

Retail Technology

Discover our global deal record supporting providers of retail technology



Extensive M&A experience across the retail technology value chain



Strategic acquirers and financial investors are competing for businesses that are aligned with key technology-driven retail trends. The deals here demonstrate:

- the importance of an omni-channel approach to customer engagement, and that both bricks and mortar and e-commerce remain central to most business models and the customer decision-making process
- the ability to maintain a single view of the customer regardless of the manner in which they are shopping
- effective and consistent marketing and customer engagement across multiple channels are critical to attracting and retaining the consumer and optimising the return on marketing investment
- supply chain and logistics management are key to a complete consumer offering, efficient operations and enhanced retailer margins
- flexible delivery and returns services are highly valued by the consumer and retailers are rapidly increasing service levels to aid customer conversion, drive basket value and increase retention.



Innovation in retail technology is continuing at an exciting pace as retailers and brands strive to differentiate themselves in this dynamic market.

Contact **Paul Vanstone** on **+44 (0) 20 7246 0510** or email **paul.vanstone@alantra.com**. Alternatively, contact one of our sector specialists listed over the page.

Logistics

- ReBound provides a multi-carrier returns platform for global retailers
- Development investment from the Business Growth Fund

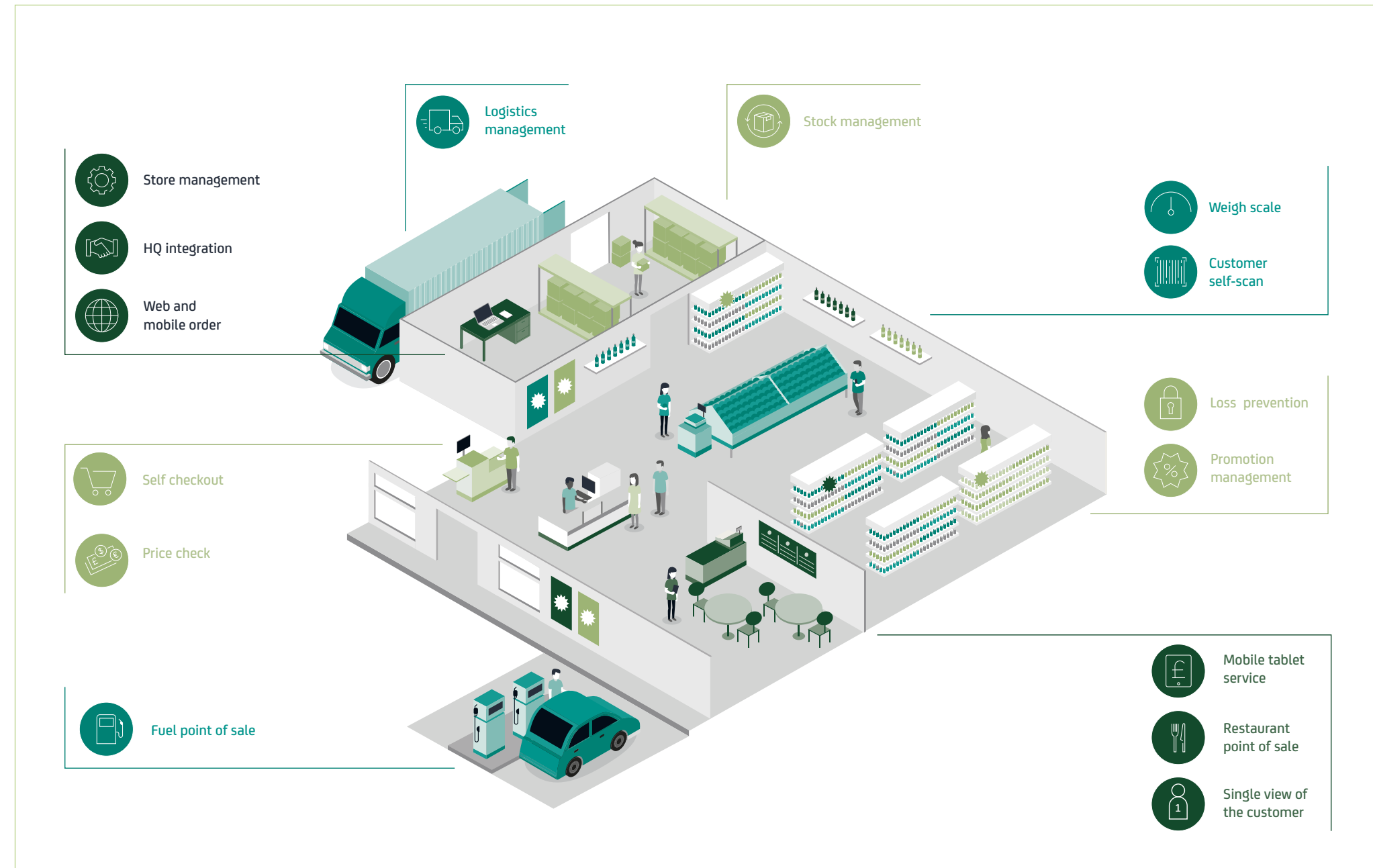
- GFS provides a technology-enabled global outbound carrier management service to UK retailers
- Development investment from Phoenix Equity Partners






- Oz Development provides managed application integration solutions for SMEs for automating logistics and supply chain processes
- Sale to Descartes






- CitySprint is the UK's leading technology-driven same day distribution company
- SMBO backed by Dunedin Capital Partners and growth investment from LDC





Platforms



- PCMS is a leading independent retail technology platform across point of sale, mobile, bring your own device and eCommerce
- MBO backed by Inflexion Private Equity and follow-on debt raise with ICG

- Unilog is a B2B eCommerce platform that integrates with existing CRM systems and offers commerce, product and content management services
- Growth funding from LLR Partners

- Commerce Server provides enterprise commerce applications and solutions for eCommerce sites
- Multi-year engagement including the sale to Sitecore plus refinancing from Comerica Bank and GKFF

- eCommerce platform providing SMEs with an all-in-one solution for creating, managing and marketing an online store
- Growth financing from Silicon Valley Bank




- Bee2Link offers a portfolio of SaaS solutions to the automotive retail industry allowing seamless integration from the OEM to the point of sale
- Minority investment funded by Bridgepoint Development Capital






- Product data and information management SaaS for supply chain, eCommerce and regulatory needs for the retail, healthcare and food service industries
- Sale to Gladson, a subsidiary of The Wicks Group

Marcomms




- Inspired Thinking Group is a technology-led provider of outsourced marketing services
- Multi-year relationship includes the SMBO funded by Bridgepoint Development Capital, the follow-on TMBO funded by Equistone, and two acquisitions

- Every Screen Media is a mobile data provider that enables marketers to target mobile audiences
- Sale to Media 6 Degrees



Alantra retail technology sector specialists

We advise business owners, management teams and financial investors on mergers and acquisitions, raising private and public equity capital, and raising and refinancing debt capital.



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