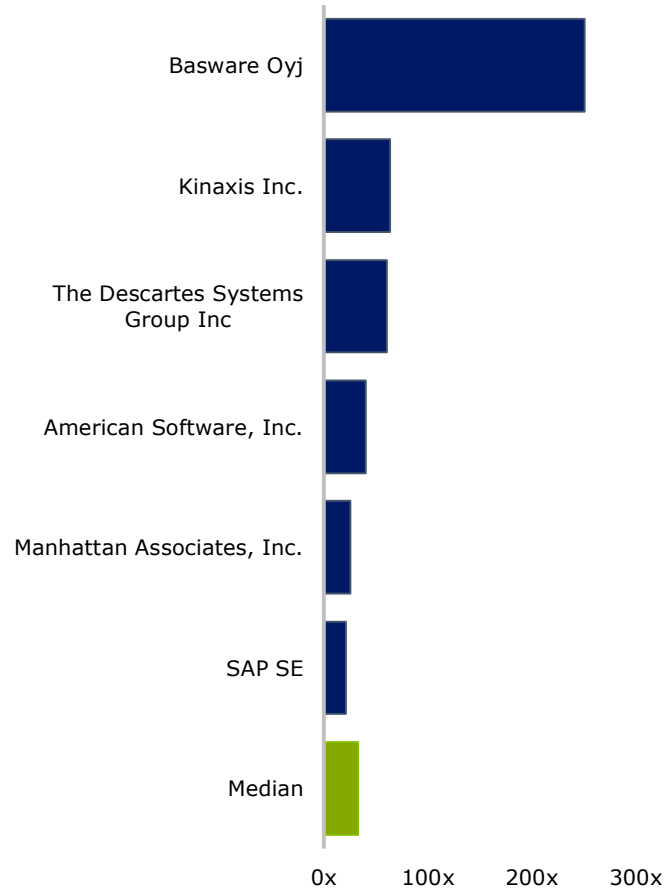
TEV / LTM EBITDA



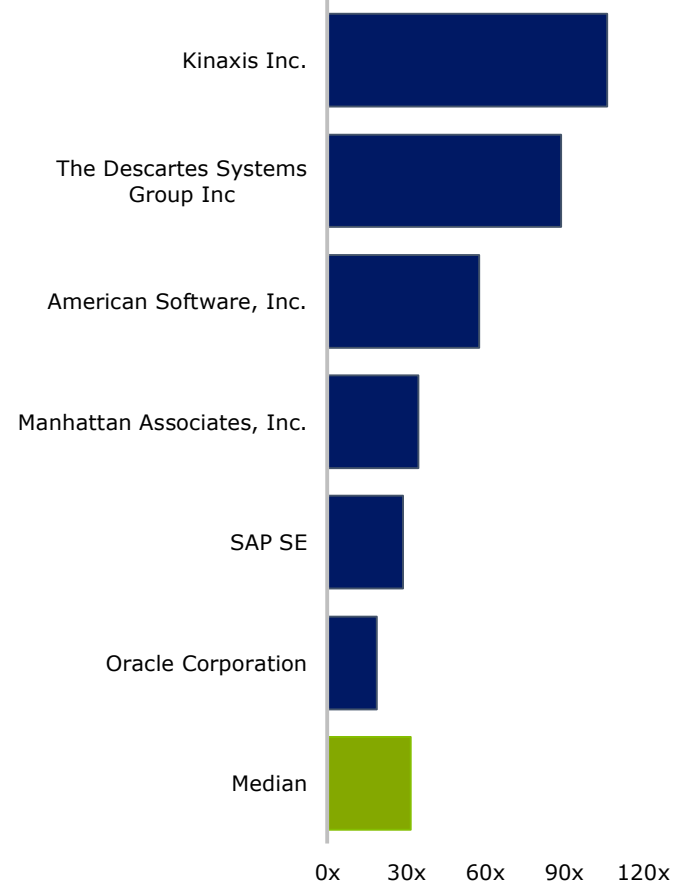
# Valuation



## TEV / LTM EBIT



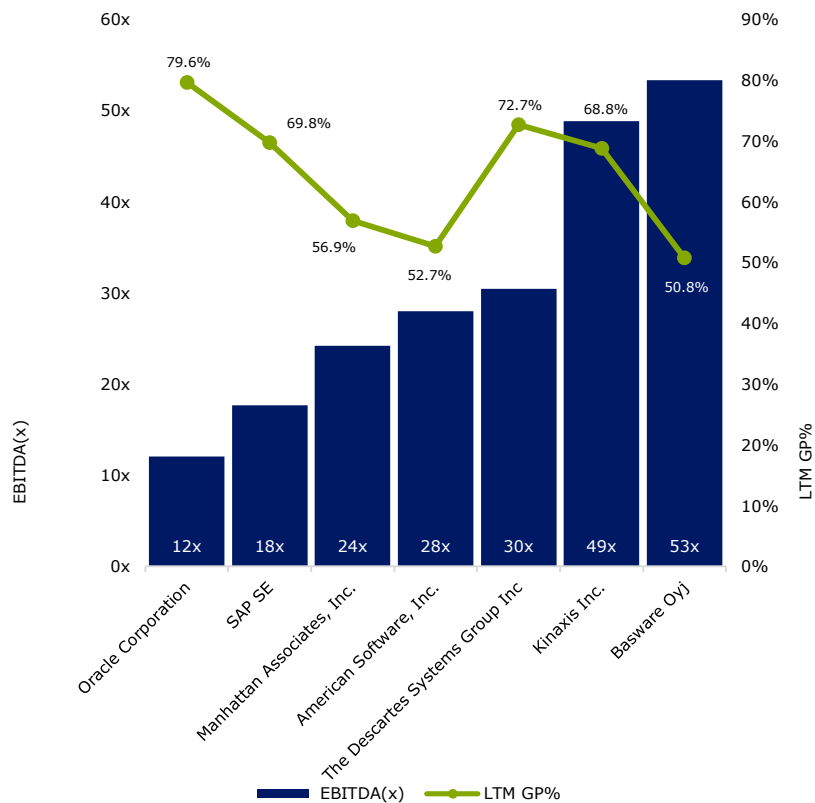
## Price / LTM Earnings



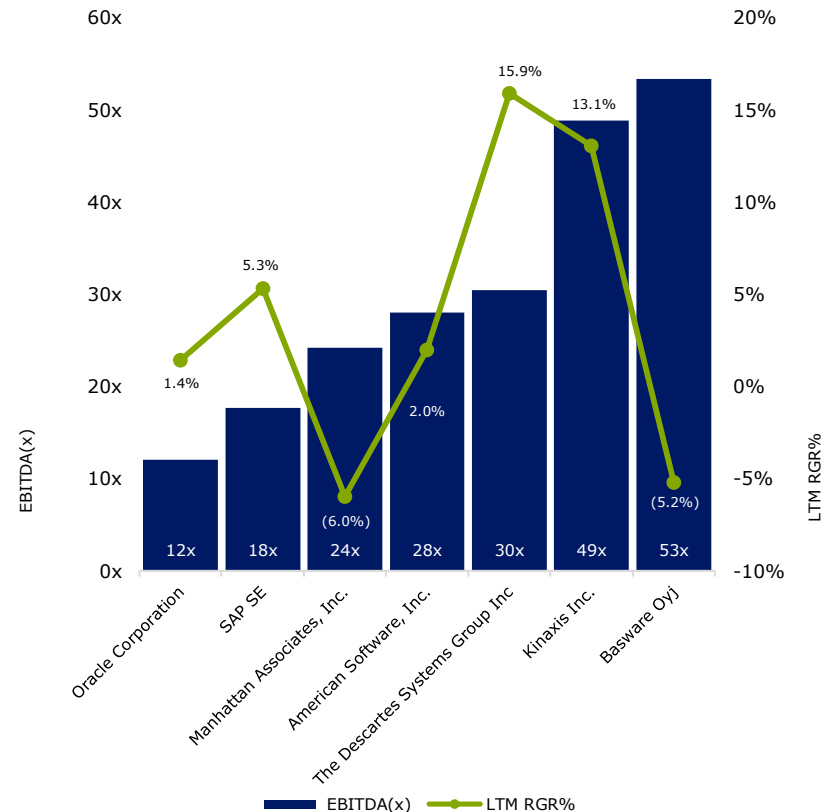
# Valuation



## Historical Valuation Multiples versus Gross Profit



## Historical Valuation Multiples versus Revenue Growth Rate



# Recent Transactions



<u>Date</u>	<u>Target</u>	<u>Buyer / Investor</u>	<u>Total Transaction Value</u>	<u>Target Revenue</u>	<u>TEV / Revenue</u>	<u>TEV / EBITDA</u>
11Dec18	IQMS Inc.	Dassault Systèmes SE	425.00	56.00	7.6x	-
4Dec18	Hiperos, LLC	Coupa Software Incorporated	95.00	-	-	-
14Nov18	OrderDynamics Corp.	TECSYS Inc.	10.10	-	-	-
18Jul18	Barkawi Management Consultants GmbH & Co. KG	Genpact Limited	95.60	-	-	-
2Jul18	Transparix Software B.V.	Logistyx Technologies, LLC	-	-	-	-
20Jun18	Web.com Group, Inc.	Siris Capital Group, LLC	2,064.66	750.84	2.7x	14.3x
12Apr18	CSF Solutions GmbH	BluJay Solutions Ltd	-	-	-	-
15Mar18	FSE Inc.	Gladson Interactive, Inc.	-	-	-	-
12Feb18	Amber Road, Inc.	E2open, LLC	323.51	79.08	4.0x	-
29Jan18	Callidus Software Inc.	SAP America, Inc.	2,576.42	253.09	9.6x	NM
11Jan18	Forecast Solutions SL	Retail Logistics Excellence - RELEX Oy	-	-	-	-
25Sep17	BluJay Solutions Ltd	Temasek Holdings (Private) Limited	-	-	-	-
15Sep17	InfoZen, Inc.	ManTech International Corporation	180.00	-	-	-
28Aug17	HighJump Software Inc.	Körber AG	-	-	-	-
14Aug17	MacroPoint, LLC	The Descartes Systems Group Inc	106.60	12.50	8.5x	-
7Jul17	Perfect Commerce, LLC	Proactis Holdings PLC	132.50	39.67	3.3x	20.6x
1Jun17	PCSTrac, Inc.	The Descartes Systems Group Inc	11.50	-	-	-
18May17	Z-Firm LLC	The Descartes Systems Group Inc	17.00	-	-	-
23Dec16	Datamyne, Inc.	The Descartes Systems Group Inc	55.18	-	-	-
6Sep16	LogFire, Inc.	Oracle Corporation	-	-	-	-
13Jul16	Imprivata, Inc.	Thoma Bravo, LLC; Thoma Bravo Fund XII, L.P.	521.03	131.14	3.8x	NM
1Jul16	Intelligrated Inc. (nka:Honeywell Intelligrated, Inc.)	Honeywell Sensing and Productivity Solutions	1,500.00	-	-	-
23Jun16	Predictix LLC	Infor (US), Inc.	125.00	21.68	-	-
7Apr16	Suzhou Supply Chain Technology Co., Ltd.	Jiangsu Hongtu High Technology Co., Ltd.	120.62	20.68	5.8x	-

# Supply Chain Tech & Software

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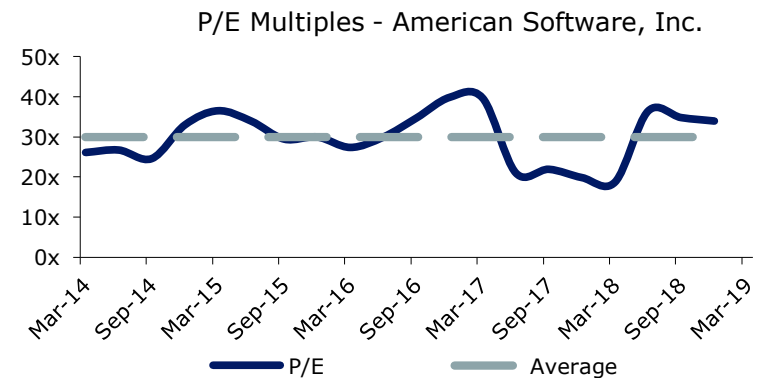
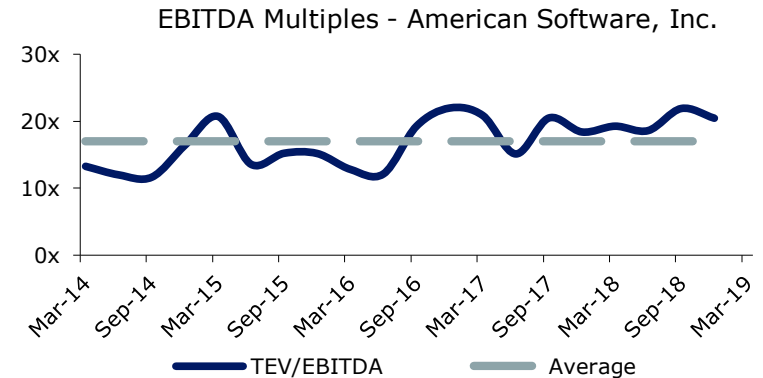
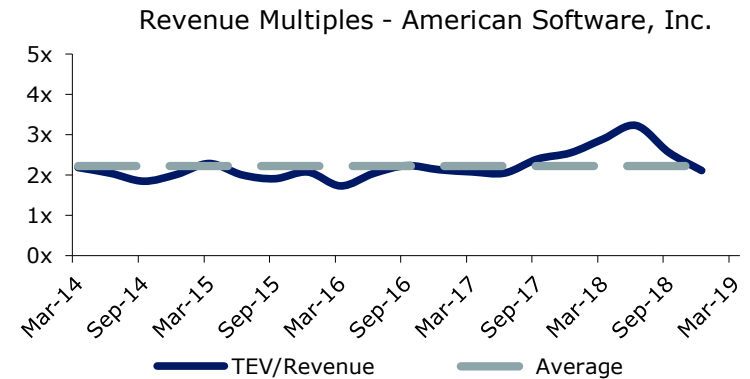
APPENDIX:  
Public Basket  
Constituents

# Public Basket



## American Software, Inc.

American Software, Inc. develops, markets, and supports a portfolio of software and services worldwide. It operates in three segments: Supply Chain Management (SCM), Information Technology (IT) Consulting, and Other. The SCM segment provides supply chain management and retail planning solutions, including sales and operations planning, demand and inventory optimization, manufacturing planning and scheduling, supply optimization, retail allocation and merchandise planning, and transportation optimization solutions to streamline and optimize the forecasting, inventory, production scheduling, production, supply, allocation, distribution, and management of products between trading partners. This segment also offers cloud solutions for supply chain management, product lifecycle management, vendor quality, and vendor compliance and corporate social responsibility for brand retailers and manufacturers; and analytics and business intelligence solutions for the supply chain market. The IT Consulting segment offers IT staffing and consulting services, such as professional services/product management/project management, staff augmentation, and social media and analytic marketing, as well as cloud, collaboration, network, and security services for software enhancement, documentation, update, customer education, consulting, systems integration, maintenance, and other support services. American Software, Inc. was founded in 1970 and is headquartered in Atlanta, Georgia.



# Public Basket

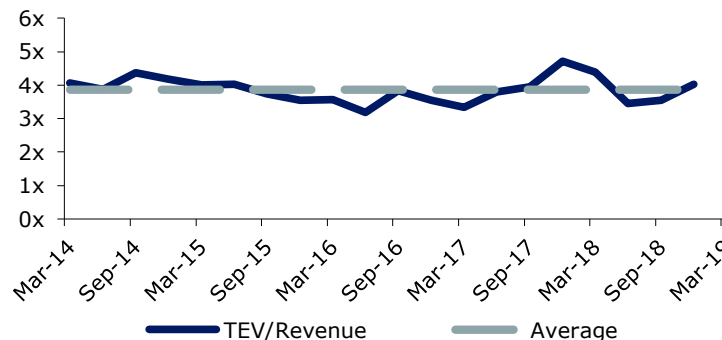


## Basware Oyj

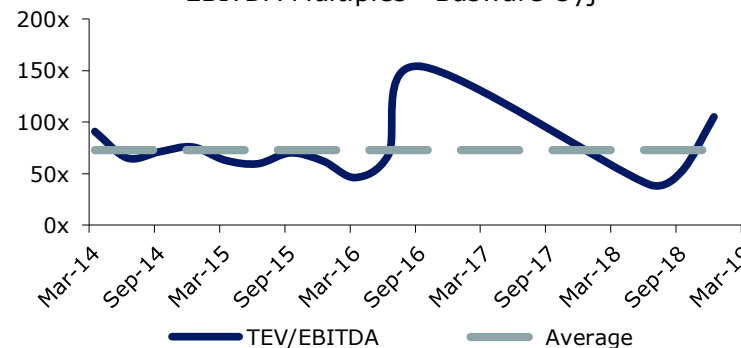
Basware Oyj provides networked purchase-to-pay solutions, and e-invoicing and financing services for organizations in Finland and internationally. The company offers accounts payable automation software; e-procurement solutions; InvoiceReady, a purchase-to-pay solution for invoice handling; strategic sourcing solutions; purchase to pay analytics solutions; business consulting solutions; and travel and expense management solutions. The company also provides sending and receiving e-invoicing, paper invoice, PDF e-invoice, and e-archiving solutions; supplier management solutions; Basware Discount, a win-win solution for buyers and suppliers; and Basware Pay, a payment solution. Basware Oyj was founded in 1985 and is headquartered in Espoo, Finland.

Date	Key Development Headline
2/27/19	Tradeshift Inc. cancelled the acquisition of Basware Oyj (HLSE:BAS1V) from funds managed by Arrowgrass Capital Partners LLP and others.
11/15/18	Tradeshift Inc. made an offer to acquire Basware Oyj (HLSE:BAS1V) from funds managed by Arrowgrass Capital Partners LLP and others.

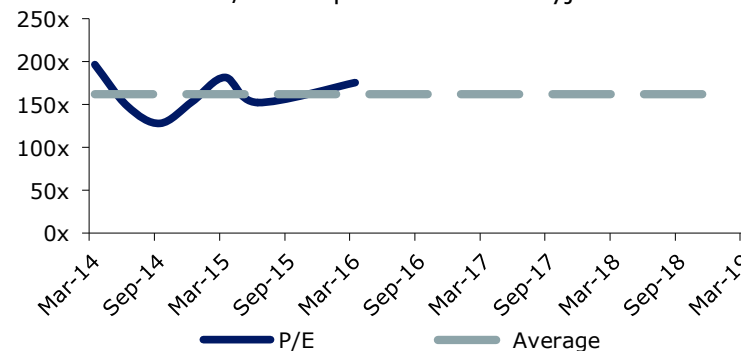
Revenue Multiples - Basware Oyj



EBITDA Multiples - Basware Oyj



P/E Multiples - Basware Oyj





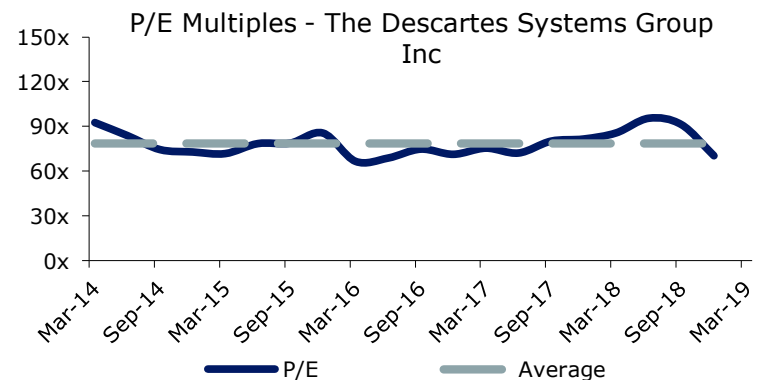
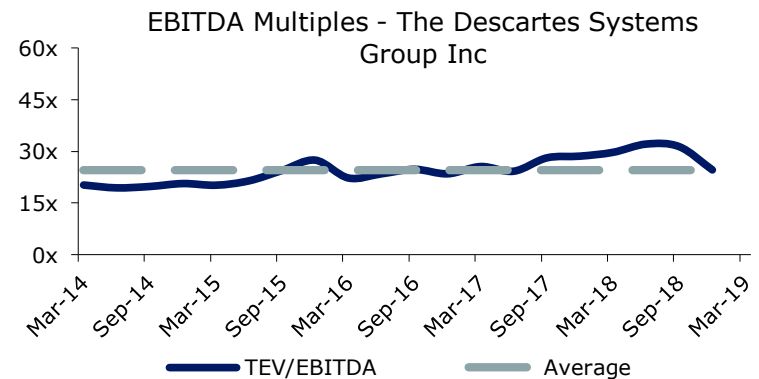
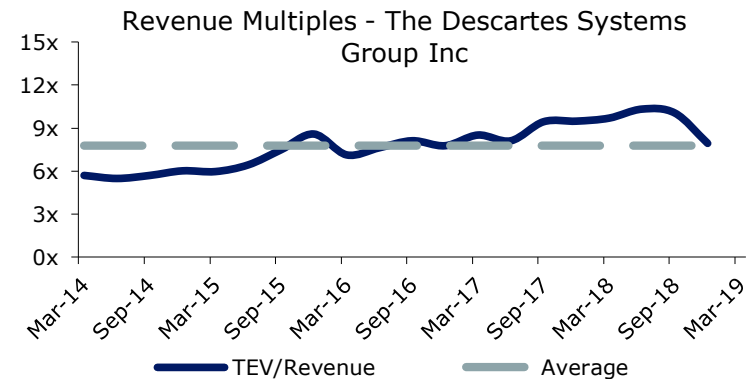
# Public Basket



## The Descartes Systems Group Inc

The Descartes Systems Group Inc. provides federated network and logistics technology solutions worldwide. Its Logistics Application Suite offers a range of modular, cloud-based, and interoperable Web and wireless logistics management applications. The company was founded in 1981 and is headquartered in Waterloo, Canada.

Date	Key Development Headline
3/6/19	The Descartes Systems Intends To Seek Investments
2/11/19	The Descartes Systems Group Inc (TSX:DSG) completed the acquisition of Edi Customs Brokers Inc and certain assets of MSR from MSR Customs Corporation, Management Systems Resources Inc., MSR Customs and Commodity Tax Group and MSR International Inc.
1/28/19	eCustoms - MSR Inc., The Descartes Systems Group Inc - M&A Call
1/28/19	The Descartes Systems Intends To Seek Acquisitions
1/27/19	The Descartes Systems Group Inc (TSX:DSG) entered into a definitive agreement to acquire Edi Customs Brokers Inc and certain assets of MSR from MSR Customs Corporation, Management Systems Resources Inc., MSR Customs and Commodity Tax Group and MSR International Inc. for approximately CAD 330 million.



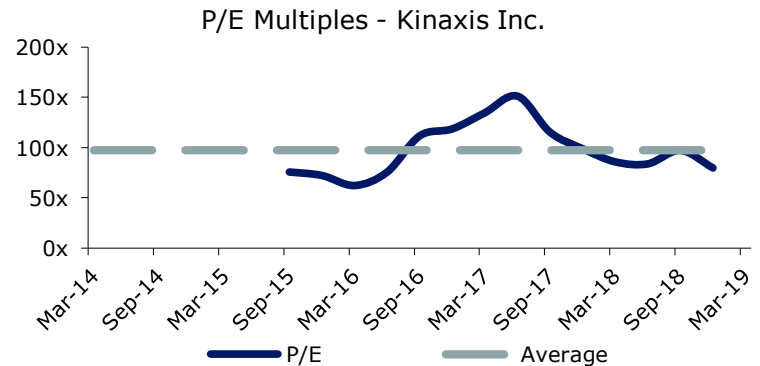
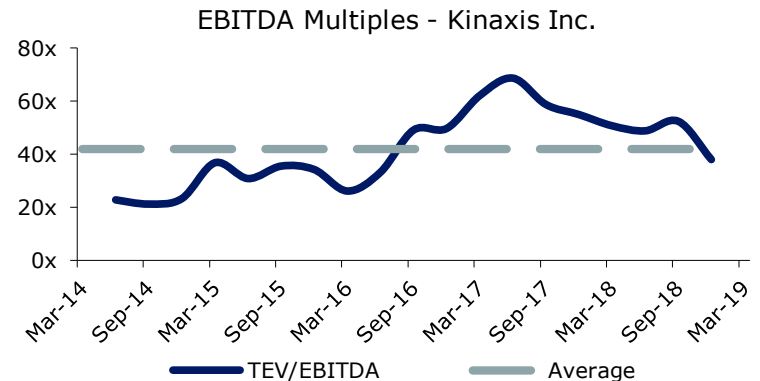
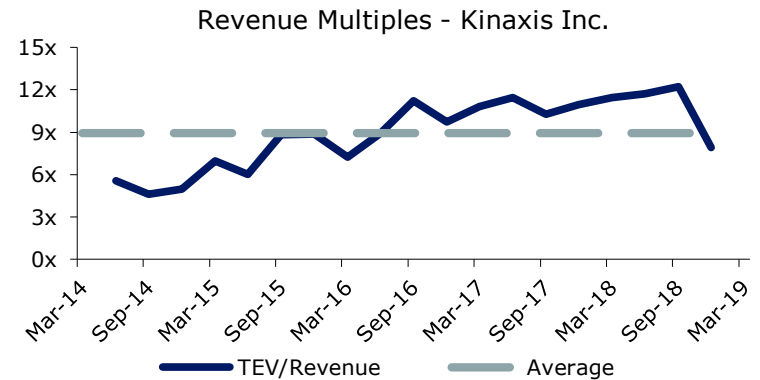
# Public Basket



## Kinaxis Inc.

Kinaxis Inc. provides cloud-based software for supply chain operations. The company offers RapidResponse, which provides supply chain planning and analytics capabilities for managing various supply chain management processes, including supply planning, inventory management, order fulfillment, capacity planning, and master scheduling, as well as sales and operations planning process. It also offers professional services, such as implementation, technical, and training services, as well as maintenance and support services to its software products. The company serves enterprises operating in various industries, including aerospace and defense, automotive, consumer products, high tech and electronics, industrial, and life sciences. Kinaxis Inc. sells its products in Canada, the United States, Europe, and Asia. The company was formerly known as webPLAN Inc. and changed its name to Kinaxis Inc. in May 2005. Kinaxis Inc. was founded in 1984 and is headquartered in Ottawa, Canada.

Date	Key Development Headline
1/8/19	Ernst & Young LLP (EY UK) and Kinaxis Inc. Announces Forming of Alliance

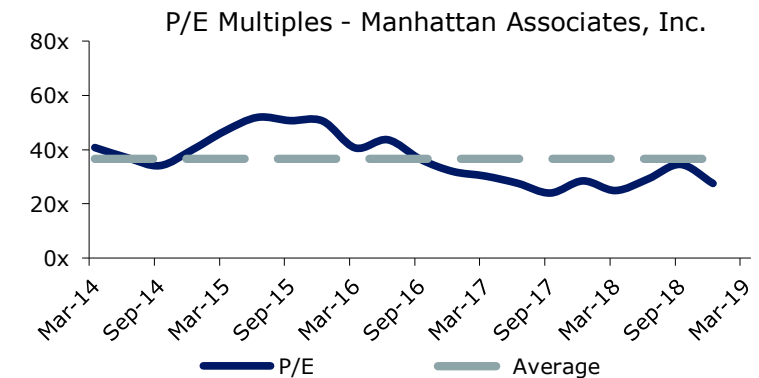
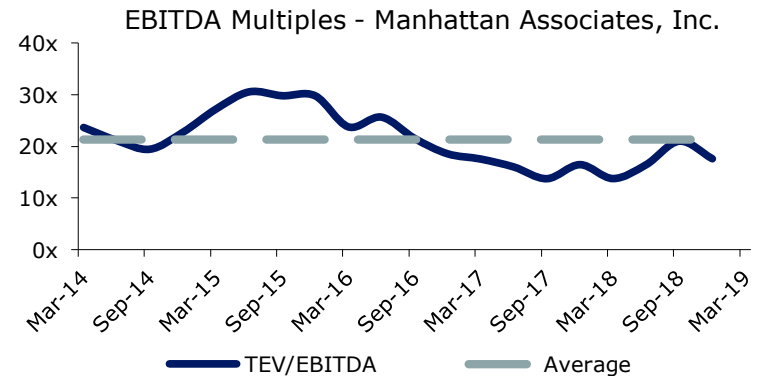
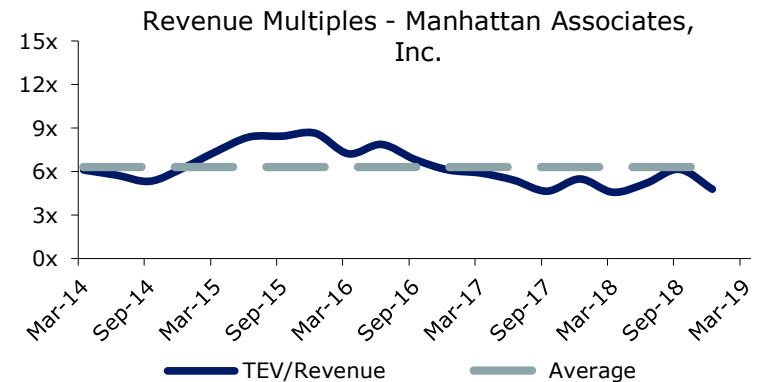


# Public Basket



## Manhattan Associates, Inc.

Manhattan Associates, Inc. develops, sells, deploys, services, and maintains software solutions to manage supply chains, inventory, and omni-channel operations for retailers, wholesalers, manufacturers, logistics providers, and other organizations. The company provides supply chain solutions, including distribution management, transportation management, and visibility solutions; omni-channel solutions; and inventory optimization and planning solutions. It also offers Manhattan SCALE, a portfolio of logistics execution solutions that provide trading partner management, yard management, optimization, warehouse management, and transportation execution services; Manhattan Active solutions; and maintenance services. In addition, the company provides professional services, such as solutions planning and implementation, and related consulting services; and training and change management services. Further, it resells computer hardware, radio frequency terminal networks, radio frequency identification chip readers, bar code printers and scanners, and other peripherals. It offers products through direct sales personnel, as well as through partnership agreements with various organizations in the Americas, Europe, the Middle East, Africa, and the Asia Pacific. Manhattan Associates, Inc. was founded in 1990 and is headquartered in Atlanta, Georgia.

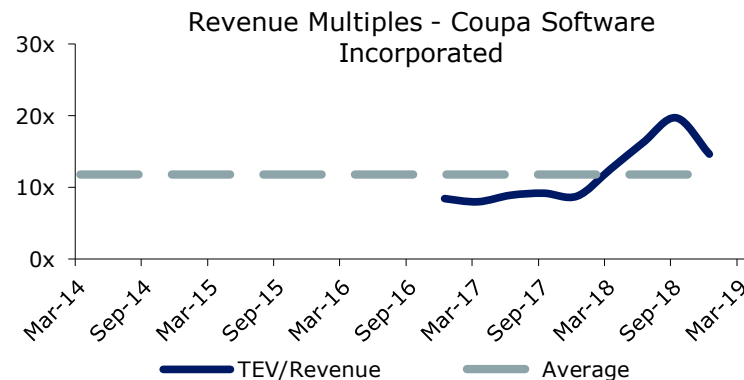


# Public Basket



## Coupa Software Incorporated

Coupa Software Incorporated provides cloud-based spend management platform. The company's platform connects organization with suppliers globally; and provides visibility into and control over how companies spend money, as well as enables businesses to achieve savings that drive profitability. Its platform consists of procurement, invoicing, and expense management modules that form its transactional engine and capture a company's spend; and offers supporting modules, including sourcing, spend analysis, contract management, supplier management, and inventory management. The company markets its platform to a range of enterprises in various industries, such as healthcare and pharmaceuticals, retail, financial services, manufacturing, technology, and others primarily through a direct sales force worldwide. The company was founded in 2006 and is headquartered in San Mateo, California.



<b>Date</b>	<b>Key Development Headline</b>
12/9/18	Coupa Software Incorporated (NasdaqGS:COUP) acquired Hiperos, LLC from Opus Global Holdings and GTCR Fund X/C, L.P., managed by GTCR, LLC for approximately \$95 million.
10/14/18	Coupa Software Incorporated (NasdaqGS:COUP) acquired Aquire, Inc. from Vora Ventures LLC and others.
9/3/18	Coupa Software Incorporated (NasdaqGS:COUP) acquired DCR Workforce, Inc.

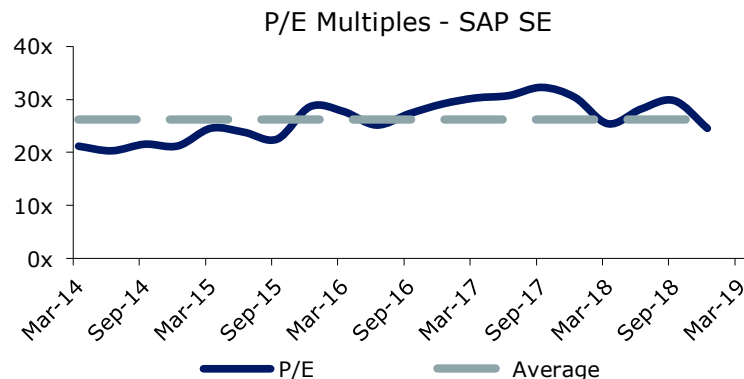
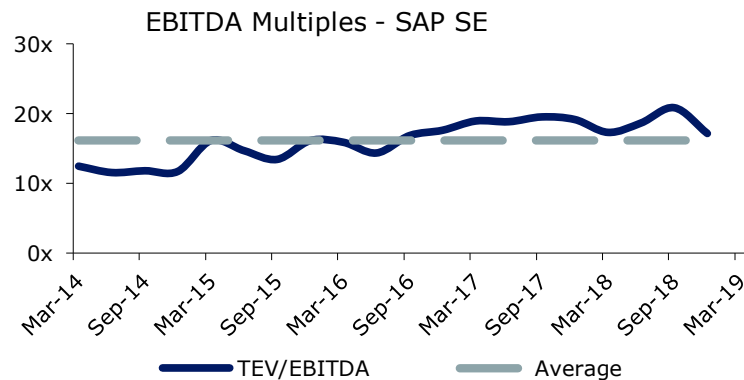
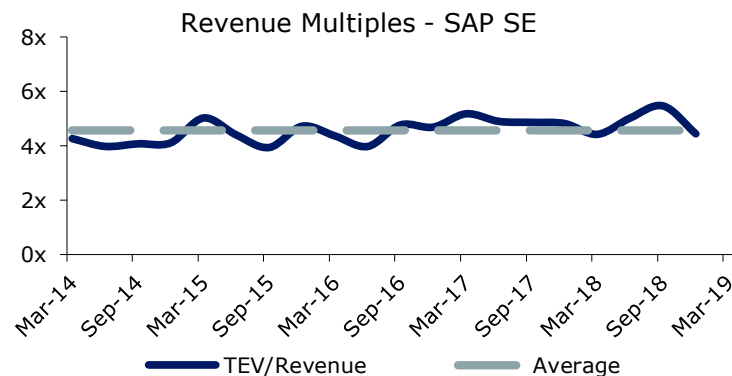
# Public Basket



## 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. SAP SE was founded in 1972 and is headquartered in Walldorf, Germany.

Date	Key Development Headline
2/24/19	Verisk 3E signed a definitive agreement to acquire Content as a Service business of SAP SE (DB:SAP).
12/17/18	SAP and Software AG Launch Joint Platform for Smart Cities
12/17/18	Lition Signs a Co-Innovation Agreement with SAP SE
11/20/18	Tata Consultancy Services Partners with SAP to Build Intelligent Rail Digital Maintenance
11/18/18	SAP SE (DB:SAP) acquired Contextor SAS from K Partners and others.



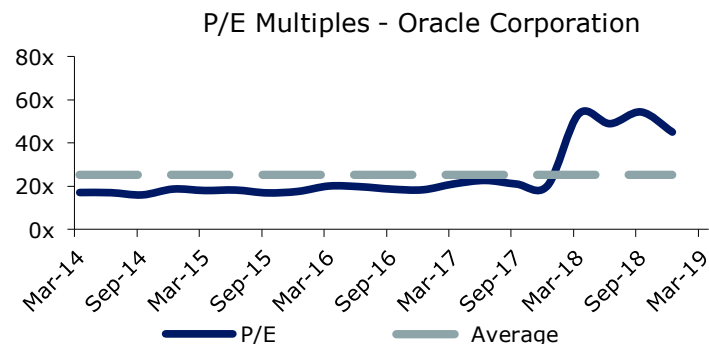
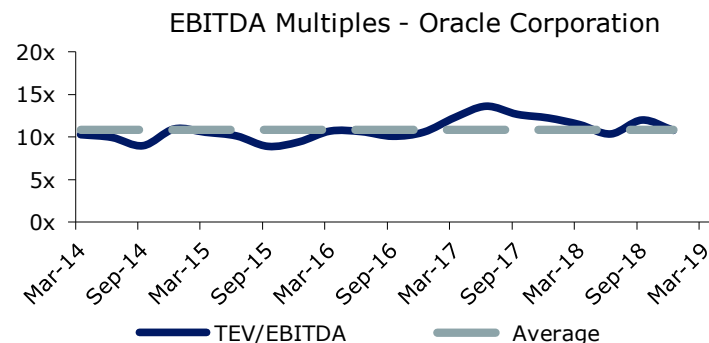
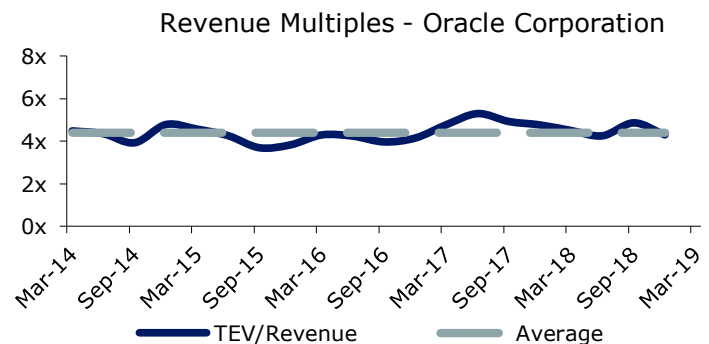
# Public Basket



## Oracle Corporation

Oracle Corporation develops, manufactures, markets, sells, hosts, and supports application, platform, and infrastructure solutions for information technology (IT) environments worldwide. The company provides services in three primary layers of the cloud: Software as a Service, Platform as a Service, and Infrastructure as a Service. It offers human capital and talent management, enterprise resource planning, customer experience and relationship management, procurement, supply chain management, project portfolio management, business analytics and enterprise performance management, and industry-specific application software, as well as financial management and governance, and risk and compliance applications. -Oracle Corporation was founded in 1977 and is headquartered in Redwood City, California.

Date	Key Development Headline
1/10/19	The San Francisco Giants and Oracle Announces 20-Year Partnership
11/14/18	Oracle Corporation (NYSE:ORCL) entered into an agreement to acquire Talari Networks, Inc.
11/14/18	Tele2 Russia, Oracle Expand Cooperation on Cloud Services
11/8/18	Oracle Corporation (NYSE:ORCL) completed the acquisition of goBalto, Inc.
10/30/18	Oracle Corporation (NYSE:ORCL) completed the acquisition of DataFox Intelligence, Inc.



# CONTACT INFO

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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