

M&A Australian digest: ZOOM ON RECENT DEALS



JULY 2019

A great start to FY20 for M&A in the consulting, professional services, AI and IT sectors in Australia.

1. **Randstad Australia acquires Aurec Group:** Randstad Australia, a leading human resources services provider, announced that it has signed an agreement to acquire Aurec Group in Australia. The acquisition of Aurec Group allows Randstad Australia to accelerate the growth of its leading technology recruiting and solutions arm and aligns with the company's strategy of growing its professional business.
2. **Finity Consulting acquires Deep Logic:** Finity Consulting, an Australian analytics company has acquired Deep Logic, an artificial

intelligence firm for an undisclosed sum. Sydney-based Deep Logic, founded as Neuronworks in 1997, will retain its brand name as its team merges with that of Finity in Sydney. According to Finity, Deep Logic's AI and machine learning capabilities will add "depth" to its services for sectors such as insurance, finance and healthcare. "Deep logic has a long standing relationship with Finity and the deepest respect for their work, culture and people. According to Paul Beinat, one of three Deep Logic principals, this acquisition will unlock synergies between their two businesses and provide enormous opportunity for them to help build the artificial intelligence capabilities of Finity's clients.

3. **ISV Intelledox has been acquired by Smart Communications:** ISV Intelledox has been acquired by a global firm, Smart Communications for an undisclosed amount. Intelledox, a Canberra-founded company specialises in workflow content automation software and has technology and solution partnerships with Microsoft, DocuSign, Fujitsu and Avanade. Originally formed in 1992 by Phillip Williamson and Michelle Melbourne, Intelledox has multiple offices across Australia, Singapore



and the USA, where it now houses its global HQ in Dallas.

4. **Salesforce Kiwi partner, Davanti Consulting, expands into Australia:**

Salesforce partner Davanti Consulting has expanded into Australia and opened two offices located in Melbourne and Sydney. Established in 2007, Davanti has offices in Auckland and Wellington and claims to be the largest independently owned Salesforce consulting partner in New Zealand. It offers advisory, implementation and managed service solutions across the Salesforce product stack in financial services, manufacturing, retail, government and the utilities sector. According to Australia country manager Chris Whitbread, Salesforce has been actively working with Davanti to bring its capabilities into the Australian market. "Davanti believes that the timing is now right.

5. **Deloitte purchases NeoData:**

Deloitte is building up its Oracle practice skills through purchasing Melbourne-based information and data management consultant, NeoData Australia. NeoData CEO Tas Osianlis and COO Robert Loughnane will join Deloitte Consulting's Enterprise Technology practice as partners, and CTO Gergo Bacskai will be a principal. About 20 NeoData staff will join Deloitte offices in Melbourne,

Sydney and Perth from 12 August. According to Deloitte, the NeoData team provide deep functional process knowledge across all aspects of finance, HR and procurement, customer experience and supply chain systems covering industries such as financial services, education, technology, media and telecommunications as well as government. NeoData recently gained recognition as Oracle's APAC specialised partner of the year, which it has achieved four years in a row since 2016.

6. **Dreamscape received \$105m acquisition bid:** ASX-listed

Dreamscape Networks has received an acquisition proposal from US-headquartered Web.com Group for all Dreamscape shares. "With a significant premium to the current trading price, Web.com's offer provides Dreamscape shareholders with certainty of value and the opportunity to realise their investment in full for cash," Dreamscape chairman Peter James said. "Dreamscape's customers will benefit from the resultant increase in scale to deploy unique, simple and innovative online solutions, as well as a broader product suite and service capability," he added. Dreamscape requested a trading halt on 22 July pending an announcement regarding a "control transaction".

You would like to assess the sale readiness of your consultancy or you are thinking of an M&A deal in the near future, contact pierre.briand@scdadvisory.com