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The Salesforce Partner Playbook 2026

The Agentic Enterprise Era: Dreamforce
Updates, Market Shifts and M&A Trends

February 2026

Introduction

This report provides a comprehensive analysis of the global CRM market, Salesforce ecosystem, and recent M&A activity. It offers actionable insights for partners, investors, and stakeholders navigating the evolving Salesforce landscape.

Market Overview

- CRM market projected to reach \$218B by 2028, led by AI and cloud growth
- North America remains the largest region; APAC shows fastest growth
- Cross-CRM and generative AI are top emerging trends

Salesforce Ecosystem Overview

- Dreamforce 2025 announcements & Key takeaway
- Salesforce leads with 17.7% market share and robust partner network
- Continuous innovation in AI, Data Cloud, and industry solutions
- Expanding global footprint through strategic partnerships and acquisitions

M&A Analysis

- M&A activity driven by scale, capability enhancement, and market expansion
- Private equity and regional consolidators are increasingly active buyers
- Mid-sized, specialized partners are top acquisition targets

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About TH Global Capital

TH Global Capital (formerly known as Technology Holdings) is an award-winning global investment banking firm specializing in sector focused **Investment Banking**, **Asset Management**, and **Growth Advisory services**. With a **25-year track record**, TH Global Capital's offering includes **Sell Side M&A**, its **Buy Side M&A practice 'TH Buy and Build'**, **Growth Capital advisory**, **Debt Financing**, **Financial Sponsor Coverage & Secondaries**, **IPO Advisory**, **Asset Management** and **Growth Advisory services**. TH Global Capital's full service, purpose driven approach reflects its mission - to create wealth for founders, companies and investors. Operating in **13 countries** across the **Americas**, **Europe**, and **Asia-Pacific**, TH Global Capital combines global reach with local presence to deliver exceptional results.



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IT Services Cloud & Cybersecurity



Analytics, Data Sciences & AI



Fintech, Insurtech and SaaS



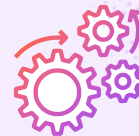
Consultancies



Healthcare & Lifesciences



Business Process Management



Engineering Services

LONDON

MANCHESTER

NEW YORK

HELSINKI

SAN JOSE

STOCKHOLM

TORONTO

SINGAPORE

SÃO PAULO

MELBOURNE

BARCELONA

SYDNEY

MADRID

MUMBAI

VALENCIA

NEW DELHI

MILAN

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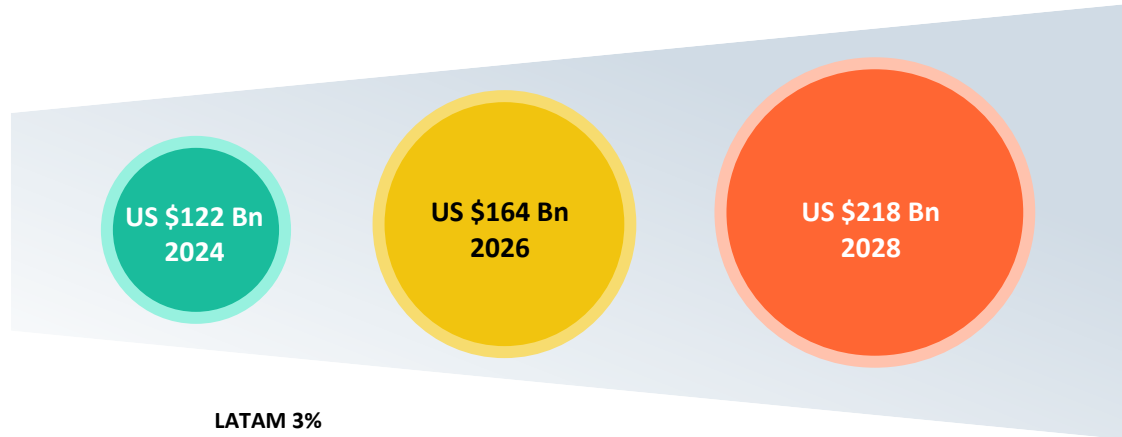


Market Overview

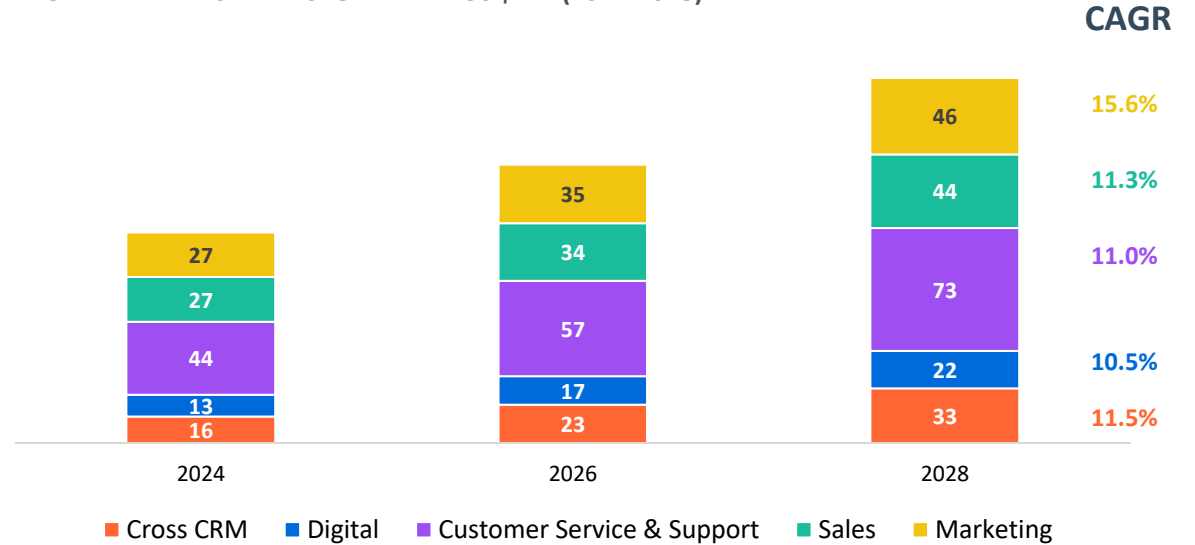
SECTION 1

Customer Relationship Management (CRM) Market Share & Growth: Global Landscape

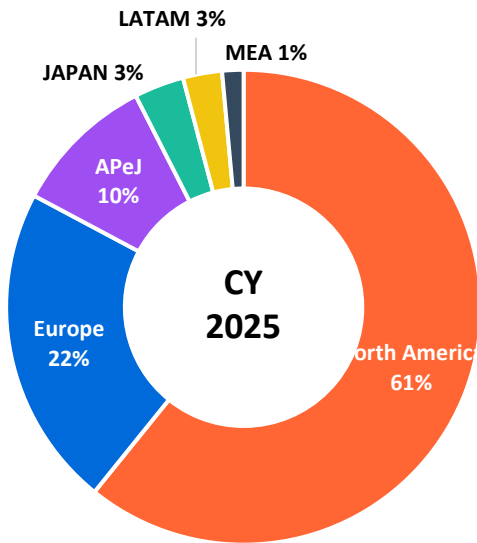
GLOBAL CRM SOFTWARE SPEND (2024-2028)



CRM MARKET SIZE BY SEGMENT IN US \$ BN (2024-2028)



- CRM market is projected to reach \$125B in 2024, growing at 14% YoY; expected to hit \$218B by 2028 at a 14.6% CAGR
- B2B marketing automation and event technology platforms are the fastest within marketing
- North America remains the largest market, projected to reach \$132.6B by 2028
- By 2028, 93% of large North American enterprises will have adopted CRM software (up from 88% in 2023)




CAGR: 2024-2028

North America	11.7%
Europe	11.4%
APeJ	12.2%
Japan	11.1%
LATAM	11.3%
MEA	10.4%

While North America dominates with 61% market share, the 12.3% CAGR in Asia Pacific signals where tomorrow's CRM leaders will be built – and where today's strategic acquisitions will generate outsized returns

CRM Trends Shaping the Future: 2025 and Beyond


1



AI & GENERATIVE AI INTEGRATION

- Over **70% of CRM platforms now integrate AI** to automate sales operations, freeing sales team focus on high value activity
- By 2025, **80% of customer service organizations will leverage genAI** for customer engagement
- Hyper personalisation in CRM amplified by AI
- 69% of marketing leaders agree AI enhances personalisation**, with businesses integrating it into their CRM's

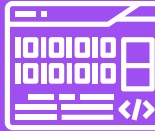
2



IoT Enhanced CRM

- Integration of IoT devices** with CRM is expected to grow **by 60% in 2025**, providing businesses with real-time data on customer behavior, product usage, and service needs
- IoT-powered CRMs enable predictive maintenance, personalized offers, and faster, more relevant customer support
- Real-time insights ensure faster and more relevant interactions, fostering loyalty and customer satisfaction


3



Low-Code/No-Code CRM

- By 2025, **70% of new applications will use low-code/no-code** (technologies, up from less than **25% in 2020**)
- 84% of enterprises adopted LC/NC** to reduce IT workload and accelerate innovation
- 85% of businesses report improved customer experience due to faster, tailored CRM solutions
- 86% of companies gained agility, and 89% use LC/NC to drive product and service innovation**

4

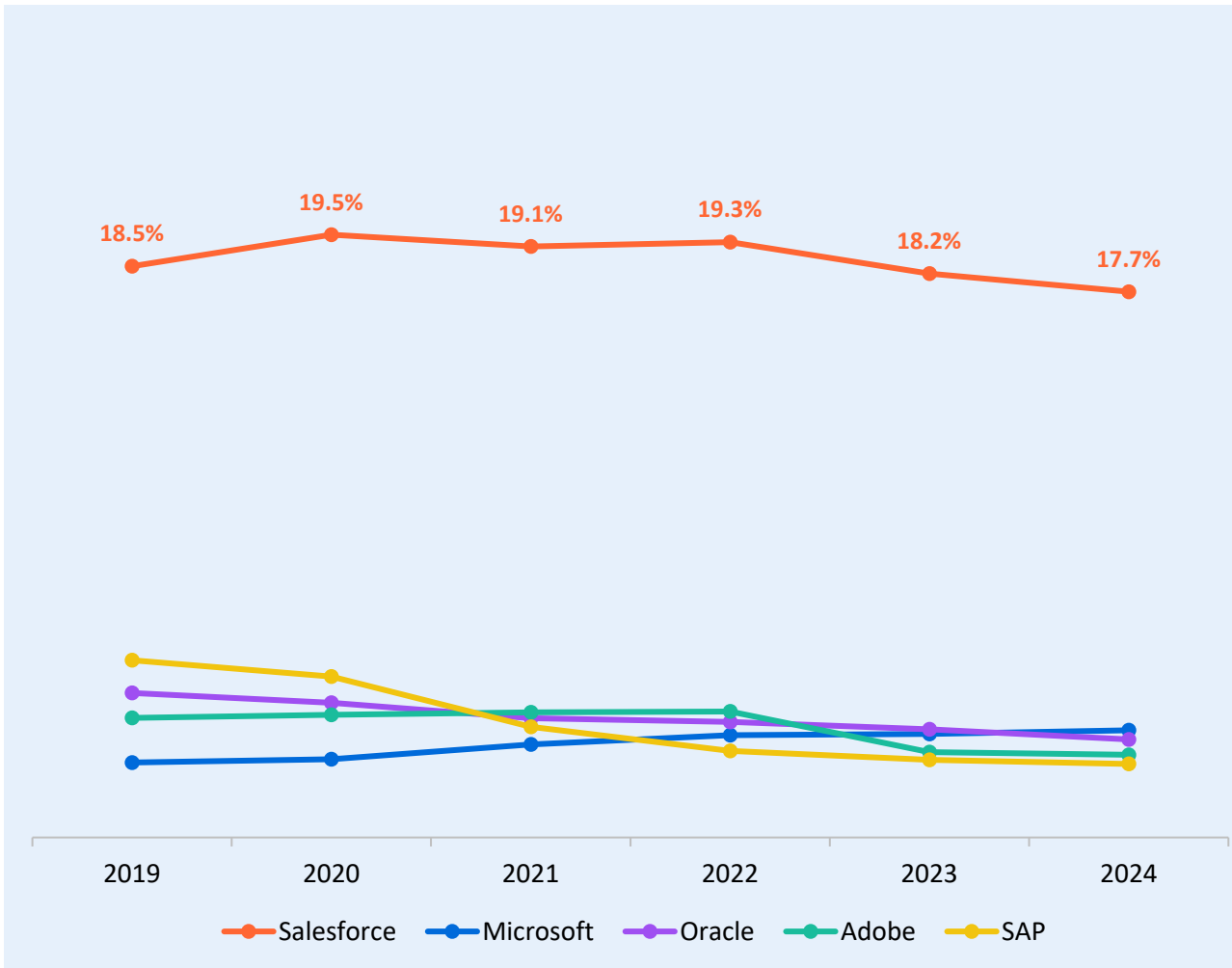


Increased Cross-CRM Adoption

- 360° customer view by integrating all channel data
- 40% reduction in customer effort with seamless omnichannel experience
- 39% higher lead conversion through unified team collaboration
- 65% of businesses use AI-powered Cross-CRM** for real-time insights
- 8-14% faster sales cycles with scalable, automated processes**

Adopting these trends now will be critical for CRM leaders to drive growth, efficiency, and customer loyalty in a rapidly evolving digital landscape

CRM Competitive Landscape: Market Share Shifts (2019-2024)



KEY OBSERVATIONS

- Market share dropped from **18.5% (2019) to 17.7% (2024)**, reflecting intensified competition and pricing pressures
- **Microsoft’s Growth:** Steadily increased from **2.4% to 3.5%**, leveraging Azure integration and SMB-friendly pricing
- **Industry-Wide Pressure:** Oracle, Adobe, and SAP also lost share due to agile competitors (e.g., HubSpot, Zoho) offering lower-cost, vertical-specific solutions

WHY SALESFORCE’S MARKET SHARE DECLINING

- **Rise of Niche Competitors:** Agile players like HubSpot (+25.4% YoY growth in 2023) and Zoho target SMBs with affordable, specialized tools
- **Pricing and Innovation Fatigue:** Enterprises cite high costs (up to 40% premium) and slower integration of acquisitions (e.g., Slack, Tableau)
- **Regional Headwinds:** Economic softness in EMEA (23.4% of revenue) and LATAM hindered growth, while Microsoft gained in hybrid-cloud segments
- **AI Monetization Delays:** Slower-than-expected adoption of Einstein AI tools weakened upsell opportunities

Salesforce’s sustained leadership is driven by innovation and customer success—continued investment in AI, industry solutions, and ecosystem partnerships is key to addressing emerging market challenges



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Salesforce Ecosystem Overview

SECTION 2

Dreamforce 2025: Key Updates



Agentforce 360 Launch

- Unifies all Salesforce, Slack, and Tableau apps in one agentic platform
- Adds conversational builder, hybrid reasoning, and voice capabilities for users
- Enables app creation with Agentforce Vibes using natural language prompts



Data 360

- Upgraded intelligence layer harmonizes data across systems for unified context
- Enables AI agents to deliver smarter, personalized, real-time insights



Customer 360 Apps

- AI agents now automate and personalize sales, marketing, service, and operations
- Deep integration delivers seamless, intelligent experiences across all business functions



Slack as Agentic OS

- Slack becomes the real-time conversational hub for human-agent collaboration
- Surfaces insights, tasks, and approvals; enables cross-team orchestration with agentic updates



Industry/Sector Focus

- Industry-specific AI agents now streamline retail, manufacturing, and healthcare workflows
- Delivers tailored, verticalized automation—like TPM and retail execution agents for Consumer Goods



Agentic Enterprise Architecture

- CIOs get roadmap to an 11-layer architecture for agentic enterprise
- Supports multi-agent, multi-domain orchestration across enterprise systems and workflows

Future-ready partners will master agentic integration, driving growth and value across the Salesforce ecosystem.

Impact Analysis and M&A Potential : Dreamforce 2025 Announcements

Customer Impact:

Greater Productivity & Agility

Companies (PepsiCo, Dell, FedEx, CONA Services) report 25–30% efficiency gains, faster onboarding, and smarter customer engagement with unified agentic apps



Personalized, Proactive Service

Customers engage seamlessly across all channels, with AI handling routine tasks and surfacing tailored recommendations



Data-Driven Decision Making

Data 360 brings unstructured and structured data together, empowering AI agents (and humans) to drive faster, more accurate business outcomes



Partner and M&A Impact

Partner Expansion – New Partner Opportunity

Partners must deepen AI, integration, and industry-specific domain expertise to deliver and support agentic workflows across the expanded stack.



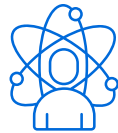
Industry/Sector Focus

Industry-ready agentic solutions mean rising demand for partners who can implement and customize Salesforce's vertical agents, especially in Consumer Goods, Health, and Financial Services



M&A Wave Set to Continue

As the ecosystem shifts toward agentic architectures and advanced AI tooling, expect increased consolidation where specialized SI/ISVs will be highly sought after for their technical and vertical IP



Speed/Scale is Critical

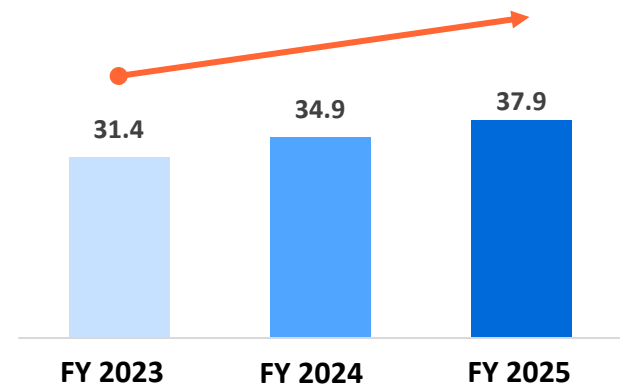
SMBs and mid-sized partners armed with agile teams and quick deployment skills, are well-placed to win, especially as enterprise clients seek rapid, AI-first transformations.



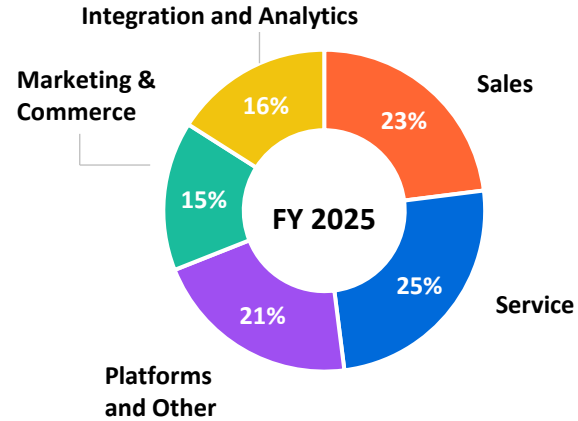
Partners that invest in agentic integration and AI transformation now will define the ecosystem's next era

Salesforce CRM: Defining the Future of CRM with Relentless Innovation & Growth

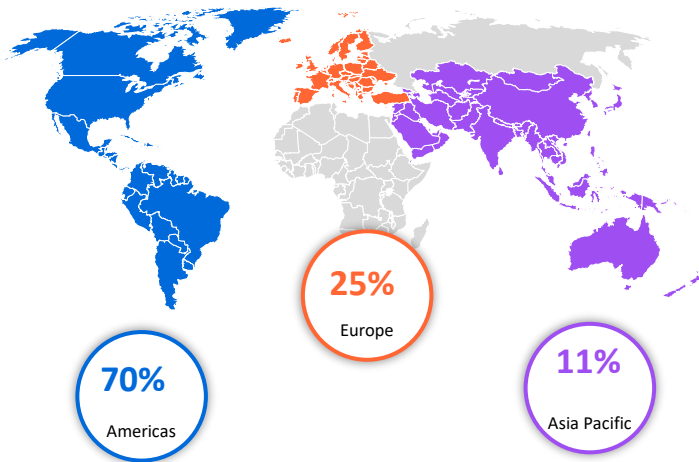
Revenues (US \$ Bn)



Breakdown by Cloud Services

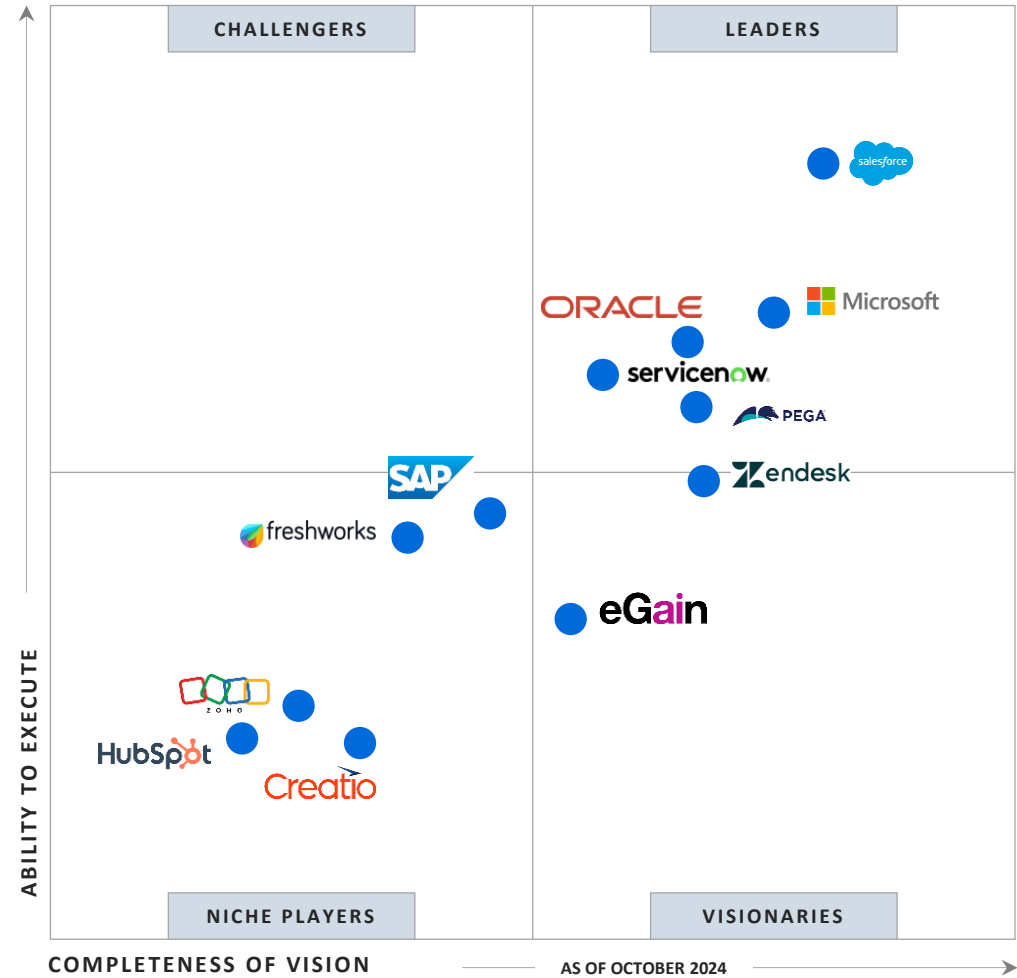


REVENUE BY GEOGRAPHY



Implementation Partners ~6,070	Specialized Integration Partners ~200
Global CRM Market Share 20.7%	# of customer bases ~150,000

MAGIC QUADRANT FOR THE CRM CUSTOMER ENGAGEMENT CENTER



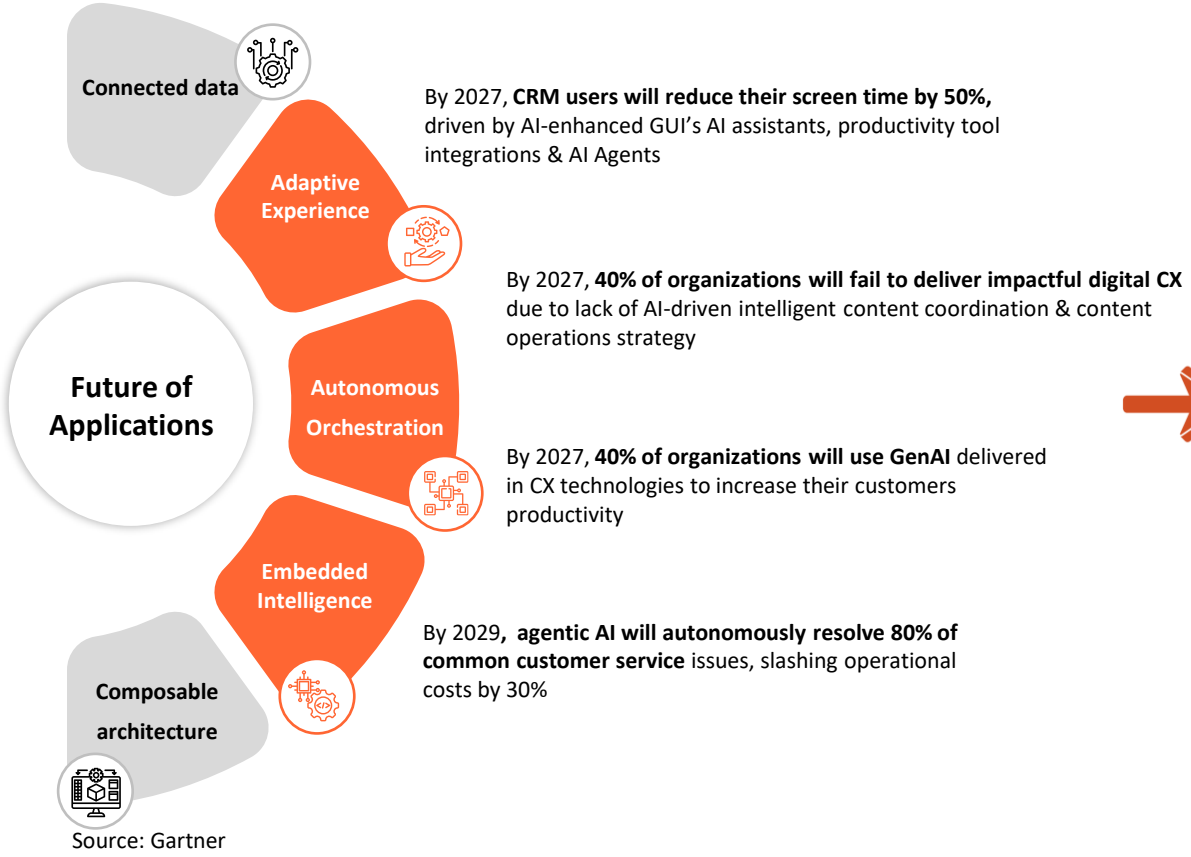
Leverage Salesforce's AI-driven platform and ecosystem to accelerate digital transformation and customer growth

Leading Salesforce Partners Across Regions and Market Segments

	Salesforce Consulting Partners	Independent Software Vendors	System Integrators	AppExchange Partners
Americas				
Europe				
Asia Pacific				

AI Transforming CRM and Salesforce's Strategic Response

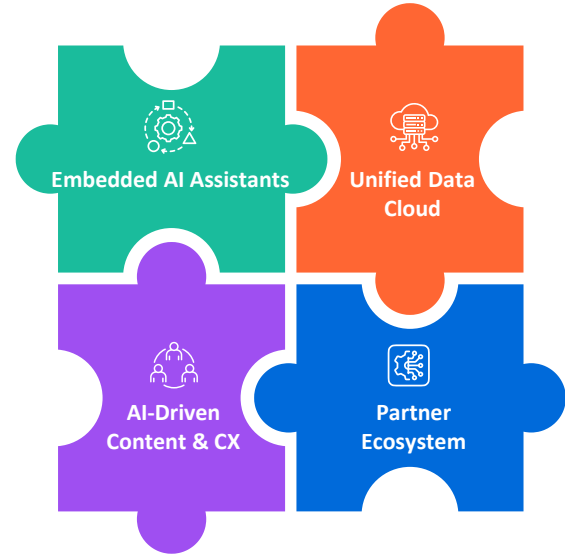
KEY WAYS IN AI IS TRANSFORMING CRM



SALESFORCE INITIATIVES ALIGNING AI TRENDS

Salesforce integrates AI & GenAI (**Einstein & Agentforce**) across its clouds, enabling natural language commands, predictive insights & automated workflows

Salesforce leverages GenAI for **content generation, knowledge management & omnichannel engagement**, addressing the need for intelligent content coordination



Real-time, AI ready data harmonization empowers smarter **automation & personalization** at every customer touchpoint

Over **61% of Salesforce AI agent deals are delivered by partners**, accelerating AI adoption and innovation at scale

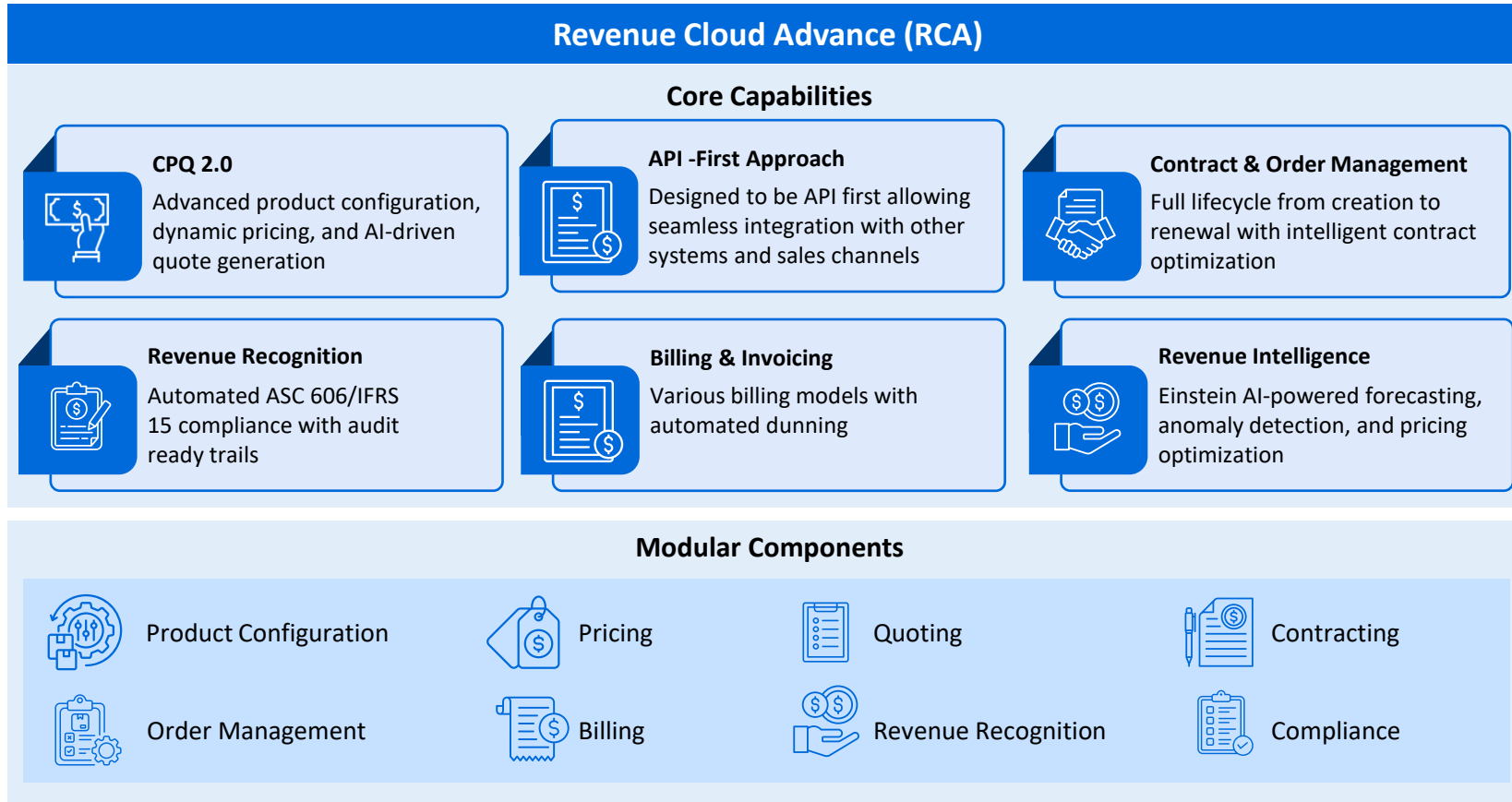
Spending on CRM Software with GenAI Features will Overtake Spending on Software Without GenAI -



Capitalize on AI-driven CRM transformation—prioritize intelligent automation, content coordination, and customer productivity to stay ahead in the evolving digital experience landscape

Strategic Market Shift: CPQ End-of-Sale Accelerates RCA Adoption

In March 2025, Salesforce announced that Salesforce CPQ entered End-of-Sale (EOS), marking a strategic pivot toward Revenue Cloud Advanced (RCA) as the unified quote-to-cash platform



Salesforce Revenue Cloud Providers






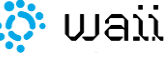






Case Study: M&A of a Revenue Cloud Service Provider

PERFCIENT Acquisition of (OCT-2025) Kelley Austin

- Award-winning Revenue Cloud, Data Cloud, and Agentforce expertise added
- 400+ certified consultants boost capacity for agentic enterprise projects
- Managed services and recurring revenue model strengthened significantly

The CPQ-to-RCA transition represents a once-in-a-decade market shift. Partners with deep CPQ knowledge, proven RCA migration frameworks, and AI integration capabilities will define the next era of revenue operations

Salesforce Strategic Acquisitions

Targets	Announced	Deal Size	Target Description	Synergy
 Doti	Nov 2025	US \$100 Mn	Enterprise search and knowledge discovery AI	Unified AI search streamlines knowledge across Slack and Salesforce
 spindle AI	Nov 2025	Undisclosed	Multi-agent analytics and observability	Agentforce enhanced analytics powering AI-driven ROI forecasting
 Regrello	Oct 2025	Undisclosed	Agentic business process automation AI	Agentic workflow automation boosts Salesforce operational efficiency
 waii	Aug 2025	Undisclosed	Enterprise workflow and automation AI	Strengthening agentic or automation capabilities
 moonhub	Jun 2025	Undisclosed	AI-driven recruitment automation platform	Enhanced AI-powered recruitment and talent insights for Salesforce
 Informatica	May 2025	US \$8.0 Bn	Data integration & governance company	Strengthens data management & industry cloud offerings
 Convergence	May 2025	Undisclosed	Adaptive AI Agent Solutions	Enables advance AI agents for workflow automation
 TENYX	Sep 2024	US \$450.0 Mn	AI powered voice agent technology	Powers smart human like AI for Agentforce platform
 [ZOOMIN]	Sep 2024	Undisclosed	Product documentation & knowledge management	Streamlines unified knowledge & GenAI data access
 Own	Sep 2024	US \$1.9 Bn	Data backup & protection platform	Enhances data resilience & compliance for Salesforce customers

Accelerate your growth strategy—align with Salesforce’s unified, AI-driven platform as its targeted acquisitions unlock new data, automation, and industry capabilities for partners and investors



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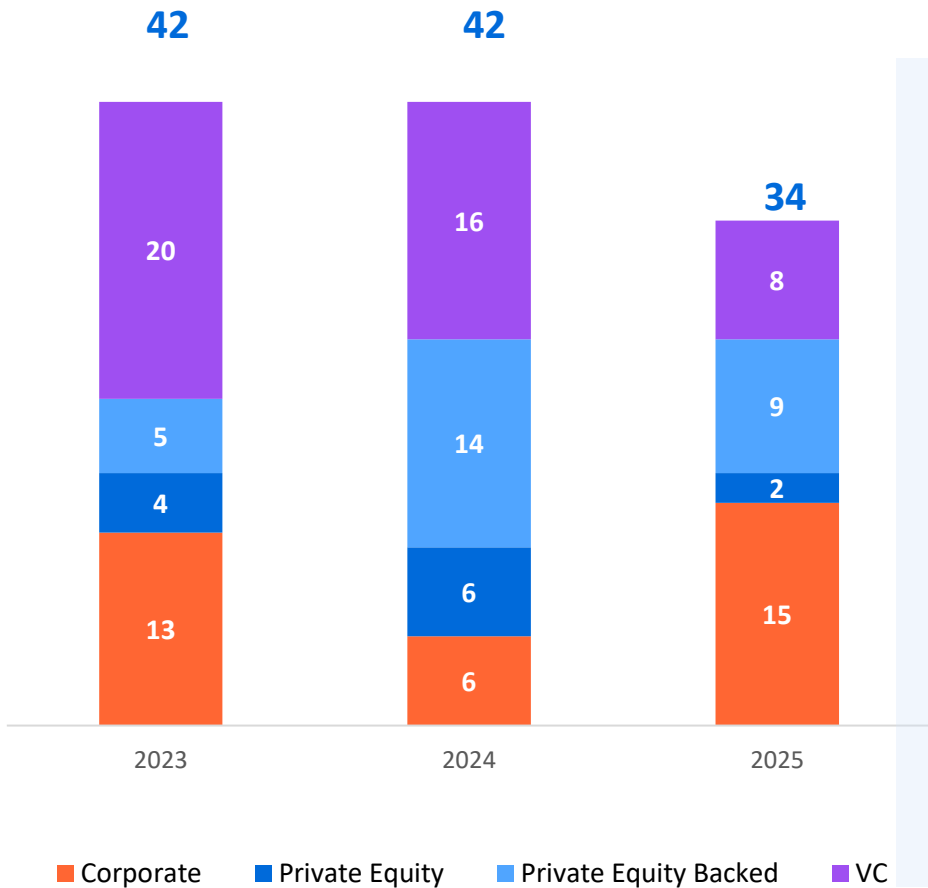
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M&A Analysis

SECTION 3

M&A Activity in the Salesforce Ecosystem: 2023–2025 Trends

SALESFORCE PARTNER M&A DEAL ACTIVITY: 2023-2025



- Strategic Consolidation Continues:** Both corporates and PE firms are targeting differentiated partners with specialized IP, industry focus, or advanced AI/data capabilities to drive value creation and competitive advantage
- Surge in PE-Backed Deals:** Private equity-backed acquisitions jumped from 5 in 2023 to 14 in 2024, reflecting strong investor appetite for scalable Salesforce partners and roll-up

2023–2025 Transactions



Deal overview

118
Transactions



Corporate /Strategic

62
Transactions



Private equity

14
Transactions



Venture capital

42
Transactions

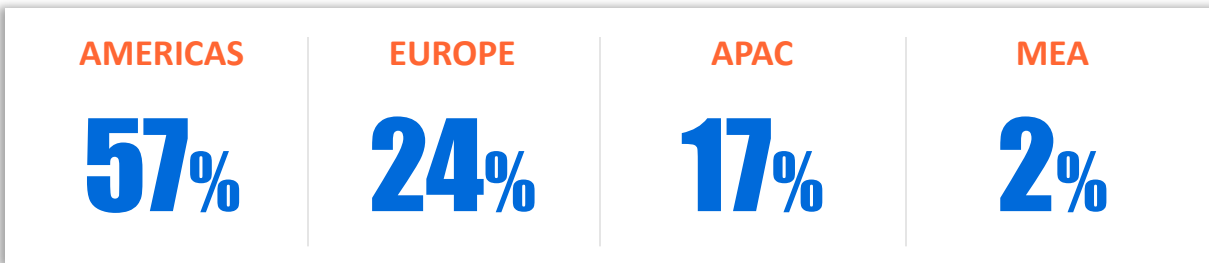
Continued consolidation and rising PE interest highlight the need for partners to differentiate through specialization, innovation, and scale

Profile of M&A Targets in the Salesforce Ecosystem

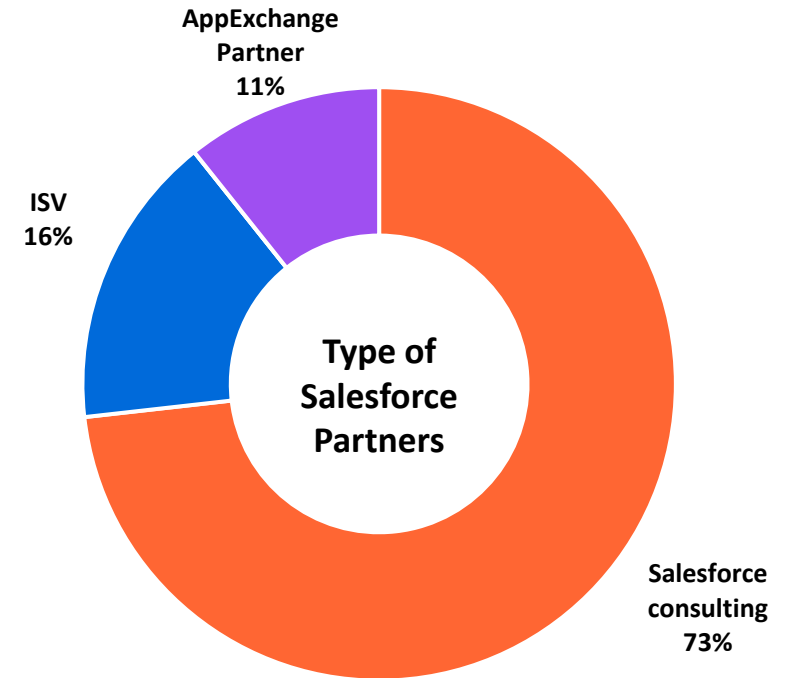
EMPLOYEE SIZE OF ACQUIRED PARTNERS (2023-2025)

Employee Range of Targets	2023	2024	2025
Less than 50 emp	9	6	8
50-100 Emp	6	3	1
100-250 Emp	5	7	3
>250 Emp	0	2	5

REGIONAL DISTRIBUTION OF M&A ACTIVITY (2024-2025)



TYPE OF SALESFORCE PARTNER ACQUIRED (2024-2025)



Mid-market partners should focus on specialization and scale to enhance their attractiveness in today's active M&A environment

M&A Buyer Analysis: Investor Types & Rationales in the Salesforce Partner Ecosystem

BUYER TYPE DISTRIBUTION(%), 2023-2025



PRIMARY ACQUISITION RATIONALES

















































36% Scale & Synergy Realization

32% Portfolio & Capability Enhancement













































26% Market Expansion

Scale, specialization and market expansion drove M&A – partners must prioritize these attributes to attract investor interest.

Select Strategic Deals – 2024-2025 (1/2)

Date	Target	Investors	Partner Type	Employees	Target HQ Country
JAN-26	 CloudGaia EVOLVING TOGETHER	 Swantide	Salesforce Consulting (Strategic Partnership)	211	
JAN-26	 CLOUD CONSULTING an Integrow company	 integrow®	Salesforce Consulting		
JAN-26	 HALSA GLOBAL	 PURSUIT SOFTWARE	Salesforce Consulting	43	
DEC-25	 Adapt IQ	 MTX	Salesforce Consulting	67	
DEC-25	 CoastalCloud	 TCS TATA CONSULTANCY SERVICES	Salesforce Consulting	280	
NOV-25	 PRAXIS -makes perfect	 rootstock MANUFACTURING ERP	Salesforce Consulting	20	
OCT-25	 D=SELECT	 UNARIC	Salesforce Consulting	22	
OCT-25	 Kelley Austin	 PERFICIENT	Salesforce Consulting	76	
OCT-25	 LISTENGAGE	 TCS	Salesforce Consulting	100	
OCT-25	 Northbound	 kicksaw	Salesforce Consulting	17	
OCT-25	 EXAH	 NTT Global Networks	Salesforce Consulting		
OCT-25	 torrent CONSULTING	 ZS	Salesforce Consulting	140	
OCT-25	 Sohoro Cloud Solutions	 Agile Cloud CONSULTING	Salesforce Consulting		
SEP-25	 H+W CONSULT	 Salesfive	Salesforce Consulting	30	
SEP-25	 rendertribe	 media logic	Salesforce Consulting	16	
AUG-25	 SI&C	 accenture	Salesforce Consulting	1,500	



















Select Strategic Deals – 2024-2025 (2/2)













Date	Target	Investors	Partner Type	Employees	HQ Country
JUL-25	 Cloud Finalogy		Salesforce Consulting	600	
JUL-25			Salesforce Consulting	50	
JUN-25			Salesforce Consulting		
MAY-25			Salesforce Consulting	400	
MAY-25			Salesforce Consulting	84	
MAY-25			Salesforce Consulting	150	
MAY-25	DAVID LAMM CONSULTING		Salesforce Consulting		
APR-25			Salesforce Consulting		
APR-25			Salesforce Consulting	58	
FEB-25			ISV	70	
FEB-25			Salesforce Consulting	50	
OCT-24			Salesforce Consulting	230	
SEP-24			Salesforce Consulting		
SEP-24			Salesforce Consulting		
SEP-24			Salesforce Consulting	254	

Transactions advised by TH Global Capital








































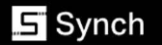








Source: TH Global Capital M&A Tracker 2025

Select PE & VC Deals – 2024-2025

Date	Target	Investors	Partner Type	Employees	HQ Country
JUL-25	 BoldOrange		Salesforce Consulting	168	
MAR-25			Salesforce Consulting	112	
OCT-24			Salesforce Consulting	100	
JUN-24			Salesforce Consulting	129	
MAY-24			Salesforce Consulting	65	
MAY-24			Salesforce Consulting	30	

Date	Target	Investors	Partner Type	Employees	HQ Country
JUN-25			Salesforce Consulting	14	
MAY-25		UNDISCLOSED INVESTORS	ISV	110	
FEB-25			AppExchange Partner	48	
FEB-25	PRE:MIND		AppExchange Partner	6	
DEC-24			Salesforce Consulting	59	
DEC-24	Cloud4J		ISV	4	

Select VC Deals – 2024-2025

Date	Target	Investors	Partner Type	Employees	HQ Country
Oct-24	 ARPEdio	UNDISCLOSED INVESTORS	Salesforce Consulting	30	
Oct-24	 personal.ai	 2468 VENTURES,  BDEV VENTURES	AppExchange Partner	20	
Sep-24	 JOINTFLOWS REVENUE EXECUTION	UNDISCLOSED INVESTORS	Salesforce Consulting	10	
Aug-24	 Frontline	 MANA VENTURES,  Twelve Below	ISV		
Aug-24	 Threedium	UNDISCLOSED INVESTORS	Salesforce Consulting	54	
Jul-24	 Sales Marker	 ANOBAKA,  CyberAgent,  MUFG,  MIZUHO,  Capital One,  ORIX,  new relic	ISV	190	
Jun-24	 InMindCloud	UNDISCLOSED INVESTORS	AppExchange Partner	35	
May-24	 PartnerTap Company Profile - Overview	UNDISCLOSED INVESTORS	ISV	33	
May-24	 SEGURA CAPITAL GROUP	 PIPELINE CAPITAL PARTNERS	ISV	13	
Apr-24	 Clazar	 EnsembleVC,  RIDGE VENTURES,  SEQUOIA,  GP,  twin VENTURES	ISV	77	
Apr-24	 personal.ai	UNDISCLOSED INVESTORS	Salesforce Consulting	20	
Mar-24	 Synch	 Haystack,  ALT,  ritual,  Combinator	AppExchange Partner	4	
Jan-24	 Revic	 SYN VENTURES	ISV	22	

Key Takeaways and Strategic Opportunities in the Salesforce Ecosystem

The Salesforce ecosystem offers unparalleled growth and innovation opportunities for partners, investors, and acquirers. Those who specialize, embrace AI, and position for consolidation will capture the next wave of value in this dynamic market



CRM Market Takeaways

- CRM market to reach **\$218 Bn by 2028**, fueled by AI and **cross-CRM adoption**
- North America remains dominant; APAC is the fastest-growing region
- Agile, niche vendors are gaining share, increasing competition for incumbents



Dreamforce 2025 Highlights

- Agentforce 360 launch positions Salesforce as the agentic enterprise platform, unifying Sales, Service, Marketing, Slack, and Tableau under AI-powered orchestration
- Partners investing early in agentic integration and vertical AI accelerators will capture significant M&A and growth value in the ecosystem's next phase



Salesforce Trends

- Salesforce leads with **17.7% market share** and **over 6,000 partners worldwide**
- Major launches in AI (Agentforce, Data Cloud upgrades) and industry-specific solutions
- Aggressive product innovation and acquisitions (e.g., Zoomin, Own, Informatica) expand capabilities and customer value



M&A In the Salesforce Ecosystem

- Over 50 M&A deals since 2023, with 2024 seeing a **surge in PE-backed and regional consolidator activity**
- Notable transactions: **Infogain's** acquisition of **Impaqtive**, Bell's acquisition of **CloudKettle**, Salesforce's own **US \$8 bn** Informatica deal, and Zoomin (US \$450 mn) and Own (US \$1.9 bn) acquisitions
- **36% of deals driven by scale/synergy, 32% by capability enhancement, and 26% by market expansion**
- Most targets are mid-sized, specialized consulting or ISV partners, especially in the Americas (56% of deals) and Europe (24%)

Action for partners: Specialize, scale, and invest in AI/data capabilities to maximize attractiveness and valuation in a consolidating market.

Our Salesforce Transactions Completed Globally

<p>FEB 2025 </p> <p>Skie</p> <p>Has been acquired by</p> <p>Blueprintx palatine PORTFOLIO COMPANY</p> <p>Salesforce Consulting</p>	<p>OCT 2024 </p> <p>Cloobeas</p> <p>Has been acquired by</p> <p>Synechron</p> <p>Salesforce Consulting</p>	<p>DEC 2023 </p> <p>FOREFRONT</p> <p>Has been acquired by</p> <p>NEORIS Advent International GLOBAL PRIVATE EQUITY PORTFOLIO COMPANY</p> <p>Salesforce Consulting & IP</p>	<p>APR 2023 </p> <p>AIOPSGROUP</p> <p>Has been acquired by</p> <p>valantic DEUTSCHE PRIVATE EQUITY PORTFOLIO COMPANY</p> <p>Salesforce Consulting</p>	<p>JUN 2022 </p> <p>C CLEAR PARTNERS</p> <p>Has been acquired by</p> <p>valantic DEUTSCHE PRIVATE EQUITY PORTFOLIO COMPANY</p> <p>Salesforce Consulting</p>	<p>MAY 2022 </p> <p>s4G Consulting</p> <p>Has been acquired by</p> <p>McKinsey & Company</p> <p>Salesforce Consulting</p>	<p>NOV 2021 </p> <p>brightgen</p> <p>Has been acquired by</p> <p>CREDERA OmnicomGroup</p> <p>Salesforce Consulting</p>	<p>SEP 2021 </p> <p>LISTER digital</p> <p>Has been acquired by</p> <p>bounteous</p> <p>Salesforce Consulting</p>	<p>NOV 2020 </p> <p>XAPPiA</p> <p>Has been acquired by</p> <p>Globant</p> <p>Salesforce Consulting</p>
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<p>NOV 2018 </p> <p>absi far beyond system integration</p> <p>Has been acquired by</p> <p>pwc</p> <p>Salesforce Consulting</p>	<p>DEC 2017 </p> <p>cDecisions</p> <p>Has been acquired by</p> <p>pwc</p> <p>Salesforce Consulting</p>	<p>JUL 2017 </p> <p>PARX</p> <p>Has been acquired by</p> <p>Persistent</p> <p>Salesforce Consulting</p>
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The TH Global Capital team went above and beyond at each stage of our journey. After getting to know our business and what we were looking for, they led a comprehensive buyer outreach process through their extensive buyer network to find us the ideal strategic partner in Blueprintx. Their strategic insights, commitment and diligence ensured we maximized value while finding the right cultural and strategic fit. The teams' hands-on approach and guidance gave us confidence in navigating the transaction, ultimately delivering a fantastic outcome for all parties involved. We're grateful for their expertise, dedication and support.




Adam Troughear
Co-founder MD, Skie


Technology Holdings was our key partner providing end-to-end expertise, strategic guidance, and attention to detail throughout the transaction. The team worked incredibly hard and were always by our side throughout and effortlessly navigated through the twists and turns of the transaction, providing us with sound advice and helping us find solutions to the challenges and complexities of the deal. Their understanding of the Salesforce ecosystem, global buyer network and commitment to excellence were vital in identifying Synechron as the ideal strategic partner. TH helped us identify a partner that supports our passion and commitment to our brand and culture, and we look forward to building upon our success alongside the Synechron team. We are incredibly thankful to the whole Technology Holdings team for their unwavering support and expert guidance.



Jakub Wasielewski
Co-founder, Cloobeas



Filip Kohman
Co-founder, Cloobeas



Miko Dolata
Co-founder, Cloobeas

TH Global Capital Transactions

TH Global Capital exclusively focused on investment banking in Technology Services, BPM, Consulting, Software and Healthcare and is the digital transformation advisor of choice globally. Over 24 years, TH has built deep expertise in digital platforms, with global reach and extensive strategic buyer and private equity relationships to help clients navigate through a sale and/or capital raise process, and to secure premium valuations.

 <p>Best M&A Advisory Firm of the Year 2024</p>	 <p>Cross-Border M&A Consultancy of the Year 2024</p>	 <p>Global Technology M&A Advisory Firm of the Year 2024</p>	 <p>Client Service Excellence Award 2024</p>	 <p>Boutique Investment Banking Company of the Year 2024</p>
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<p>OCT 2025 </p>  <p>Has been acquired by</p>  <p>Strategic Veeva Services Partner</p>	<p>SEP 2025 </p>  <p>Private Equity Buyout by</p>  <p>MSP, Data & Microsoft Consulting</p>	<p>AUG 2025 </p>  <p>Has been acquired by</p>  <p>Generative AI & Hyperautomation Software</p>	<p>AUG 2025 </p>  <p>Has been acquired by</p>  <p>Digital, Data & Cloud Engineering</p>	<p>JUL 2025 </p>  <p>Has been acquired by</p>  <p>Cloud & DevOps, Atlassian Consulting</p>	<p>APR 2025 </p>  <p>Has been acquired by</p>  <p>Cybersecurity</p>	<p>APR 2025 </p>  <p>Has been acquired by</p>  <p>ServiceNow Consulting</p>	<p>APR 2025 </p>  <p>Has been acquired by</p>  <p>Payments Software, Fintech & Regtech</p>	<p>FEB 2025 </p>  <p>Has been acquired by</p>  <p>Salesforce Consulting</p>	<p>JAN 2025 </p>  <p>Has been acquired by</p>  <p>Low Code Product Engineering & AWS</p>
<p>NOV 2024 </p>  <p>Has been acquired by</p>  <p>Digital Transformation, Innovation & Experience</p>	<p>NOV 2024 </p>  <p>Has been acquired by</p>  <p>Financial Services Product Engineering</p>	<p>OCT 2024 </p>  <p>Has been acquired by</p>  <p>Salesforce Consulting</p>	<p>OCT 2024 </p>  <p>Will be acquired by</p>  <p>Digital Engineering & Microsoft Consulting</p>	<p>OCT 2024 </p>  <p>Will be acquired by</p>  <p>AI and Data Science</p>	<p>AUG 2024 </p>  <p>Has been acquired by</p>  <p>MedTech Product Design & Engineering</p>	<p>JUL 2024 </p>  <p>Has been acquired by</p>  <p>IT Outsourcing & BPO</p>	<p>JUN 2024 </p>  <p>Merger with</p>  <p>Digital Commerce & Digital Marketing</p>	<p>APR 2024 </p>  <p>Majority acquired by</p>  <p>Digital Design & Innovation Consulting</p>	<p>CLICK HERE</p> <p>TO VIEW ALL TRANSACTIONS</p>



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