

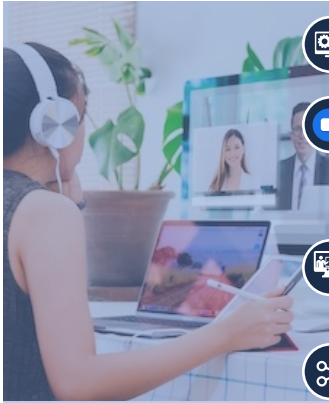
Software Market Update

July, 2020

COVID-19 has accelerated digital transformation in the global technology landscape

“Software is eating the world” - Marc Andreessen

The current COVID-19 crisis has amplified this phenomenon.



In one quarter, we have witnessed how software has disrupted industries and enabled businesses to continue operations in ways we never thought were possible.



A clear example is that of **Zoom**, now a household name for collaboration, that has a market value **of \$73.5 bn which is twice the market cap of United Airlines, American Airlines and Delta combined as of July 21st, 2020!** While we do not expect business travel to disappear, we do think businesses will ask if a meeting could be done virtually versus spending time and money on travel.



If someone told you at beginning of 2020, you will be working from home, your kids will be learning online from home, your CISO will be worrying about security issues about working from home, all your entertainment would be at home, all your meals would be eaten at home, an even bigger portion of your business would move to the cloud and your medical checkup would be enabled by telemedicine, you might have thought it was a dream.



This improbable scenario has become a reality for now.



These structural shifts in the way we operate our lives create exciting opportunities for bold entrepreneurs and thoughtful investors who back them. Technology subsectors that have benefited from the pandemic and have gained in their public market performance include:



AI/data analytics



Automation



Cloud Infrastructure



Collaboration



Compliance/ Security



Ecommerce & Gaming



Mission-critical software



Online delivery



Streaming entertainment



Telemedicine among others

In contrast, vertical SaaS companies who cater to travel, hospitality, events etc. have seen their valuations crater. Eventbrite, an event management software company whose shares that were trading over \$20 at the start of 2020 are now trading below \$10 as of July 21st, 2020.



























The COVID-19 pandemic has established a new normal in every industry and created Covid beneficiaries and Covid impacted companies in the sector.

Notable Software M&A Deals

Long-Term drivers for M&A activity in software space remain strong



While the pandemic caused a steep decline in global software M&A activity in Q2 2020 – a drop of 43% in deal volume from Q2 2019 per White & Case – there have been encouraging signs of strong activity across select areas and we expect M&A activity to pick up now that businesses have become used to the new normal and there is a large amount of cash at strategic parties and private equity investors.

	Name of Buyer	Name of Target	Rationale
 AI/Robotic Process Automation			To expand ServiceNow's IT Service Management (ITSM) and IT Operations Management (ITOM) solutions through Loom Systems' AI capabilities.
			To enhance IBM's AI-infused automation capabilities and extend its ability to transform clients' operations through RPA and AI capabilities offered by WDG.
			To expand low-code robotic process automation capabilities for Microsoft Power Automate and enhance UI automation functions for commonly used apps and services.
 Communication & Collaboration			To expand Verizon's immersive unified communications portfolio and entry into the rapidly growing video collaboration space.
 CRM, Marketing & Customer Service			To enhance Salesforce's industry capabilities and product knowledge, and open up new industry capabilities built on the Salesforce platform.
 Cloud & Infrastructure			To enhance Cisco's network performance and monitoring capabilities through having improved visibility into cloud applications.
			To help IBM meet clients' growing cloud security and infrastructure demand in highly regulated industries. Allied Advisers served as advisor to Spanugo.
 Cybersecurity & Compliance			To help Microsoft's customers discover existing IoT devices connected to their network and strengthen security for existing IoT devices.
			To strengthen Palo Alto Networks' comprehensive secure access service edge (SASE) platform.
 Vertical SaaS			To expand Smarsh's offerings in wealth tech sector for enterprise cybersecurity risk and compliance to broker-dealers, registered investment advisors (RIAs) and banks which were done manually (Software is eating the world!). Allied Advisers served as advisor to Entreda.

Investors Growing Appetite for Software IPOs



Recent IPO issuances have done well bolstering confidence in others to go ahead with their IPO process

The IPO market has seen a resurgence

Despite the pandemic, stock markets have performed well. NASDAQ Composite has gained over 60% from the low of 6,631 on March 23rd, 2020 to the closing level of 10,767 as on July 20th, 2020. Zoominfo (a cloud-based business leads platform), DraftKings and Kingsoft (gaming platforms) went public and had a strong performance on their first day of trading.

Select Upcoming IPOs



After going private in 2016, Rackspace, a cloud computing services, security and data provider, has filed for an IPO that could value the company at over \$10 bn.



BigCommerce, a SaaS firm offering eCommerce services to merchants, has filed for an IPO. The company had already raised over \$200 mn through multiple rounds of funding.



Palantir, a big data analytics firm with ~\$20 bn valuation, has filed for an IPO. The IPO is likely to be one of the largest public listings of a technology start-up in recent times.



Snowflake, a cloud data warehouse company with over \$12 bn valuation as per the last funding round, has filed for an IPO. The planned IPO is touted as one of the biggest listings of 2020.

Few other planned/possible IPOs include Digital Ocean (cloud computing), McAfee (cybersecurity), Datto (cloud-based data backup software) and at time of this report Jamf (enterprise management software for the Apple platform) is going public



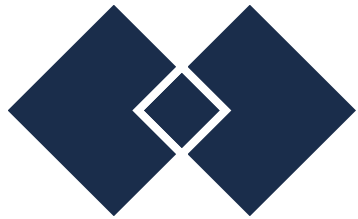
In summary, software continues to eat the world. In just one quarter this year, we have seen software models replacing traditional industries and enabling businesses in ways we never thought were possible.



We saw passing of the baton with Salesforce market cap exceeding Oracle despite the former's revenues being at 47% of Oracle revenues, showing investors growing appetite for SaaS businesses.



We hope everyone stays safe and healthy – while there is a lot of noise and bad news around us and we hope this pandemic comes to pass soon, there are areas of growth and opportunities ahead.



Major Software Categories and Key Metrics

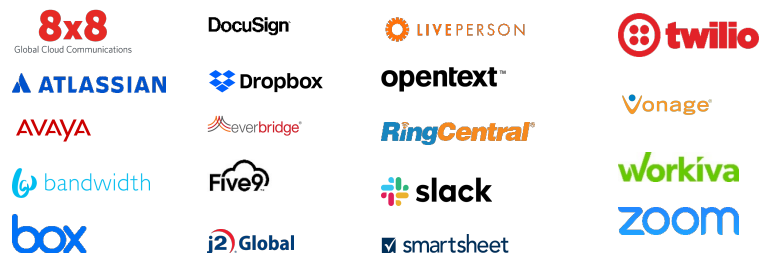
Major Software Categories and Key Metrics

Analytics & AI



	EV (m)	Revenue LTM (m)	EBITDA LTM (m)	Revenue Growth YoY	EV/Revenue LTM
Average	\$7,393	\$660	\$3	25.3%	11.0x
Median	\$2,189	\$400	(\$48)	24.3%	5.8x

Communication & Collaboration



	EV (m)	Revenue LTM (m)	EBITDA LTM (m)	Revenue Growth YoY	EV/Revenue LTM
Average	\$15,809	\$1,023	\$37	32.0%	18.3x
Median	\$5,331	\$829	(\$6)	26.6%	12.3x

Cloud & Infrastructure



	EV (m)	Revenue LTM (m)	EBITDA LTM (m)	Revenue Growth YoY	EV/Revenue LTM
Average	\$18,724	\$2,314	\$333	17.3%	14.0x
Median	\$10,041	\$1,119	\$116	11.7%	7.3x

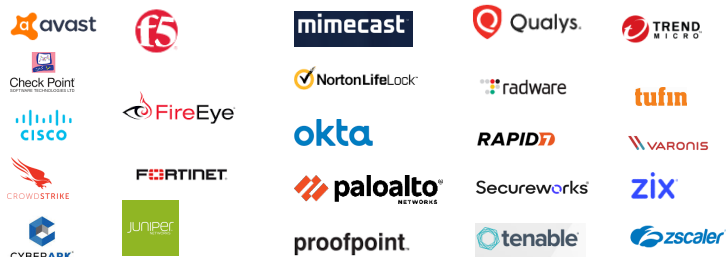
CRM, Marketing & Customer Service



	EV (m)	Revenue LTM (m)	EBITDA LTM (m)	Revenue Growth YoY	EV/Revenue LTM
Average	\$27,963	\$3,242	\$409	18.7%	8.4x
Median	\$7,416	\$872	\$14	19.3%	8.6x

Major Software Categories and Key Metrics

Cybersecurity & Compliance



	EV (m)	Revenue LTM (m)	EBITDA LTM (m)	Revenue Growth YoY	EV/Revenue LTM
Average	\$16,252	\$3,189	\$838	22.8%	10.6x
Median	\$6,801	\$604	\$37	14.5%	7.3x

ERP, Supply Chain & Commerce



	EV (m)	Revenue LTM (m)	EBITDA LTM (m)	Revenue Growth YoY	EV/Revenue LTM
Average	\$12,046	\$563	\$84	17.2%	14.2x
Median	\$4,017	\$297	\$23	13.8%	10.9x

Financial, Accounting & Payments



	EV (m)	Revenue LTM (m)	EBITDA LTM (m)	Revenue Growth YoY	EV/Revenue LTM
Average	\$54,139	\$4,906	\$1,755	24.5%	14.0x
Median	\$13,880	\$1,603	\$473	11.4%	10.6x

Major Software Categories and Key Metrics

Human Capital Management



	EV (m)	Revenue LTM (m)	EBITDA LTM (m)	Revenue Growth YoY	EV/Revenue LTM
Average	\$11,097	\$2,068	\$362	21.4%	8.4x
Median	\$2,624	\$551	\$34	11.6%	5.7x

Large Cap Diversified Software



	EV (m)	Revenue LTM (m)	EBITDA LTM (m)	Revenue Growth YoY	EV/Revenue LTM
Average	\$515,874	\$85,351	\$26,460	5.2%	5.2x
Median	\$203,996	\$66,298	\$15,813	3.1%	5.5x

Vertical Software



	EV (m)	Revenue LTM (m)	EBITDA LTM (m)	Revenue Growth YoY	EV/Revenue LTM
Average	\$8,481	\$1,280	\$227	21.4%	10.1x
Median	\$6,087	\$928	\$107	14.4%	6.5x



Appendix

Appendix – Public Comps



Analytics & AI

Company	Share Price 7/21/20	Market Cap (m)	EV (m)	Revenue LTM (m)	EBITDA LTM (m)	Revenue Growth YoY	EV/Revenue LTM
Alteryx	\$168.51	\$11,115	\$11,107	\$451	\$34	61.4%	24.6x
Anaplan	45.34	6,236	5,985	376	(134)	41.9%	15.9x
Cloudera	11.53	3,406	3,206	817	(200)	44.9%	3.9x
Comscore	3.40	241	470	376	(12)	(9.6%)	1.3x
Datadog	90.72	27,160	26,424	424	6	85.6%	62.3x
Domo	34.25	987	1,013	181	(102)	19.7%	5.6x
Elastic	91.70	7,820	7,557	428	(140)	57.4%	17.7x
Expert Systems	3.29	135	139	43	(1)	9.7%	3.3x
Gridsum Holdings	0.87	30	108	47	(72)	(25.2%)	2.3x
Microstrategy	121.04	1,182	752	482	27	(1.6%)	1.6x
New Relic	64.69	3,897	3,587	600	(48)	25.1%	6.0x
PagerDuty	27.52	2,166	1,850	179	(53)	37.4%	10.3x
PROS Holdings	41.62	1,802	1,691	261	(47)	26.9%	6.5x
Splunk	203.95	32,401	32,802	2,368	(332)	23.6%	13.9x
Talend	36.60	1,147	1,126	258	(49)	19.2%	4.4x
Teradata	20.53	2,228	2,529	1,865	130	(12.3%)	1.4x
Verisk	180.68	29,317	32,443	2,672	1,092	9.6%	12.1x
Veritone	12.16	330	281	49	(53)	42.1%	5.7x
Average	\$64.36	\$7,311	\$7,393	\$660	\$3	25.3%	11.0x
Median	\$39.11	\$2,197	\$2,189	\$400	(\$48)	24.3%	5.8x

Note: Share Price, Market Cap. Enterprise Value is as of July 21, 2020

Cloud & Infrastructure

Company	Share Price 7/21/20	Market Cap (m)	EV (m)	Revenue LTM (m)	EBITDA LTM (m)	Revenue Growth YoY	EV/Revenue LTM
Akamai	\$113.45	\$18,410	\$19,832	\$2,951	\$872	7.2%	6.7x
Appian	49.67	3,464	3,367	279	(38)	18.5%	12.1x
Citrix	165.81	20,469	21,901	3,203	805	6.7%	6.8x
Cloudflare	38.18	11,594	11,053	317	(95)	48.9%	34.9x
Commvault	38.82	1,798	1,483	671	12	(5.6%)	2.2x
Dynatrace	43.03	12,094	12,391	546	(123)	26.6%	22.7x
Fastly	82.94	8,620	8,535	218	(35)	38.2%	39.2x
LogMeIn	85.71	4,180	4,298	1,275	316	3.5%	3.4x
MongoDB	218.39	12,694	12,736	463	(142)	51.1%	27.5x
Netapp	45.56	10,106	9,030	5,412	1,085	(11.9%)	1.7x
Nutanix	22.45	4,480	4,388	1,280	(765)	3.2%	3.4x
Servicenow	437.22	83,379	82,724	3,718	380	32.4%	22.3x
Solarwinds	18.56	5,787	7,569	964	219	13.1%	7.9x
VMWare	143.42	60,100	62,828	11,095	2,176	10.3%	5.7x
Average	\$107.37	\$18,370	\$18,724	\$2,314	\$333	17.3%	14.0x
Median	\$66.31	\$10,850	\$10,041	\$1,119	\$116	11.7%	7.3x

Communication and Collaboration

Company	Share Price 7/21/20	Market Cap (m)	EV (m)	Revenue LTM (m)	EBITDA LTM (m)	Revenue Growth YoY	EV/Revenue LTM
8x8	\$16.69	\$1,732	\$1,951	\$446	(\$140)	26.6%	4.4x
Atlassian	192.49	47,515	46,594	1,518	17	35.3%	30.7x
Avaya	12.55	1,039	3,822	2,837	399	(1.3%)	1.3x
Bandwidth	136.37	3,254	3,054	248	(6)	21.2%	12.3x
Box	18.94	2,906	3,109	717	(65)	13.6%	4.3x
DocuSign	201.03	36,891	36,806	1,057	(145)	39.2%	34.8x
Dropbox	22.42	9,264	9,247	1,731	135	18.5%	5.3x
Everbridge	140.61	4,831	4,788	217	(43)	36.1%	22.1x
Five9	116.06	7,515	7,416	349	14	27.5%	21.3x
J2 Global	56.59	2,700	3,751	1,405	519	14.5%	2.7x
Liveperson	39.55	2,618	2,647	303	(71)	17.6%	8.7x
Open Text	44.72	12,110	15,129	3,030	896	5.4%	5.0x
RingCentral	285.88	25,129	25,451	969	(4)	33.7%	26.3x
Slack	32.61	18,382	17,713	697	(564)	53.4%	25.4x
Smartsheet	48.44	5,801	5,331	300	(97)	51.9%	17.8x
Twilio	260.51	36,485	35,290	1,266	(268)	67.9%	27.9x
Vonage	11.55	2,834	3,376	1,207	99	12.3%	2.8x
Workiva	55.54	2,618	2,447	314	(43)	23.3%	7.8x
Zoom	260.44	73,471	72,437	829	63	111.2%	87.4x
Average	\$102.79	\$15,637	\$15,809	\$1,023	\$37	32.0%	18.3x
Median	\$55.54	\$5,801	\$5,331	\$829	(\$6)	26.6%	12.3x

Note: Share Price, Market Cap. Enterprise Value is as of July 21, 2020

CRM, Marketing and Customer Service

Company	Share Price 7/21/20	Market Cap (m)	EV (m)	Revenue LTM (m)	EBITDA LTM (m)	Revenue Growth YoY	EV/Revenue LTM
Adobe	\$444.28	\$213,106	\$213,452	\$12,045	\$4,346	19.3%	17.7x
Cardlytics	73.72	1,988	1,899	220	(16)	42.9%	8.6x
ChannelAdvisor	15.19	431	390	130	15	(0.7%)	3.0x
Criteo	12.96	800	559	2,207	244	(3.8%)	0.3x
Five9	116.06	7,515	7,416	349	14	27.5%	21.3x
GoDaddy	69.73	11,524	13,357	3,070	471	12.2%	4.4x
Hubspot	230.62	10,061	9,703	722	(34)	31.2%	13.4x
Medallia	29.82	4,209	3,853	422	(127)	25.2%	9.1x
NICE Systems	203.72	12,712	12,848	1,607	423	8.2%	8.0x
Pegasystems	104.26	8,350	8,381	964	(106)	11.0%	8.7x
Rakuten	9.40	12,757	14,708	12,222	(223)	18.8%	1.2x
Salesforce	190.80	171,911	168,321	18,226	2,051	30.1%	9.2x
SurveyMonkey	23.38	3,228	3,385	327	(47)	23.7%	10.3x
TechTarget	33.80	930	939	135	27	9.2%	6.9x
Verint	44.39	2,864	3,405	1,276	148	1.6%	2.7x
yext	16.69	1,965	1,848	315	(124)	28.2%	5.9x
Zendesk	94.30	10,772	10,901	872	(116)	34.1%	12.5x
Average	\$100.77	\$27,948	\$27,963	\$3,242	\$409	18.7%	8.4x
Median	\$69.73	\$7,515	\$7,416	\$872	\$14	19.3%	8.6x

Cybersecurity & Compliance (1/2)

Company	Share Price 7/21/20	Market Cap (m)	EV (m)	Revenue LTM (m)	EBITDA LTM (m)	Revenue Growth YoY	EV/Revenue LTM
Avast	\$7.35	\$7,534	\$8,384	\$871	\$426	7.8%	9.6x
Check Point	124.36	17,435	15,692	2,027	905	3.6%	7.7x
Cisco	47.02	198,532	187,031	50,575	16,181	(1.5%)	3.7x
CrowdStrike	106.60	23,025	22,061	563	(123)	88.7%	39.2x
CyberArk	116.89	4,527	3,927	445	62	21.1%	8.8x
F5 Networks	154.36	9,400	9,381	2,307	537	5.1%	4.1x
FireEye	13.08	2,871	3,001	903	(106)	7.2%	3.3x
Fortinet	133.66	21,606	20,248	2,261	436	20.6%	9.0x
Juniper	24.14	7,999	7,937	4,442	708	(2.7%)	1.8x
Mimecast	43.75	2,754	2,810	427	38	25.4%	6.6x
NortonLifeLock (Symantec)	19.94	11,745	13,804	2,490	821	1.4%	5.5x
Okta	211.31	26,331	26,045	644	(178)	46.0%	40.5x
Palo Alto Networks	249.32	24,051	23,891	3,264	37	18.6%	7.3x
Proofpoint	121.85	6,982	6,852	935	(33)	23.4%	7.3x
Qualys	112.85	4,397	4,114	333	108	14.9%	12.4x
Radware	26.84	1,244	1,100	251	27	3.9%	4.4x
Rapid7	57.26	2,892	2,919	348	(36)	32.5%	8.4x
Secureworks	12.32	1,012	885	561	(5)	6.8%	1.6x

Cybersecurity & Compliance (2/2)

Company	Share Price 7/21/20	Market Cap (m)	EV (m)	Revenue LTM (m)	EBITDA LTM (m)	Revenue Growth YoY	EV/Revenue LTM
Tenable	31.55	3,158	2,976	377	(82)	30.6%	7.9x
Trend Micro	59.06	8,221	6,750	1,560	512	6.8%	4.3x
Tufin Software	10.50	374	280	102	(39)	14.0%	2.7x
Varonis	106.86	3,363	3,299	252	(80)	(7.7%)	13.1x
Zix	6.46	353	644	197	39	136.5%	3.3x
Zscaler	125.47	16,376	16,026	391	(40)	43.5%	40.9x
Average	\$80.12	\$16,924	\$16,252	\$3,189	\$838	22.8%	10.6x
Median	\$58.16	\$7,258	\$6,801	\$604	\$37	14.5%	7.3x

ERP, Supply Chain & Commerce

Company	Share Price 7/21/20	Market Cap (m)	EV (m)	Revenue LTM (m)	EBITDA LTM (m)	Revenue Growth YoY	EV/Revenue LTM
American Software	\$16.02	\$520	\$428	\$115	\$8	6.2%	3.7x
Aspen Tech	97.00	6,557	6,836	587	255	4.4%	11.7x
Descartes	52.19	4,409	4,374	331	122	15.8%	13.2x
Kinaxis	146.96	3,899	3,661	199	38	24.4%	18.4x
Lightspeed	26.49	2,459	2,286	121	(41)	55.8%	18.9x
Manhattan Associates	97.61	6,198	6,159	605	120	2.6%	10.2x
Park City Group	4.14	81	69	19	2	(17.1%)	3.7x
QAD	41.91	808	699	307	2	(5.5%)	2.3x
Sage	9.03	9,847	10,150	2,433	732	(1.9%)	4.2x
Shopify	952.83	114,438	112,219	1,728	(133)	46.5%	65.0x
SPS Commerce	75.00	2,620	2,428	286	60	11.8%	8.5x
Tecsys	22.32	322	309	74	5	33.9%	4.2x
Wisetech Global	15.74	5,076	4,941	279	74	39.0%	17.7x
Wix	275.69	14,359	14,081	803	(73)	25.4%	17.5x
Average	\$130.92	\$12,257	\$12,046	\$563	\$84	17.2%	14.2x
Median	\$47.05	\$4,154	\$4,017	\$297	\$23	13.8%	10.9x

Financial, Accounting & Payments (1/2)

Company	Share Price 7/21/20	Market Cap (m)	EV (m)	Revenue LTM (m)	EBITDA LTM (m)	Revenue Growth YoY	EV/Revenue LTM
ACI Worldwide	\$27.61	\$3,201	\$4,514	\$1,344	\$218	33.5%	3.4x
Avalara	126.17	9,895	9,514	409	(48)	38.3%	23.3x
Bill.com	86.47	6,650	6,270	147	(25)	126.9%	42.6x
Blackline	87.13	4,913	4,710	307	(11)	27.8%	15.3x
Bottomline	49.31	2,166	2,195	440	36	4.7%	5.0x
Broadridge Financial	129.95	14,921	16,925	4,378	856	(2.1%)	3.9x
Coupa	309.49	20,759	20,771	428	(39)	49.8%	48.6x
EVO Payments	23.42	969	1,860	485	116	(11.4%)	3.8x
FactSet Research	354.67	13,475	13,880	1,475	511	4.1%	9.4x
Fair Isaac	416.91	12,092	13,037	1,226	316	16.5%	10.6x
Fidelity National	31.87	9,535	10,557	8,363	1,297	9.6%	1.3x
Fiserv	101.61	68,026	90,801	12,454	4,005	111.6%	7.3x
Global Payments	174.05	52,059	60,630	5,932	2,285	71.7%	10.2x
Greensky	5.27	337	373	547	147	26.3%	0.7x
Intuit	297.88	77,679	74,371	6,857	1,745	3.1%	10.8x
Jack Henry	183.28	14,042	14,056	1,680	473	9.3%	8.4x
Mastercard	307.60	308,751	310,633	17,003	10,220	11.4%	18.3x
MSCI	389.05	32,523	34,809	1,603	866	10.3%	21.7x

Financial, Accounting & Payments (2/2)

Company	Share Price 7/21/20	Market Cap (m)	EV (m)	Revenue LTM (m)	EBITDA LTM (m)	Revenue Growth YoY	EV/Revenue LTM
PayPal	175.58	206,159	204,714	18,262	3,298	14.9%	11.2x
Q2 Holdings	93.18	4,958	5,318	337	(44)	30.7%	15.8x
Square	126.99	55,793	55,458	5,135	16	43.1%	10.8x
SS&C	56.30	14,426	21,691	4,669	1,712	12.9%	4.6x
StoneCo	42.36	11,737	12,209	228	12	5.9%	53.5x
Temenos	159.72	11,499	12,509	933	259	3.5%	13.4x
Visa	196.48	418,310	430,100	23,885	16,353	10.2%	18.0x
Wolters Kluwer	81.28	21,470	24,018	5,176	1,466	6.1%	4.6x
Xero	16.85	3,588	5,823	8,746	1,346	(7.0%)	0.7x
Average	\$150.02	\$51,849	\$54,139	\$4,906	\$1,755	24.5%	14.0x
Median	\$126.17	\$13,475	\$13,880	\$1,603	\$473	11.4%	10.6x

Human Capital Management

Company	Share Price 7/21/20	Market Cap (m)	EV (m)	Revenue LTM (m)	EBITDA LTM (m)	Revenue Growth YoY	EV/Revenue LTM
ADP	\$147.10	\$63,220	\$63,976	\$14,757	\$3,689	5.8%	4.3x
BenefitFocus	11.14	358	535	294	(12)	10.9%	1.8x
Ceridian	80.57	12,145	12,606	843	120	11.6%	15.0x
Cornerstone	37.15	2,371	2,282	587	29	7.6%	3.9x
Crowdworks	12.11	184	162	87	1	26.7%	1.9x
Docebo	29.17	831	789	46	(10)	56.3%	17.0x
Fiverr	84.65	2,973	2,836	117	(26)	42.3%	24.1x
Freelancer	0.52	235	231	41	(0)	11.5%	5.7x
Healthstream	22.52	721	609	250	34	3.5%	2.4x
Insperty	67.52	2,617	2,624	4,391	208	10.7%	0.6x
Paychex	73.33	26,311	26,314	4,041	1,670	7.1%	6.5x
Paycom	293.90	16,880	16,752	780	279	27.4%	21.5x
Paylocity	136.09	7,306	7,208	551	91	24.2%	13.1x
Pluralsight	19.46	2,054	2,195	340	(142)	34.9%	6.5x
TriNet	63.10	4,246	4,342	3,970	331	11.0%	1.1x
Upland	35.21	892	1,362	242	49	45.2%	5.6x
Workday	188.50	44,330	43,830	3,821	(158)	26.1%	11.5x
Average	\$76.59	\$11,040	\$11,097	\$2,068	\$362	21.4%	8.4x
Median	\$63.10	\$2,617	\$2,624	\$551	\$34	11.6%	5.7x

Note: Share Price, Market Cap. Enterprise Value is as of July 21, 2020

Large Cap Diversified Software

Company	Share Price 7/21/20	Market Cap (m)	EV (m)	Revenue LTM (m)	EBITDA LTM (m)	Revenue Growth YoY	EV/Revenue LTM
Alphabet	\$1,555.92	\$1,062,943	\$962,518	\$166,677	\$48,300	17.4%	5.8x
HP	17.48	24,996	27,583	57,097	5,169	(2.7%)	0.5x
IBM	126.06	111,928	167,726	75,499	15,295	(3.0%)	2.2x
Microsoft	208.75	1,583,043	1,529,426	143,015	65,755	13.6%	10.7x
Oracle	55.91	171,570	202,868	39,068	16,330	(1.1%)	5.2x
SAP	163.04	194,150	205,124	30,751	7,912	7.3%	6.7x
Average	\$354.53	\$524,772	\$515,874	\$85,351	\$26,460	5.2%	5.2x
Median	\$144.55	\$182,860	\$203,996	\$66,298	\$15,813	3.1%	5.5x

Vertical Software (1/2)

Company	Share Price 7/21/20	Market Cap (m)	EV (m)	Revenue LTM (m)	EBITDA LTM (m)	Revenue Growth YoY	EV/Revenue LTM
2U	\$44.43	\$2,842	\$3,029	\$628	(\$104)	42.2%	4.8x
Allscripts	6.65	1,081	2,058	1,756	84	0.5%	1.2x
Amdocs	59.14	7,895	7,803	4,145	789	2.7%	1.9x
Appfolio	147.22	5,042	5,112	271	18	32.5%	18.8x
Black Knight	72.29	11,234	12,853	1,185	402	5.1%	10.8x
Blackbaud	55.71	2,691	3,314	908	106	5.6%	3.6x
CDK Global	43.41	5,276	7,839	1,999	701	31.5%	3.9x
Cerner	71.41	21,734	22,853	5,714	1,169	4.6%	4.0x
Chegg	76.58	9,469	9,636	445	59	30.3%	21.6x
Constellation Software	1,168.28	24,758	24,996	3,624	638	14.6%	6.9x
CoreLogic	67.95	5,396	7,062	1,806	443	4.3%	3.9x
Ebix	22.98	701	1,410	576	149	8.1%	2.4x
Envestnet	81.00	4,335	4,962	947	109	16.3%	5.2x
Guidewire	121.44	10,101	9,494	706	(5)	(6.0%)	13.4x
HealthCatalyst	36.33	1,381	1,228	165	(52)	29.6%	7.5x
Inovalon Holdings	19.98	3,105	4,058	651	182	12.2%	6.2x
K12	46.84	1,846	1,941	1,028	52	3.0%	1.9x
Learning Technologies	1.57	1,159	1,169	172	56	44.0%	6.8x

Vertical Software (2/2)

Company	Share Price 7/21/20	Market Cap (m)	EV (m)	Revenue LTM (m)	EBITDA LTM (m)	Revenue Growth YoY	EV/Revenue LTM
Livongo	113.18	11,071	10,721	207	(48)	135.1%	51.8x
Model N	36.22	1,242	1,226	150	(8)	2.3%	8.2x
Realpage	66.73	6,606	7,705	1,031	174	14.2%	7.5x
Tabula Rasa	57.23	1,242	1,460	297	2	34.0%	4.9x
Tyler Technologies	369.00	14,672	14,354	1,116	204	16.1%	12.9x
Veeva	257.00	38,588	37,259	1,196	328	31.3%	31.1x
Average	\$126.77	\$8,061	\$8,481	\$1,280	\$227	21.4%	10.1x
Median	\$62.94	\$5,159	\$6,087	\$928	\$107	14.4%	6.5x

Deals Closed in 2Q, 2020

Encryption



Has been acquired by



Compliance



Has been acquired by



Cloud Infrastructure



Has been acquired by



Allied Advisers

Former engineers with advanced engineering degrees before getting MBA

Former product builders at technology companies

Former technology / management professionals

Bankers now for over 15 years at Bulge and Boutique supplemented with Corporate Development experience

Focused on advisory work for middle-market technology companies

Closed transactions globally

Press Mentions



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