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The Salesforce Partner Playbook 2027

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

September 2026

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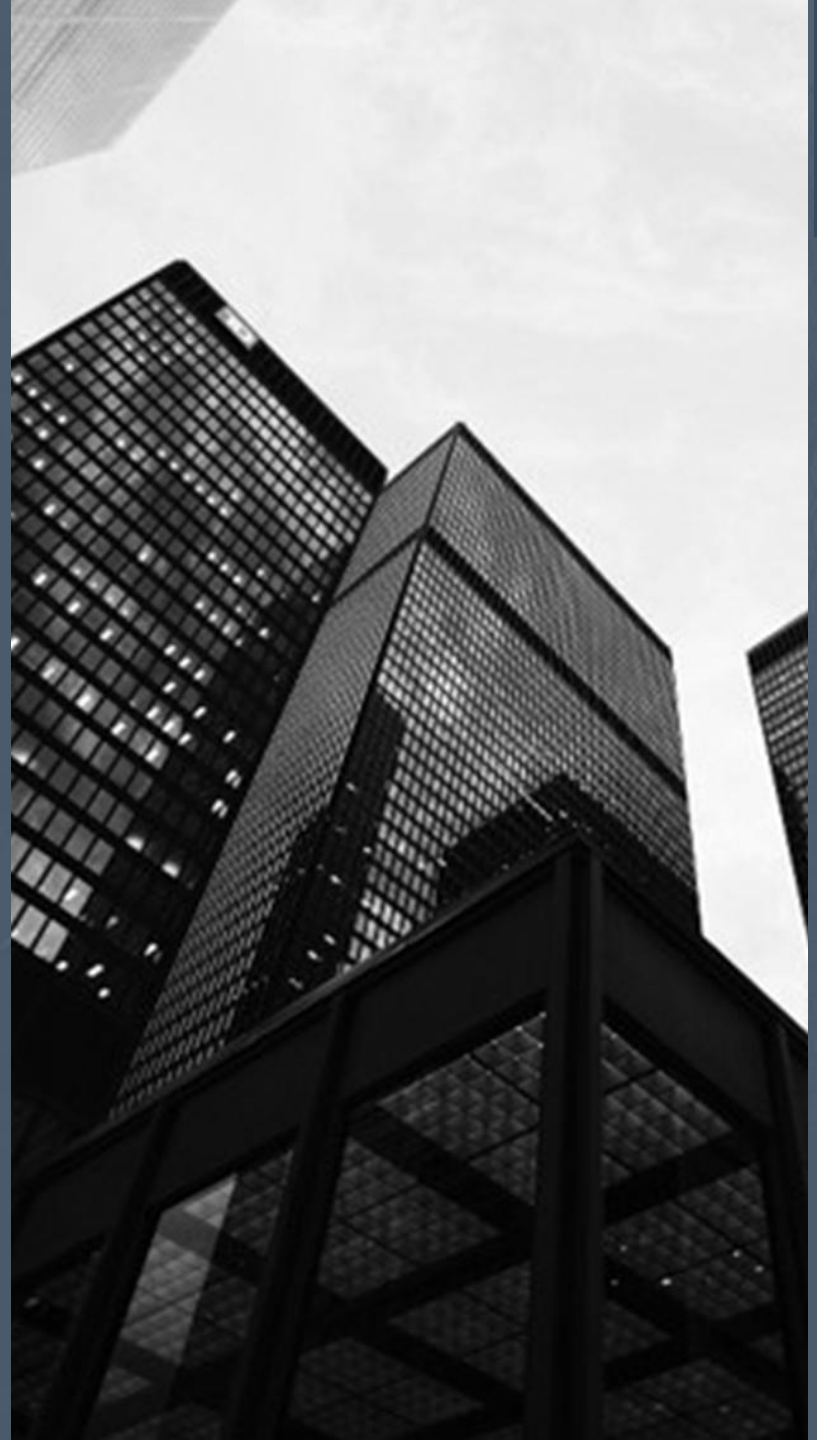

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Key Findings Across the CRM Market, Salesforce Platform and Partner M&A

CRM Market

- **Spend reaches $218 Bn by 2028:** $168 Bn in 2026, up 13% YoY, a 14% CAGR through 2028[1]
- **North America holds 64% of spend:** $107 Bn in 2026, while Asia Pacific compounds at 12.2%[1]
- **Cross CRM grows fastest:** 19% CAGR to 2028, against 12% for marketing software[1]

Salesforce Position and Agentic AI

- **Share is slipping:** 18.5% in 2019 to 16.4% in 2025 as HubSpot, Zoho and Microsoft take SMB ground[2]
- **Agentforce is scaling:** 29,000 paid deals in Q4 FY26, with ARR up 169% year over year[3]
- **Partners carry adoption:** 61% of Salesforce AI agent deals are delivered by partners[3]

Platform Shift: CPQ to Agentforce Revenue Management

- **A long migration runway:** CPQ has been end-of-sale since March 2025, yet only about 15% of customers have moved[4]
- **Wall-to-wall agentic can lift ARR 3-4x** per customer, against 1.0x for core CRM today[5]
- **Dreamforce 2026 points to** headless access, reusable agent skills and outcome-based pricing[6]

Partner M&A

- **Volume is steady:** 96 deals since 2023, 29 of them in 2025 and 15 through Aug 2026[7]
- **Strategic buyers set the terms:** 76 of the 96 deals; PE peaked at 11 in 2023, then 1 in 2025[7]
- **Targets are small consulting firms:** 71% under 100 employees, 93% consulting partners, 53% Americas[7]

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

Sources: 1 Gartner CRM Worldwide forecast, Dec 2025 (p.5); 2 Gartner CRM Worldwide market share, Dec 2024 (p.6); 3 Salesforce Q4 FY26 results; Investor Day, Sep 2025 (p.12); 4 Salesforce CPQ end-of-sale notice, Jul 2026 (p.13); 5 Salesforce Investor Day, Sep 2025, slide 26; 6 TH Global Capital, Dreamforce 2026 expectations (p.8); 7 TH Global Capital M&A Tracker 2026 (pp.16-20)

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Market Overview

SECTION 1

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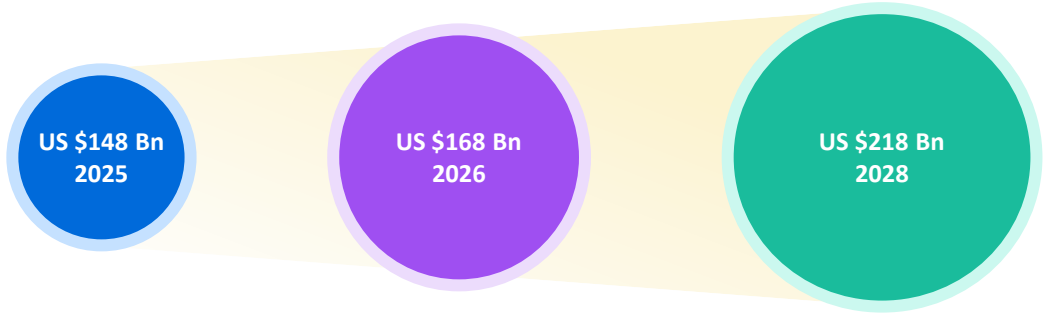
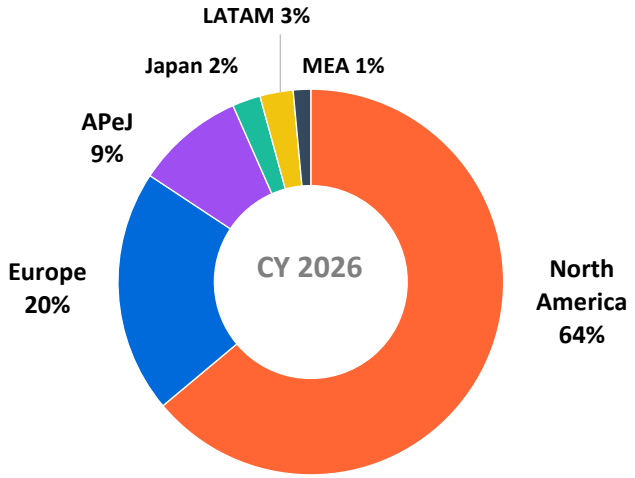
Customer Relationship Management (CRM) Market Share & Growth: Global Landscape

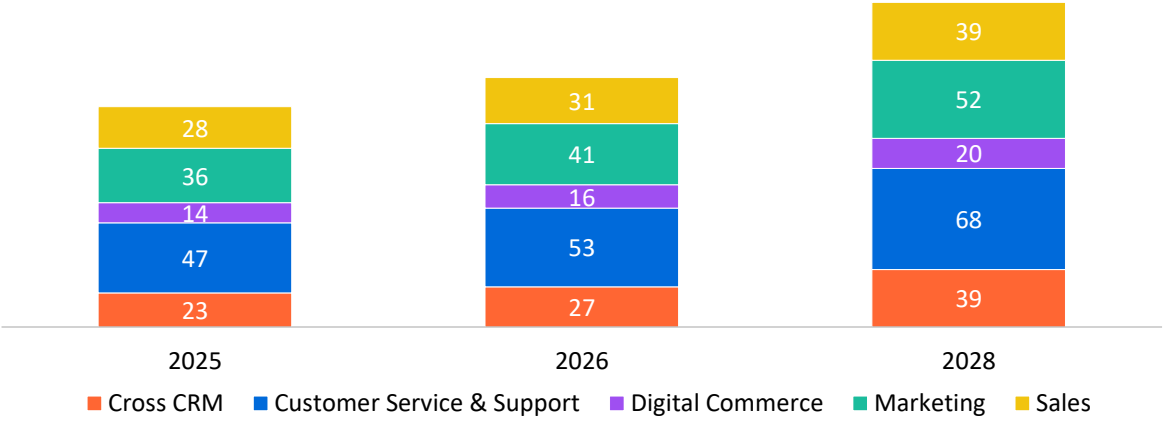
GLOBAL CRM SOFTWARE SPEND (2025-2028)





CAGR: 2026-2028	
North America	9.7%
Europe	5.4%
APeJ	7.2%
Japan	6.6%
LATAM	6.7%
MEA	6.4%

CRM MARKET SIZE BY SEGMENT IN US $ BN (2025-2028)



- Global CRM spend reaches $168Bn in 2026, up 13% YoY, and $218Bn by 2028 – a 14% CAGR
- Customer service and support is the largest segment at $53Bn in 2026, 32% of spend; Cross CRM grows fastest at 19% CAGR to 2028
- North America is the largest market at $107Bn in 2026, 64% of global spend, growing 11.7% a year to 2028
- By 2027, 89% of large North American enterprises will have adopted some form of CRM software, up from 80% in 2023

While North America dominates with 64% market share, the 12.2% CAGR in Asia Pacific signals where tomorrow's CRM leaders will be built – and where today's strategic acquisitions will generate outsized returns

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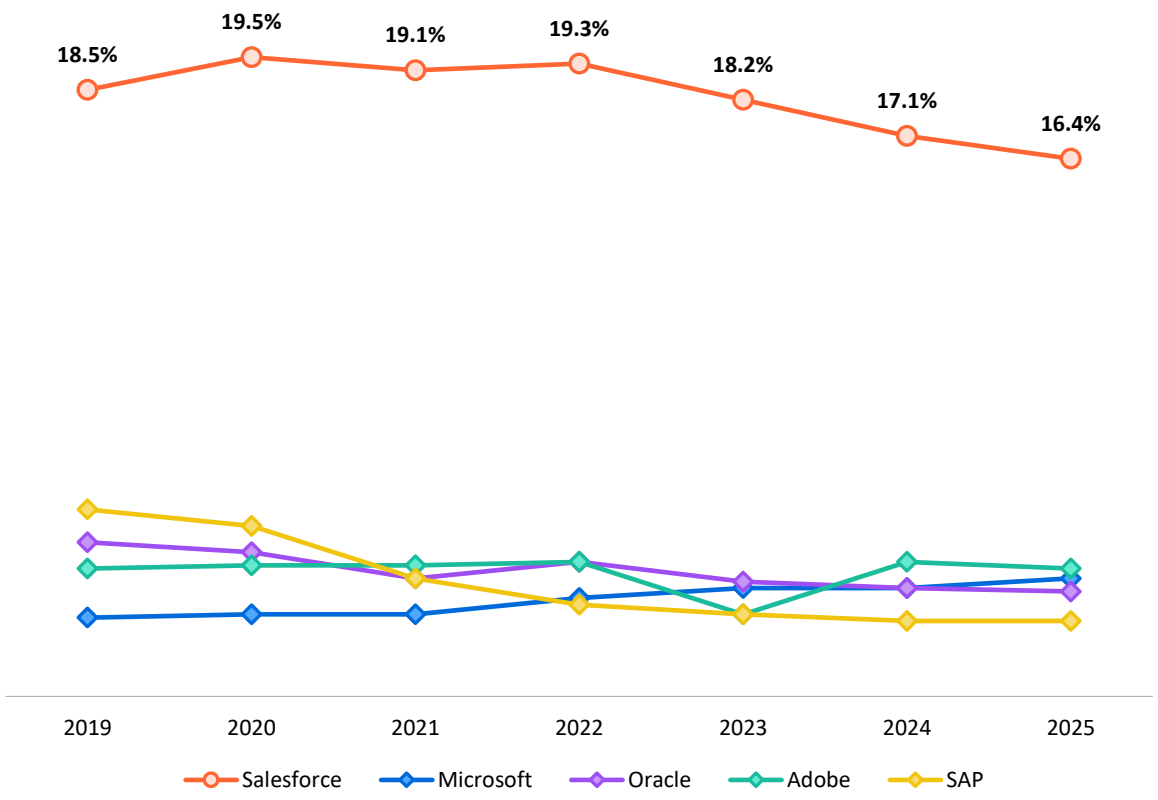
Source: Forecast Analysis CRM Worldwide, Dec 2025, Gartner

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



KEY OBSERVATIONS

- Market share dropped from **18.5% (2019) to 16.4% (2025),** reflecting intensified competition and pricing pressures
- **Microsoft's Growth:** Steadily increased from **2.4% to 3.6%,** 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 (+18.93% YoY growth in 2025) and Zoho target SMBs with affordable, specialized tools growing at 22.6% yoy in 2025
- **Pricing and Innovation Fatigue**: Enterprises cite high costs and slower integration of acquisitions (e.g., Slack, Tableau)
- **Regional Headwinds:** Economic softness in EMEA 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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Source: Market Share Analysis CRM Worldwide, Dec 2024, Gartner

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Salesforce Ecosystem Overview

SECTION 2

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Dreamforce 2026: Expectations

Headless 360

Salesforce Without the Salesforce Screen

- Data, rules, workflows and actions exposed via API and MCP
- The UI becomes one channel, not the only one

Prepare: API-ready data; retire UI-dependent workarounds

Claudeforce

AI Reasoning Meets Governed Data

- Claude supplies the conversation; Salesforce supplies data, process and permissions
- Multi-model reality, single security model

Prepare: One governance model across AI clients

Agent Marketplace

Reusable Skills, not Bespoke Agents

- Granular capabilities: check account, retrieve contract, log a request
- Build once, reuse across service, sales and portals

Prepare: Design skills once; reuse across channels

Outcome-Based Pricing

Pay per Resolution, not per Seat

- Cost tied to cases resolved and tasks completed
- Forces a hard definition of “done” — and how to measure it

Prepare: Define and instrument “resolved”

So what: the story is no longer new AI features – it is AI consuming Salesforce data, rules and processes from anywhere. Value accrues to organisations whose data quality, permissions and governance are ready before September.

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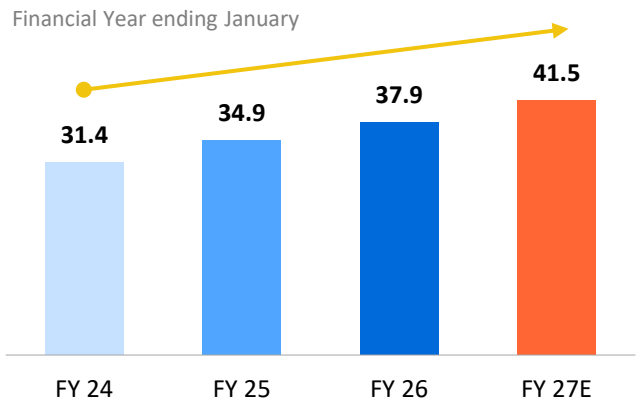
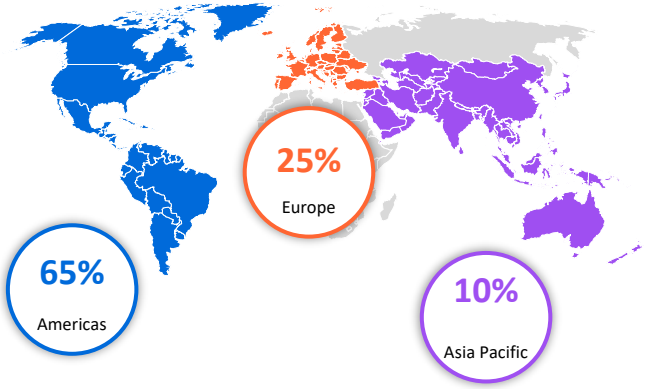
Salesforce CRM: Defining the Future of CRM with Relentless Innovation & Growth

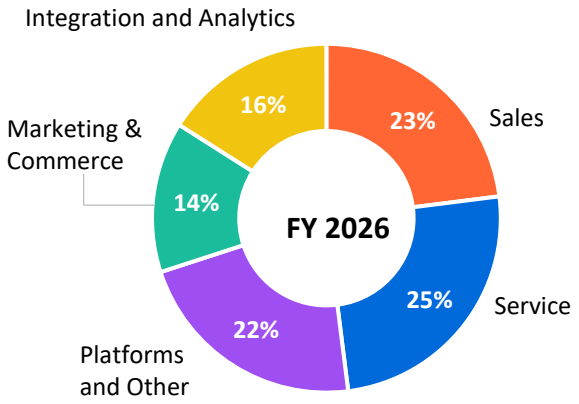
REVENUES (US$ BN)



REVENUE BY GEOGRAPHY

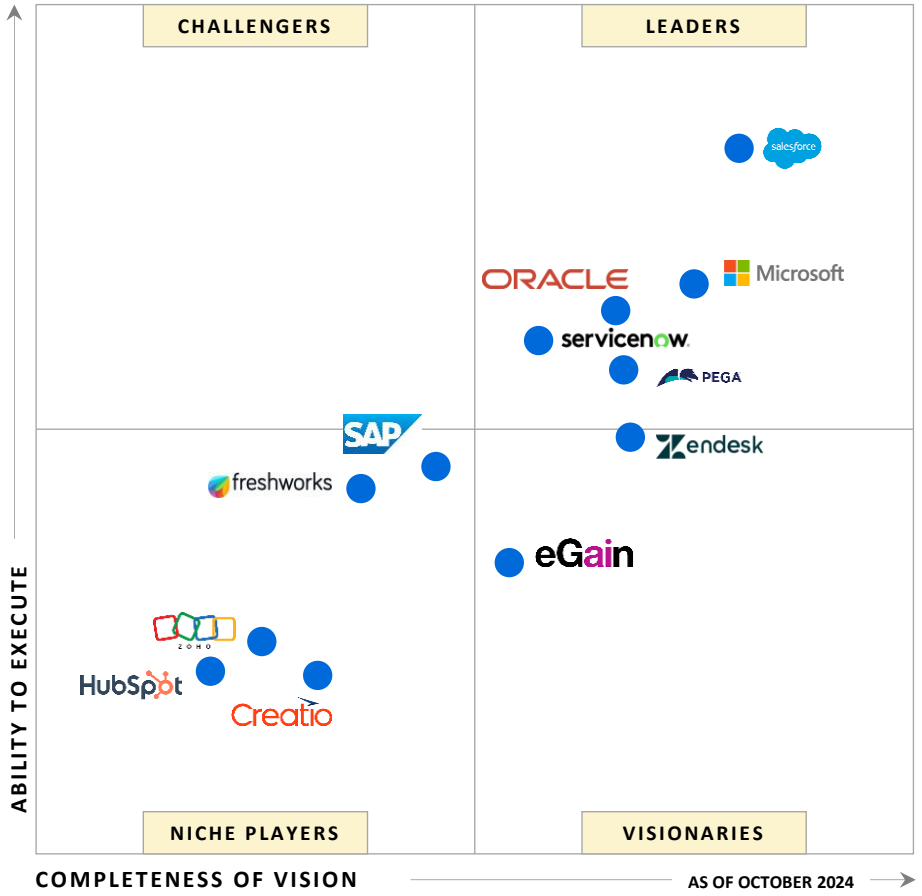


BREAKDOWN BY CLOUD SERVICES



Implementation Partners	Specialized Integration Partners
~6,070	~200
Global CRM Market Share	**# of customer bases**
16.4%[1]	~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

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Source: Gartner Software Market Share 2025

Source: Salesforce FY26 Annual Report; Gartner, CRM Worldwide market share, Dec 2024

Leading Salesforce Partners Across Regions and Market Segments

	Salesforce Consulting Partners	Independent Software Vendors	System Integrators	AppExchange Partners
Americas	accenture, Deloitte., slalom, cognizant, LISTENGAGE (A TCS COMPANY), Gerent (a TELUS Digital Company), torrent CONSULTING, Kelley Austin, BoldOrange, FastSlowMotion	FormAssembly, LABS, MapAnything, Own{backup}, docusign, ncino, TASKRAY, Veeva	Deloitte., accenture, pwc, bluewolf (an IBM Company), IBM, SILVERLINE (Shaping Cloud Solutions), APPIRIO, Capgemini	FormAssembly, LABS, docusign, conga, GetFeedback, FINANCIALFORCE
Europe	cognizant, Deloitte., tcs, NTT DATA, KERUN.one, ARPEDIO, sopra steria, pwc, MAV3RIK, Threedium, Atos, DESELECT, BearingPoint.	Elements .cloud, PRECURSIVE, CloudCall, odaseva, ebsta, introhive, provar	Deloitte., Infosys, tcs, accenture, cognizant, Atos, sopra steria, BearingPoint.	Qlik, provar, Gearset, ebsta, odaseva
Asia Pacific	IBM, SI&C, Infosys, Deloitte., pricow 프리코우, NTT DATA, Tech Mahindra, Sales Marker, wipro, Capgemini, cognizant, Three-A Inc., accenture	propertybase™, talend, walkme (An SAP company), resco, simplus	Deloitte., Infosys, wipro, cognizant, accenture, Capgemini, Tech Mahindra, DXC TECHNOLOGY, HCLTech, NTT DATA	resco, walkme, talend, ZUORA, upland

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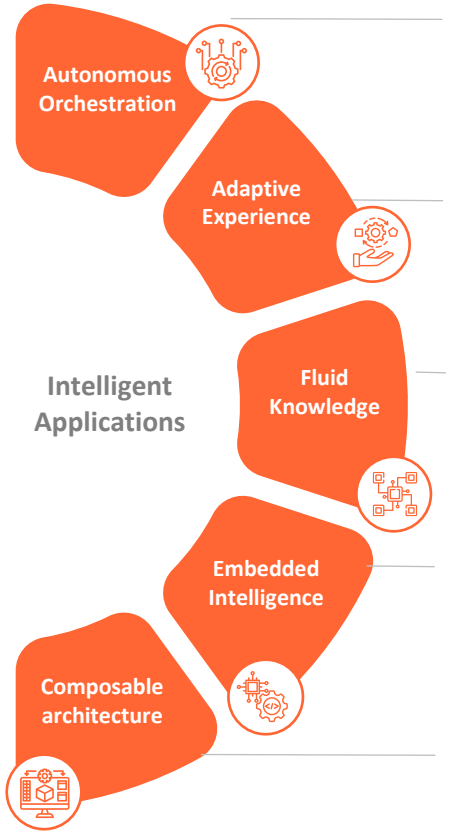
AI Transforming CRM and Salesforce's Strategic Response

KEY WAYS IN AI IS TRANSFORMING CRM



1. AI Value Accountability

By 2030, **60% of organizations will reject incumbent CRMs** marketed as agentic unless vendors deliver quantifiable benefits and genuine autonomy

2. Customer Preferences

By 2030, **Customers' changing preference for using AI will be the No.1** driver for organizations to invest in CRM

3. Channel Shift

By 2028, **80% of customer interactions will shift** from web, search, social, mobile applications and other traditional digital CX channels **to agentic AI interfaces**

4. AI-native vendors

By 2030, **three AI-native CRM vendors will be among the top 20 CRM software companies,** with revenue exceeding $1 billion

5. Integration barrier

By 2030, 70% of CRM leaders will cite legacy integration lock-in as the primary barrier to adopting AI powered CRM solutions

SALESFORCE INITIATIVES ALIGNING AI TRENDS

Embedded AI Assistants

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

Unified Data Cloud

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

AI-Driven Content & CX

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

Partner Ecosystem

Majority **of Salesforce AI agent deals are delivered by partners**, acerating 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

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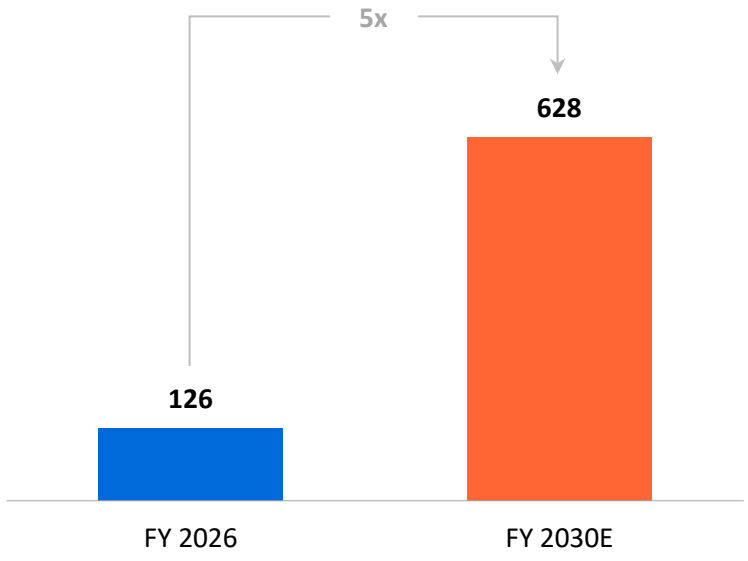
1 Gartner, "Predicts 2026: Will AI in CRM Finally Prove Its Worth?", Dec 2025 (Strategic Planning Assumptions 1-5).

Source: Gartner; Salesforce Investor Day, Sep 2025

Agentic AI: A $628 Bn Spend Pool by FY30 and 3 - 4x ARR Uplift per Customer

AI APPS & PLATFORM SPEND (US $ Bn)

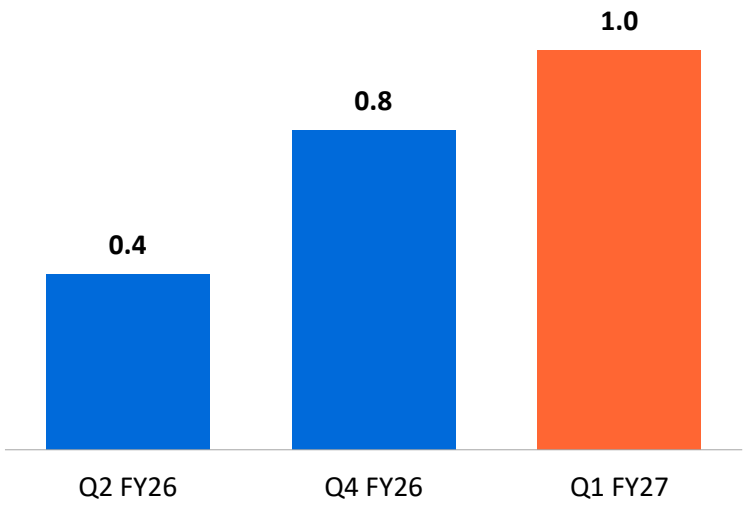


Digital Labor Economic Impact

$13 Tn

Cumulative, CY25 - CY30

AGENTFORCE ARR (US $ Bn)

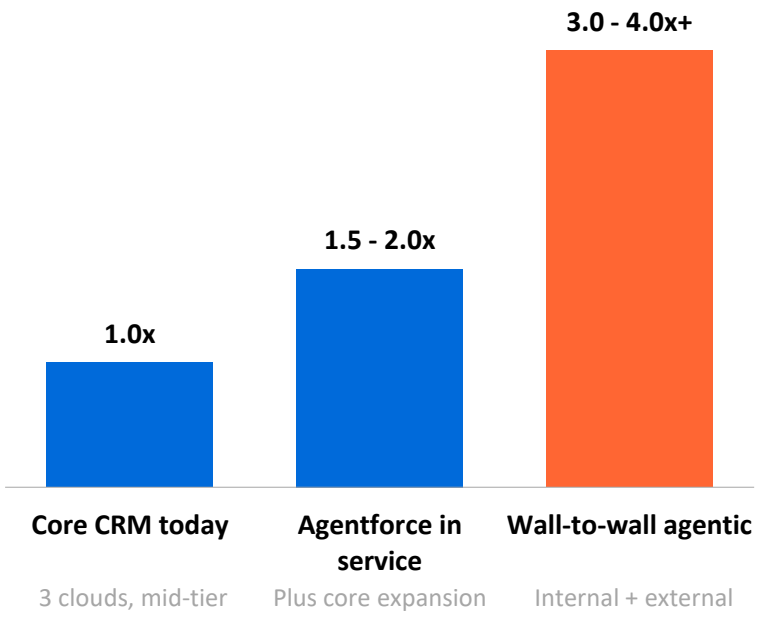


Paid Agentforce Deals

29,000

Q4 FY26; Agentforce ARR up 169% year over year

ARR UPLIFT AS CUSTOMERS GO AGENTIC



Early Adopters Today

1.4 -1.5x

Consumer goods and telecom cohorts

Back the partners and ISVs that take customers wall-to-wall on Agentforce - that step is where ARR triples

Source: Salesforce Investor Day, September 2025 (ARR uplift per customer, slide 26); IDC Worldwide AI and GenAI Spending Guide and Doc #US53817725, October 2025; Salesforce Q4 FY26 and Q1 FY27 results

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

REVENUE CLOUD ADVANCED (RCA) – NOW AGENTFORCE REVENUE MANAGEMENT

In March 2025, Salesforce CPQ entered End-of-Sale (EOS), pivoting to Revenue Cloud Advanced — rebranded Agentforce Revenue Management in Spring ’26. Only ~15% of RCA customers have migrated from CPQ to date

CORE CAPABILITIES

CPQ 2.0

Advanced product configuration, dynamic pricing, and AI-driven quote generation

API -First Approach

Designed to be API first allowing seamless integration with other systems and sales channels

Contract & Order Management

Full lifecycle from creation to renewal with intelligent contract optimization

Revenue Recognition

Automated ASC 606/IFRS 15 compliance with audit ready trails

Billing & Invoicing

Various billing models with automated dunning

Revenue Intelligence

Agentforce-powered forecasting, anomaly detection, and pricing optimization

MODULAR COMPONENTS

- Product Configuration
- Pricing
- Quoting
- Contracting
- Order Management
- Billing
- Revenue Recognition
- Compliance

Agentforce Revenue Mgmt Partners

noltic, SIMPLUS an Infosys company, argano, CoastalCloud, SPAULDING RIDGE, Gerent, cognizant, accenture, Kelley Austin, Persistent, PERFICIENT

Case Study: M&A of an Agentforce Revenue Management Partner

PERFICIENT — Acquisition of (OCT -2025) — Kelley Austin

- Award-winning Revenue Management, Data 360, and Agentforce expertise added
- 400+ certified consultants boost capacity for agentic enterprise projects
- Managed services and recurring revenue model strengthened significantly

CPQ is end-of-sale, not end-of-life - a long migration runway, not a cliff. Salesforce’s June 2026 m3ter deal adds usage and outcome-based pricing to Agentforce Revenue Management, widening the partner opportunity

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Salesforce Strategic Acquisitions

Targets	Announced	Deal Size	Target Description	Synergy
Contentful	May 2026	US $1.5 Bn	Composable content platform (headless CMS)	Native enterprise content layer for Headless 360
m3ter	Jun 2026	Undisclosed	Metering and rating for consumption billing	Enables usage and outcome-based pricing in Agentforce Revenue Mgmt
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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M&A Analysis

SECTION 3

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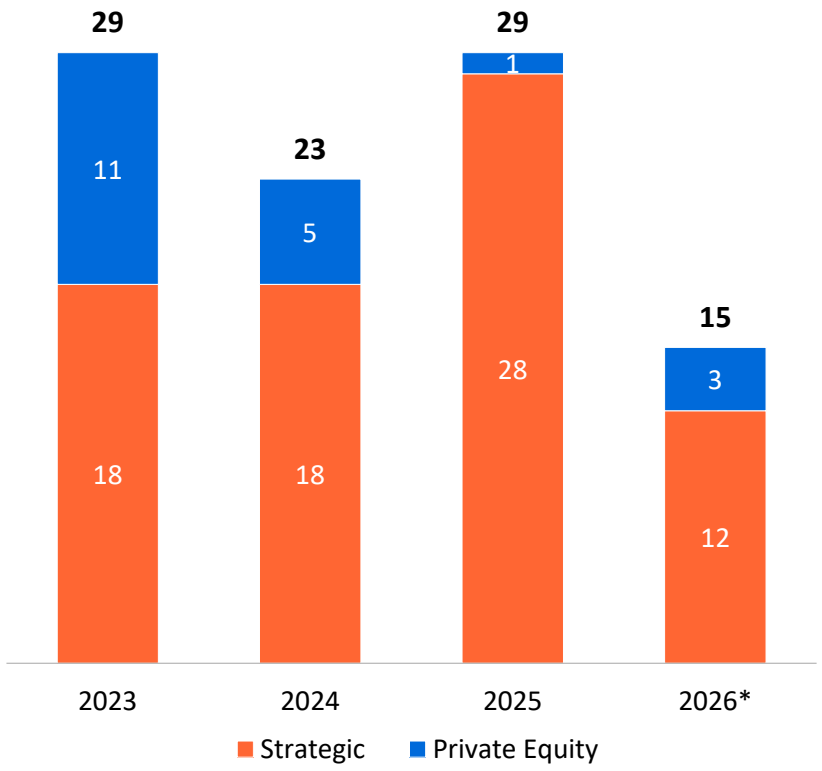
M&A Activity in the Salesforce Ecosystem: 2023– Aug 2026 Trends

SALESFORCE PARTNER M&A DEAL ACTIVITY: 2023-YTD 2026



- **Deal Volume is Holding:** 29 deals in 2023 and again in 2025, with 15 closed through Aug 2026 and 96 in total since 2023
- **Strategic Buyers Now Lead:** corporates account for 76 of the 96 deals, and 28 of the 29 in 2025, up from 18 of 29 in 2023
- **PE Activity Peaked in 2023:** private equity backed 11 of that year's 29 deals, then just 1 in 2025 and 3 through Aug 2026

2023–Aug 2026 Transactions

Deal Overview	**96** Transactions
Corporate / Strategic	**76** Transactions
Private Equity	**20** Transactions

Consolidation continues, but strategic buyers now set the terms: partners win on specialized IP, AI and data capability, and scale

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* As of Aug 2026

Source: TH Global Capital M&A Tracker 2026

Profile of M&A Targets in the Salesforce Ecosystem

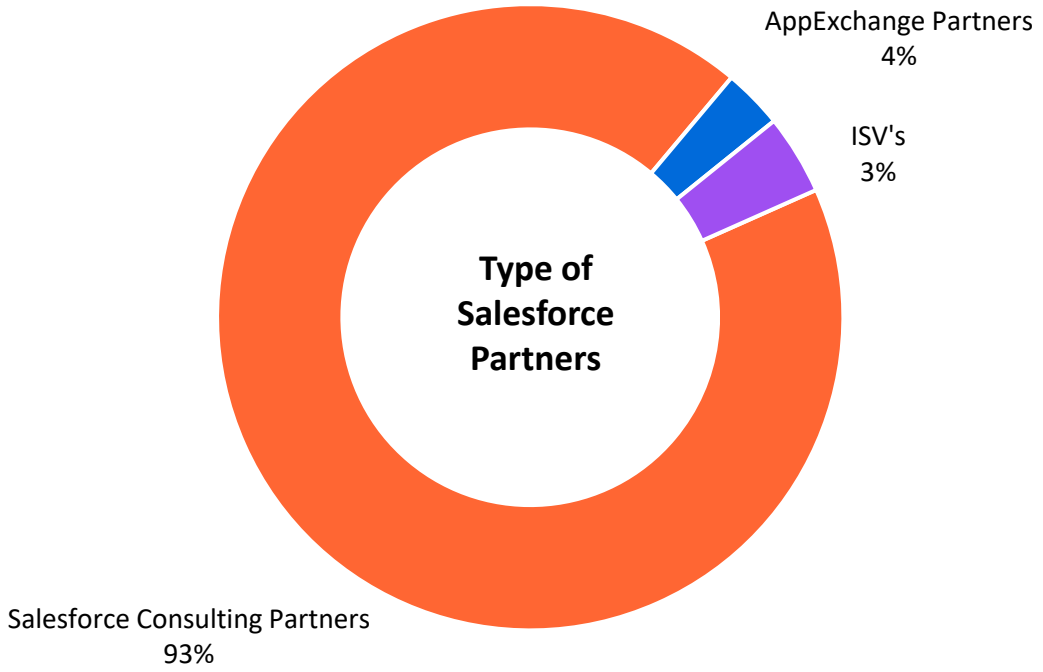
EMPLOYEE SIZE OF ACQUIRED PARTNERS (2024-YTD 2026)

Employee Range of Targets	2024	2025	YTD 2026
Less than 50 emp	7	11	5
50-100 Emp	7	11	6
100-250 Emp	7	4	2
>250 Emp	2	3	2

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

AMERICAS	EUROPE	APAC	MEA
53%	24%	22%	2%

TYPE OF SALESFORCE PARTNER ACQUIRED (2024-2026)



Acquirers are targeting small consulting practices: 71% of targets had fewer than 100 employees and 93% were Salesforce consulting partners

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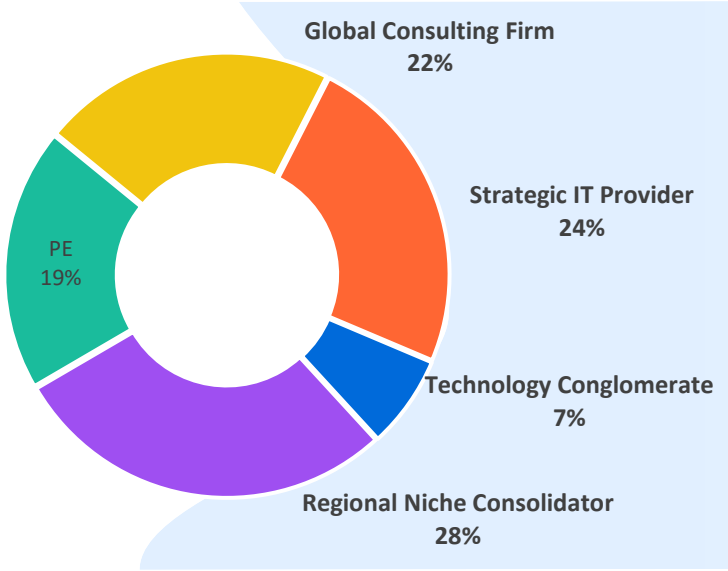
Source: TH Global Capital M&A Tracker 2026

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

BUYER TYPE DISTRIBUTION(%), 2023- YTD 2026



Strategic

STRATEGIC IT PROVIDERS

SAKSOFT, Synechron, infogain, Cambridge Technology, TELUS digital, FPT Software, Bluprintx, valantic

TECHNOLOGY CONGLOMERATES

Globant, virtusa, Collabera, accenture, DATAMATICS, OSF DIGITAL

GLOBAL CONSULTING FIRM

Deloitte., EideBailly, Spaulding Ridge, Riveron, EY

REGIONAL NICHE CONSOLIDATORS

Wipro, Palladin Technologies, Salesfive, 8 squad human strategies at work

PRIMARY ACQUISITION RATIONALES

33% Scale & Synergy Realization

42% Portfolio & Capability Enhancement

25% Market Expansion

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

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Source: TH Global Capital M&A Tracker 2026

Select Strategic Deals: 2024 - YTD 2026

Date	Target	Investors	Partner Type	Employees	Target HQ
Aug-26	ComWare	accenture	Salesforce Consulting	120	
Aug-26	cloud epitome	CN Capital Numbers	Salesforce Consulting	69	
Aug-26	idea science	NEXIFI	Salesforce Consulting	51	
Aug-26	ASTRALIS	lane four	AppExchange Partner	38	
Jul-26	SR Consulting	brivia	Salesforce Consulting	71	
Jul-26	SaaS Consulting Group	Caltius Equity Partners	Salesforce Consulting	65	
Jul-26	dupont circle solutions	CrossCountry Consulting	Salesforce Consulting	235	
May-26	pole Consulting	nextview... Design-Led Salesforce Consulting	Salesforce Consulting	7	
Feb-26	CRM Science	Faye Business Systems Group	Salesforce Consulting	24	
Jan-26	CloudGaia	integrow	Salesforce Consulting	100	
Jan-26	Cloud Consulting an integrow company	Swantide	Salesforce Consulting	61	
Jan-26	Halsa Global	Pursuit Software	Salesforce Consulting	742	
Dec-25	Adapt IQ	MTX	Salesforce Consulting		
Dec-25	solomo.io	movate	Salesforce Consulting	11	
Nov-25	Praxis Solutions	rootstock software	Salesforce Consulting	5	
Nov-25		Cherokee Federal	Salesforce Consulting		
Oct-25	DeSelect	UNARIC	AppExchange Partner	22	
Oct-25	Kelley Austin	Perficient	Salesforce Consulting	76	
Oct-25	ListEngage	TCS Tata Consultancy Services	Salesforce Consulting	100	
Oct-25	Northbound	kicksaw	Salesforce Consulting	17	
Oct-25	EXAH	NTT Data	Salesforce Consulting		
Oct-25	torrent consulting	ZS	Salesforce Consulting	140	

Date	Target	Investors	Partner Type	Employees	Target HQ
Oct-25	Sahara Cloud Solutions	Agile Cloud Consulting	Salesforce Consulting	4	
Sep-25	H&W Consult	Salesfive	Salesforce Consulting	30	
Sep-25	Tenderbribe	Media Logic	Salesforce Consulting	16	
Aug-25	SI&C	accenture	Salesforce Consulting	1,500	
Aug-25	Bold Orange	Beringer Capital	Salesforce Consulting	168	
Jul-25	Cloud Analogy	AionOS	Salesforce Consulting	600	
Jul-25	KERUN.one	CONET	Salesforce Consulting	50	
Jun-25	pricow	gruve	Salesforce Consulting		
May-25	MAV3RIK	virtusa	Salesforce Consulting	84	
May-25	Attentis Consulting	argano	Salesforce Consulting	58	
Apr-25	Gerent	Telus Digital Experience	Salesforce Consulting	400	
Apr-25	MAV3RIK	virtusa	Salesforce Consulting	84	
Apr-25	hitteps	TechMagic	Salesforce Consulting	150	
Feb-25	DAVID LAMM CONSULTING	FPT Software	Salesforce Consulting		
Feb-25	forvis mazars	EIGENX	Salesforce Consulting		
Oct-24	Attentis	argano	Salesforce Consulting	58	
Sep-24	Bluewave	aspire	ISV	70	
Sep-24	Skie	Bluprintx palatine	Salesforce Consulting	50	
Sep-24	aethereus	myridius	Salesforce Consulting	230	
Sep-24	CERTWO	The Loop	Salesforce Consulting		
Sep-24	Cloobees	Synechron	Salesforce Consulting		
Sep-24	CEPTES	SAKSOFT	Salesforce Consulting	254	

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Transactions advised by TH Global Capital

Source: TH Global Capital M&A Tracker 2026

Select Private Equity Deal Activity: 2024 - YTD 2026

Date	Target	Investors	Partner Type	Employees	HQ Country
Jul-26	Kizzy Consulting	UDYAT VENTURES	Salesforce Consulting	26	
May-26	dentsu x	ENDURING VENTURES	Salesforce Consulting		
Ma-26	HUNLEY	TrebleHook	Salesforce Consulting	42	
May-26	ACCESSGLOBAL GROUP	ROCKBRIDGE GROWTH EQUITY	Salesforce Consulting	112	
May-26	lane four	VSS	Salesforce Consulting	100	
Mar-25	Challenger	RICHARDSON SALES PERFORMANCE	Salesforce Consulting	187	
Oct-24	FastSlowMotion	Circumference Group	Salesforce Consulting	129	
Sep-24	CARABINER GROUP	SBI	Salesforce Consulting	30	
Jun-24	HELLER CONSULTING	RKD GROUP	Salesforce Consulting	97	

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Source: TH Global Capital M&A Tracker 2026

Our Salesforce Transactions Completed Globally

FEB 2025
Skie
Has been acquired by
Bluprintx palatine PORTFOLIO COMPANY
Salesforce Consulting

OCT 2024
Cloobees
Has been acquired by
Synechron
Salesforce Consulting

DEC 2023
FOREFRONT
Has been acquired by
NEORIS Advent International PORTFOLIO COMPANY
Salesforce Consulting & IP

APR 2023
AIOPSGROUP
Has been acquired by
valantic DEUTSCHE PRIVATE EQUITY PORTFOLIO COMPANY
Salesforce Consulting

JUN 2022
C-CLEAR
Has been acquired by
valantic DEUTSCHE PRIVATE EQUITY PORTFOLIO COMPANY
Salesforce Consulting

MAY 2022
S4G Consulting
Has been acquired by
McKinsey & Company
Salesforce Consulting

NOV 2021
brightgen
Has been acquired by
CREDERA OmnicomGroup
Salesforce Consulting

SEP 2021
LISTER digital
Has been acquired by
bounteous
Salesforce Consulting

NOV 2020
XAPPIA
Has been acquired by
Globant
Salesforce Consulting

NOV 2018
absi far beyond system integration
Has been acquired by
pwc
Salesforce Consulting

DEC 2017
cDecisions
Has been acquired by
pwc
Salesforce Consulting

JUL 2017
PARX
Has been acquired by
Persistent
Salesforce Consulting

"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 Bluprintx. 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, Cloobees

Filip Kohman
Co-founder, Cloobees

Miko Dolata
Co-founder, Cloobees

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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.

- 2026 — Regional Deal of the Year Award (Asia)
- 2026 — Information Technology Deal of the Year Award (Under $1 Billion)
- 2026 — Corporate/Strategic Deal of the Year Award ($25m–$50m)
- 2026 — Cross Border Deal of the Year Award ($10m–$25m)
- 2025 — Investment Bank of the Year – International
- 2025 — Professional Services Deal of the Year ($10m – $25m)
- 2025 — IT Deal of the Year ($10m – $25m)
- 2025 — Corporate/Strategic Deal of the Year Award (US$50m – 100m)
- 2025 — M&A Deal of the Year Award (US$50m – 100m)
- 2025 — Regional Deal of the Year Award (Asia)

JUN 2026
LUMIQ
Growth Equity investment by
BAJAJ FINANCE, infoedge ventures
BFSI AI, Data Analytics & Data Engineering

MAR 2026
quantiphi
Has acquired
Candyspace
Digital Product Engineering

DEC 2025
THE CLOUD PEOPLE
Has been acquired by
NTT DATA
ServiceNow Consulting

NOV 2025
SOCIAL ELEMENT
Has been acquired by
MarketFully, LIGHTVIEW CAPITAL PORTFOLIO COMPANY
Social Media & Digital Marketing Agency

NOV 2025
ignitarium
Has been acquired by
neurealm, KEDAARA PORTFOLIO COMPANY
Semiconductor Engineering Services & Embedded Systems

NOV 2025
TestDevLab
Has been acquired by
xoriant, CHRYSCAPITAL PORTFOLIO COMPANY
AI led Software Testing & Test Automation IP

OCT 2025
aQurance
Has been acquired by
EY Building a better working world
Strategic Veeva Services Partner

SEP 2025
FORTEZZA
Private Equity Buyout by
Capital A
MSP, Data & Microsoft Consulting

AUG 2025
waylay
Has been acquired by
VERTIV
Generative AI & Hyperautomation Software

AUG 2025
INDEAVR
Has been acquired by
marlabs, bv PORTFOLIO COMPANY
Digital, Data & Cloud Engineering

JUL 2025
Adsmurai
Minority Investment by
SEAYA ANDROMEDA
AI Marketing technology

JUL 2025
Spectrum Groupe
Private Equity Buyout by
parquest
Cloud & Devops, Atlassian Consulting

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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 26-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 14 countries across the Americas, Europe, and Asia-Pacific, TH Global Capital combines global reach with local presence to deliver exceptional results.

Our focus, with a 26-year track record...

- Engineering & ER&D Services
- IT Services Cloud & Cybersecurity
- Analytics, Data Sciences & AI
- Fintech, Insurtech and SaaS
- Consultancies
- Healthcare & Lifesciences
- Business Process Management
- Digital Transformation & Innovation

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