



EMBRACE



ACQUIRE & INVEST IN NICHE VERTICAL-SAAS.

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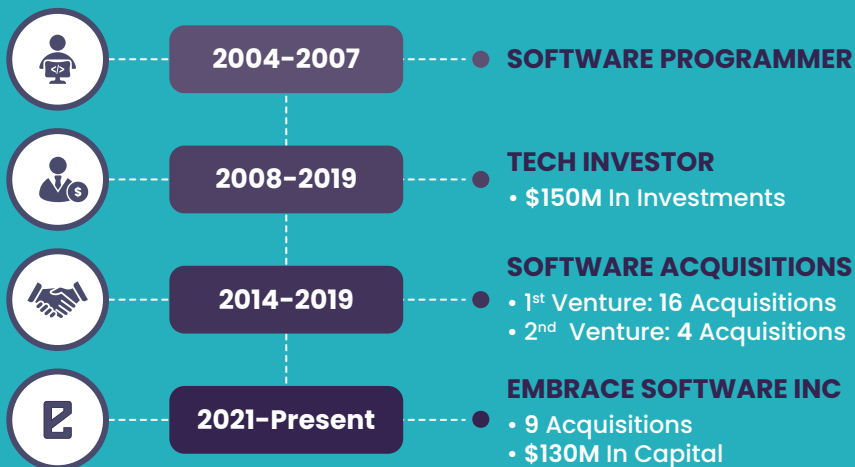


MESSAGE FROM CEO

“We have experience acquiring 30+ software companies, building enterprise software for Fortune 500 companies, implementing large scale digital transformation projects and managing teams across multiple countries.”

MOHAN PLAKKOT
CEO of Embrace

FOUNDER'S BACKGROUND





“

WE ARE
ENTREPRENEURS
AND ENTERPRISE
TECHNOLOGISTS
WITH 25+
ACQUISITIONS
UNDER OUR BELT.

ABOUT US

Embrace acquires and invests in niche software that provides industry specific solutions. We believe best practices followed by enterprise software are equally relevant for small software businesses. Access to capital and know-how enables our acquired companies to serve their customers better and grow their businesses faster.

1100+

Customers

180+

Team

07

Global Offices

130M+

Capital

OUR CRITERIA



Revenue:
\$2 To \$30 Million



Profitability:
Not a criteria



B2B Software



Industry Agnostic



**Reasonable
Operating History**



**Carve-Outs, Special
Situations, Turnarounds**



**Located in US,
Canada**



OUR PROCESS

IN 60 DAYS OR LESS



Intro Call



**NDA &
Questionnaire**



**Letter
Of Intent**



Close

YOUR POST-ACQUISITION JOURNEY WITH EMBRACE



**Growth
Capital**



**Add-On
Acquisition**



**Partnership
Introductions**



**International
Expansion**



**Best
Practices**



**Business
Intelligence**



**Go-To Market
Research**



**Inhouse
Consulting**

Join Embrace leadership team to grow your business to its true potential. Leverage our tools and network to gain market share.

WHAT MAKES US DIFFERENT ?

01

Invest In Growth
Vs. Cost Cutting



02

Product Engineering
First Approach



03

Experience In
Product Rewrites



04

Hands-On
Operational Support



05

Execution Vs.
Strategic Plans



BECOMING A PART OF EMBRACE



KENNY RETTON
CEO OF RADIANT

"Our team is thrilled for what Embrace's support will allow us to do for our customers, both current and future, and our continued success alongside them."



CAROL DAVIES
CO-FOUNDER INFOSPEED LTD

"Embrace checked all the boxes. Not only did they bring knowledge in technology and software best practices; 6 months after the sale, the folks at Embrace have continued to fulfill their post acquisition duties, with the same level of care as they did before the acquisition."



CLETE WALKER
OWNER OF AQ2 TECHNOLOGIES

"Our goal from the beginning was to find a partner/acquirer that had similar values and goals towards their employees and customers. Embrace was a perfect fit to allow our employees to thrive and to provide continued customer excellence."

OUR COMPANIES

CORE E-BUSINESS SOLUTIONS

Core e-Business Solutions provides customers with implementable supply chain solutions. For over 27 years, Core has established and executed supply chain, order and warehouse management software. Core offers Cloud-based WMS solutions which deliver data to the customer in order to reduce the time, money, and attention spent on information technology.

www.core-warehouse.com



BELLWETHER SOFTWARE

Bellwether is a procurement, purchasing and accounts payable automation solution that helps businesses reduce spending through process automation. Our tool aligns business objectives with organizational spending. We serve small to midsize businesses that produce and process hundreds to thousands of purchase orders and invoices a month and or that have inventory to manage.

www.bellwethercorp.com



GUARDIAN SOFTWARE SYSTEMS, INC.

Guardian Software Systems, Inc. is a renowned developer of ERP and MES software solutions designed specifically for the metal casting and foundry industry. Guardian's comprehensive suite of software tools enables foundries and metal casting companies to optimize production processes, enhance quality control, and improve overall profitability.

www.guardiansoft.com



OUR COMPANIES

VALOGIX

Valogix is a leader in enterprise inventory planning and optimization. They were one of the first Advanced Inventory Planning software solutions offering highly effective optimization algorithms for a more cost effectively replenishment plan. Their solutions offer automated methods for handling complex replenishment challenges.

www.valogix.com



BETTER BRANCHES

Better Branches Technology is the leader in digitally managing both video and in-branch customer visits to American credit unions to ensure a fulfilling interaction between them and their members.

www.betterbranches.com



RADIANT

Radiant has 17 years of experience developing and deploying IoT solutions to help Enterprises be efficient with capital expenses and visibility. We are experts in designing solutions that integrate software, devices, and data analytics to drive efficiencies and improve operations for our customers. At a basic level, almost anyone can collect data. What Radiant does is understand the intricacy of that data and make it useful to an organization.

www.radiantrfid.com

The Radiant logo features the word 'RADIANT' in a white, bold, sans-serif font, centered within a solid orange rectangular box.

OUR COMPANIES

EPOWERDOC

EPOWERdoc has been a leading provider of Emergency Department Information Systems, Paper Template Documentation Systems, Micro Hospital Inpatient Software, and Telemedicine Platforms for over 20 years throughout the US and Internationally.

www.epowerdoc.com



AQ2 TECHNOLOGIES

Leading provider of advanced industry-specific transaction automation solutions. AQURIT® helps organizations process check payments and donations more efficiently by automatically uploading data into an accounting software and the depositing checks to the bank.

www.aq2tech.com



CLASS SYSTEMS

Class is the world's leading administration software system for language schools. With over 2,200 people in more than 250 schools using Class every day, our reputation is clear for all to see. We are very proud of our client base reaching to all corners of the globe, our stable professional work force, and a track record stretching back 30 years.

www.class-systems.com



OUR COMPANIES

NORTHWEST ANALYTICS

Northwest Analytics is the leading provider of digital transformation and Industry 4.0 manufacturing analytics solutions for manufacturers, delivering process decision guidance for 35% of the Forbes 1000 manufacturers and thousands more worldwide.

www.nwasoft.com





**TAKE YOUR BUSINESS
TO THE NEXT LEVEL!**

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