

# Acquisition Opportunity

## All-in-one SIP Enabled Contact Center as a Service Provider

2018 Revenue: \$1.7M

Gross Margins > 90%

- **Robust Product Set:** Contact Center suite includes multichannel inbound, outbound, IVR, virtual queue, surveys, screen pops, recording and Workforce Management (WFM) and Workforce Optimization (WFO).
- **Attractive SaaS Business Model:** Company has been delivering call center software solutions since 1996 and has captured that intellectual property and expertise in their proven SaaS offering - Call Center as a Service.
- **Great Growth Potential:** Globally, the cloud-based contact center market is expected to grow from \$6.47 billion in 2017 to \$24.11 billion by 2023, at a CAGR of 25% during the forecast period according to Market Research Future.
- **Strong Product Adjacencies:** With UCaaS (Unified Communications as a Service) which is accelerating at an annual rate of 29%, according to a Synergy Research Group.
- **Relationship With a Major UCaaS Provider:** Company has established a relationship with a major UCaaS provider with their Channel Partners including Company's Contact Center module where appropriate.
- **Expanding Interest in the UCCaaS Space:** Several Major UCaaS providers are either developing or acquiring Contact Center Capabilities. Ring Central acquired Connect First, Nextiva released their own Cloud Contact Center solution, and Talkdesk, the fastest growing Contact Center as a Service provider, completed a \$100 million in Series B funding in 2018. Vonage acquired New Voice Media.
- Software integrates with SIP Enabled hardware and software systems
- Very Competitive on Price and Features

### SALES

YEAR	2016	2017	2018
SALES	\$1.5M	\$1.1M	\$1.7M

#### Client # 190816 B



MidMarketCapital, Inc.

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Their offering is a robust Multichannel Contact Center and Workforce Management solution for mid-market and Enterprise customers. It is a multichannel skills based routing contact center and scales from 5 to 1250 agents per location. The base "Select" software includes skills based routing, flexible announcements, agent and supervisor software with presence, call control, queue monitoring, scrolling marquee, IM text messaging, supervisory advanced monitoring and agent control and historical call reporting.

Advanced add-on options can complement the "Select" base package. These options include: Call back number queuing, Customer post-call surveys, VoIP voice and screen recording, Blended E-mail, Webchat and SMS queuing, CRM and customer database integration with data dip for smart routing and call coordinated screen pop, Blended automatic outdial campaigns with power/preview/progressive and predictive auto dialer.

The founders have been running the company for more than 23 years. They are skilled software engineers and that is the strength of the company. They feel that they could greatly benefit from an acquisition by a larger company with the resources and sales and marketing expertise to capitalize on the explosive growth in this unified communications space.

# STANDARD CONFIDENTIALITY AGREEMENT

Client # 190816 B

## Unified Contact Center as a Service (UCCaaS) Vendor

This Confidentiality Agreement will confirm our mutual understanding in connection with MidMarket Capital (MMC) providing, and your receipt of, Information regarding the Company described above as ("The Company").

Information means all oral or written data, reports, records or materials ("Information") obtained from MMC or The Company, including the name, address and type of business of The Company, the knowledge that The Company may be considering a sale, or even the fact that information has been provided. Information shall not include, and all obligations as to non-disclosure by the undersigned shall cease to any part of, such information to the extent that such information (i) is or becomes public other than as a result of acts by the undersigned; (ii) can be shown was already known to the undersigned at the time of its disclosure hereunder; (iii) is independently obtained by the undersigned from a third party having no duty of confidentiality to The Company; (iv) is independently developed by the undersigned without use of any Information supplied hereunder; or (v) is obligated to be disclosed pursuant to applicable law, regulation or legal process.

Information is being furnished solely in connection with your consideration of the acquisition of The Company and shall be treated as "secret" and "confidential" and no portion of it shall be disclosed to others, except to those of your employees and agents whose knowledge of the Information is required for you to evaluate The Company as a potential acquisition and who shall assume the same obligations as under this Agreement. The undersigned hereby assumes full responsibility for the compliance of such employees or agents to the terms of this Agreement.

The undersigned further agrees that it will not interfere with any business of The Company through the use of any Information or knowledge acquired under this Agreement nor use any such Information for its own account.

It is understood that The Company is the intended party and beneficiary whose rights are being protected and may enforce the terms of this Agreement as if it were a party to this Agreement.

All Information shall be promptly returned or destroyed, as directed by us or The Company.

It is understood that (a) no representation or warranties are being made as to the completeness or accuracy of any Information and (b) any and all representations and warranties shall be made solely by The Company in a signed acquisition agreement or purchase contract and then be subject to the provisions thereof.

The undersigned acknowledges the responsibility to perform a due diligence review at its own cost and expense prior to any acquisition.

The respective obligations of the parties under this Agreement shall survive for a period of two years following the date hereof.

Name of Individual: \_\_\_\_\_ | Title: \_\_\_\_\_ |  
(Please Print) (Please Print)

Organization: \_\_\_\_\_ |

Email Address: \_\_\_\_\_

Street Address: \_\_\_\_\_ |

\_\_\_\_\_|\_\_\_\_\_|\_\_\_\_\_|  
(City) (State) (Zip)

Telephone: \_\_\_\_\_ | Fax: \_\_\_\_\_ | Cell: \_\_\_\_\_

Signature: \_\_\_\_\_ | Date: \_\_\_\_\_ |  
(Authorized Representative)

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