# FOCUS Information Technology Group



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### Investment Banking and Advisory Services

FOCUS Investment Banking LLC is a leading investment bank with specialized software and information technology services expertise, concentrating on providing three highlytailored services to emerging middle market and larger organizations in this sector:

Sellside Assignments Buy Engagements Capital Formation

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### FOCUS Information Technology Group

By George M. Shea, Partner and Information Technology Team Leader, FOCUS Investment Banking LLC

2014 has started off very strong for the FOCUS Information Technology Group, with a number of closings and some new, significant mandates.

Strategic acquirers are showing strong interest in lower middle market software and IT services firms in an effort to continue to augment their offerings and expand their geographical presence. Overseas companies, particularly those in Europe and India, continue their buying push into the US market at favorable multiples. Finally, private equity firms have stepped up their efforts in a big way and are providing a real "second bite of the apple" alternative to the full sale of a business through majority recaps that leave sellers with continuing equity interests in the enterprise. All told, we believe that 2014 represents a very exciting window for business owners of IT companies that are looking for exits, recapitalizations, and/or growth equity for acquisitions.

We are seeing three important buyer criteria in this market:

- 1. **Major emphasis on recurring revenue.** IT firms with a high percentage of their revenues from Softwareas-a Service (SaaS) or Managed Services (MSP), especially those with long-term customer contracts, are commanding much higher multiples than their counterparts with software licenses or project management business models.
- 2. Customer base. The two key components here are diversity and verticalization. Companies with a high concentration of revenues from a few customers, even those with long-term relationships and multiple purchase points, are being devalued in the market due to perceived risk. On the positive side, firms that have developed an industry marketing approach and have shifted their efforts to a vertical customer focus are seeing stepped-up valuations. This is especially true with regulated industries that have significant oversight and mandated requirements such as Governance, Risk and Compliance and IT Security.

3. Buyer due diligence is more invasive and timeconsuming than ever, presenting a real time management problem for smaller sellers with limited resources. Advanced preparation, electronic data rooms, and audited financials all go a long way toward easing the burden here, as does having an in-house CFO who knows the importance of timely response to buyers' requests for financial and operational data.

The FOCUS IT team consists of six former software and services CEOs and experienced professionals who leverage years of experience in Information Technology—both domestically and abroad—to personally manage your transaction from inception to a successful close.

The FOCUS IT team is uniquely qualified to help you meet your objectives because, unlike most information technology groups, we:

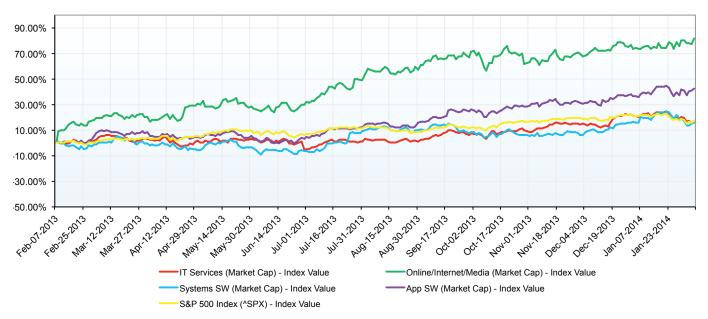
- Employ a proven transaction methodology which delivers results
- Devote senior C-level resources with operating expertise in the IT sector who advise CEOs and boards
- Deliver precise, comprehensive research to close transactions, deploying a team of professionals dedicated to producing results
- Leverage years of experience in the middle market to maximize opportunities for successful transactions
- Have a national presence with global reach—regional offices ensure that all clients receive personalized service throughout every phase of a transaction
- Offer strategic advisory services that enhance shareholder value

Members of the FOCUS IT team attend conferences and meetings in the U.S. and internationally. We are always delighted to receive introductions to innovative companies in the industry. We hope to see you at one of these events, and look forward to exploring your capital market needs as you continue to grow your enterprise.

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### IT Market Analysis





Source: Capital IQ

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#### Chart 2: Company Comparables Systems Software (Larger Cap)

| Company Name  | Total Enterprise<br>Value Latest<br>(\$ million) | LTM Total Revenue<br>(\$ million) | LTM EBITDA<br>(\$ million) | TEV/Total Revenues<br>LTM—Latest | TEV/EBITDA<br>LTM—Latest | LTM Period Date<br>(Used for LTM<br>Figures) |  |
|---|--|-----------------------------------|----------------------------|----------------------------------|--------------------------|--|--|
| Check Point Software Technologies Ltd.<br>(NasdaqGS:CHKP) | \$11,182.7                                       | \$1,394.1                         | \$771.9                    | 8.0X                             | 14.5X                    | Dec-31-2013                                  |  |
| Fortinet Inc. (NasdaqGS:FTNT)                             | \$2,938.0  | \$615.3                           | \$87.7                     | 4.8X                             | 33.5X                    | Sept-30-2013                                 |  |
| Red Hat, Inc. (NYSE:RHT)                                  | \$9,560.4  | \$1,482.1                         | \$302.7                    | 6.5X                             | 31.6X                    | Nov-30-2013                                  |  |
| Splunk, Inc. (NasdaqGS:SPLK)                              | \$8,409.9  | \$267.9                           | (\$43.7)                   | 31.4X                            | N/A                      | Oct-31-2013                                  |  |
| Symantec Corporation (NasdaqGS:SYMC)                      | \$12,360.1                                       | \$6,799.0                         | \$1,960.0                  | 1.8X                             | 6.3X                     | Dec-27-2013                                  |  |
| VMware, Inc. (NYSE:VMW)                                   | \$33,406.6                                       | \$5,207.0                         | \$1,503.0                  | 6.4X                             | 22.2X                    | Sept-30-2013                                 |  |
| Summary Statistics  |  |                                   |                            |                                  |                          |  |  |
| High  | \$33,406.6                                       | \$6,799.0                         | \$1,960.0                  | 31.4X                            | 33.5X                    |  |  |
| Low   | \$2,938.0  | \$267.9                           | (\$43.7)                   | 1.8X                             | 6.3X                     |  |  |
| Mean  | \$12,976.3                                       | \$2,627.6                         | \$763.6                    | 9.8X                             | 21.6X                    |  |  |
| Median  | \$10,371.6                                       | \$1,438.1                         | \$537.3                    | 6.4X                             | 22.2X                    |  |  |

#### Chart 3: Company Comparables Systems Software (Smaller Cap)

| Company Name  | Total Enterprise<br>Value Latest<br>w(\$ million) | LTM Total Revenue<br>(\$ million) | LTM EBITDA<br>(\$ million) | TEV/Total Revenues<br>LTM—Latest | TEV/EBITDA<br>LTM—Latest | LTM Period Date<br>(Used for LTM<br>Figures) |  |
|---|---|-----------------------------------|----------------------------|----------------------------------|--------------------------|--|--|
| Falconstor Software Inc. (NasdaqGM:FALC)                  | \$48.0  | \$66.5                            | (\$7.6)                    | 0.7X                             | N/A                      | Sept-30-2013                                 |  |
| Imperva Inc. (NYSE:IMPV)                                  | \$1,271.8   | \$137.8                           | (\$22.8)                   | 9.2X                             | N/A                      | Sept-30-2013                                 |  |
| Infoblox Inc. (NYSE:BLOX)                                 | \$1,495.6   | \$239.1                           | \$4.4                      | 6.3X                             | 339.9X                   | 0ct-31-2013                                  |  |
| NetScout Systems, Inc. (NasdaqGS:NTCT)                    | \$1,282.9   | \$382.4                           | \$90.0                     | 3.4X                             | 14.3X                    | Dec-31-2013                                  |  |
| Proofpoint, Inc. (NasdaqGM:PFPT)                          | \$1,347.3   | \$137.9                           | (\$20.2)                   | 9.8X                             | N/A                      | Sept-30-2013                                 |  |
| VASCO Data Security International Inc.<br>(NasdaqCM:VDSI) | \$178.5   | \$150.6                           | \$15.6                     | 1.2X                             | 11.4X                    | Sept-30-2013                                 |  |
| Summary Statistics  |   |                                   |                            |                                  |                          |  |  |
| High  | \$1,495.6   | \$382.4                           | \$90.0                     | 9.8X                             | 339.9X                   |  |  |
| Low   | \$48.0  | \$66.5                            | (\$22.8)                   | 0.7X                             | 11.4X                    |  |  |
| Mean  | \$937.4   | \$185.7                           | \$9.9                      | 5.1X                             | 121.9X                   |  |  |
| Median  | \$1,277.4   | \$144.3                           | (\$1.6)                    | 4.8X                             | 14.3X                    |  |  |

#### Source: Capital IQ; stock prices as of 02/06/14

Note: TEV/EBITDA LTM multiples with N/A values indicate negative LTM EBITDA values and were not used for the Summary Statistics

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#### Chart 4: Company Comparables Application Software (Larger Cap)

| Company Name                               | Total Enterprise<br>Value Latest<br>(\$ million) | LTM Total Revenue<br>(\$ million) | LTM EBITDA<br>(\$ million) | TEV/Total Revenues<br>LTM—Latest | TEV/EBITDA<br>LTM—Latest | LTM Period Date<br>(Used for LTM<br>Figures) |  |
|--|--|-----------------------------------|----------------------------|----------------------------------|--------------------------|--|--|
| Adobe Systems Inc. (NasdaqGS:ADBE)         | \$28,801.9                                       | \$4,055.2                         | \$770.4                    | 7.1X                             | 37.4X                    | Nov-23-2013                                  |  |
| Ansys, Inc. (NasdaqGS:ANSS)                | \$6,669.8  | \$846.0                           | \$393.9                    | 7.9X                             | 16.9X                    | Sept-30-2013                                 |  |
| Aspen Technology, Inc. (NasdaqGS:AZPN)     | \$3,896.9  | \$349.0                           | \$96.6                     | 11.2X                            | 40.3X                    | Dec-31-2013                                  |  |
| Intuit Inc. (NasdaqGS:INTU)                | \$19,619.7                                       | \$4,231.0                         | \$1,437.0                  | 4.6X                             | 13.7X                    | Oct-31-2013                                  |  |
| Manhattan Associates, Inc. (NasdaqGS:MANH) | \$2,356.9  | \$414.5                           | \$107.1                    | 5.7X                             | 22.0X                    | Dec-31-2013                                  |  |
| MICROS Systems, Inc. (NasdaqGS:MCRS)       | \$3,428.2  | \$1,304.0                         | \$256.5                    | 2.6X                             | 13.4X                    | Dec-31-2013                                  |  |
| MicroStrategy Inc. (NasdaqGS:MSTR)         | \$1,054.2  | \$575.9                           | \$45.8                     | 1.8X                             | 23.0X                    | Sept-30-2013                                 |  |
| PTC Inc. (NasdaqGS:PMTC)                   | \$4,168.2  | \$1,298.7                         | \$289.0                    | 3.2X                             | 14.4X                    | Dec-28-2013                                  |  |
| salesforce.com, inc (NYSE:CRM)             | \$38,959.4                                       | \$3,760.4                         | (\$19.4)                   | 10.4X                            | N/A                      | 0ct-31-2013                                  |  |
| Workday, Inc. (NYSE:WDAY)                  | \$15,598.5                                       | \$408.6                           | (\$106.2)                  | 38.2X                            | N/A                      | 0ct-31-2013                                  |  |
| Summary Statistics                         |  |                                   |                            |                                  |                          |  |  |
| High                                       | \$38,959.4                                       | \$4,231.0                         | \$1,437.0                  | 38.2X                            | 40.3X                    |  |  |
| Low  | \$1,054.2  | \$349.0                           | (\$106.2)                  | 1.8X                             | 13.4X                    |  |  |
| Mean                                       | \$12,455.4                                       | \$1,724.3                         | \$327.1                    | 9.3X                             | 22.6X                    |  |  |
| Median                                     | \$5,419.0  | \$1,072.4                         | \$181.8                    | 6.4X                             | 19.5X                    |  |  |

#### Chart 5: Company Comparables Application Software (Smaller Cap)

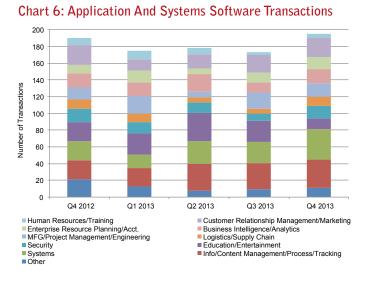
| Company Name   | Total Enterprise<br>Value Latest (<br>\$ million) | LTM Total Revenue<br>(\$ million) | LTM EBITDA<br>(\$ million) | TEV/Total Revenues<br>LTM—Latest | TEV/EBITDA<br>LTM—Latest | LTM Period Date<br>(Used for LTM<br>Figures) |  |
|--|---|-----------------------------------|----------------------------|----------------------------------|--------------------------|--|--|
| Accelrys Inc. (NasdaqGS:ACCL)                          | \$594.1   | \$166.2                           | \$11.0                     | 3.6X                             | 54.0X                    | Sept-30-2013                                 |  |
| American Software, Inc. (NasdaqGS:AMSW.A)              | \$210.6   | \$98.5                            | \$15.2                     | 2.1X                             | 13.9X                    | Oct-31-2013                                  |  |
| Exa Corporation (NasdaqGM:EXA)                         | \$176.9   | \$52.4                            | \$2.1                      | 3.4X                             | 84.2X                    | Oct-31-2013                                  |  |
| GSE Systems Inc. (AMEX:GVP)                            | \$16.4  | \$48.0                            | (\$2.5)                    | 0.3X                             | N/A                      | Sept-30-2013                                 |  |
| Interactive Intelligence Group Inc.<br>(NasdaqGS:ININ) | \$1,374.5   | \$318.2                           | \$28.1                     | 4.3X                             | 48.9X                    | Sept-30-2013                                 |  |
| NetSol Technologies, Inc. (NasdaqCM:NTWK)              | \$63.4  | \$48.8                            | \$14.5                     | 1.3X                             | 4.4X                     | Sept-30-2013                                 |  |
| PROS Holdings, Inc. (NYSE:PRO)                         | \$946.2   | \$138.7                           | \$9.2                      | 6.8X                             | 102.8X                   | Sept-30-2013                                 |  |
| QAD Inc. (NasdaqGS:QADA)                               | \$217.4   | \$258.6                           | \$10.9                     | 0.8X                             | 19.9X                    | 0ct-31-2013                                  |  |
| Summary Statistics                                     |   |                                   |                            |                                  |                          |  |  |
| High   | \$1,374.5   | \$318.2                           | \$28.1                     | 6.8X                             | 102.8X                   |  |  |
| Low  | \$16.4  | \$48.0                            | (\$2.5)                    | 0.3X                             | 4.4X                     |  |  |
| Mean   | \$449.9   | \$141.2                           | \$11.1                     | 2.8X                             | 46.9X                    |  |  |
| Median   | \$214.0   | \$118.6                           | \$11.0                     | 2.8X                             | 48.9X                    |  |  |

#### Source: Capital IQ; stock prices as of 02/06/14

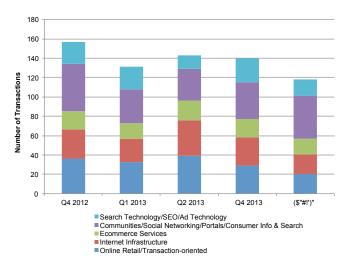
Note: TEV/EBITDA LTM multiples with N/A values indicate negative LTM EBITDA values and were not used for the Summary Statistics

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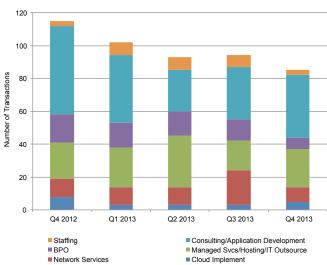
### Information Technology Transaction Volume



#### Chart 8: Internet Software and Services Transactions







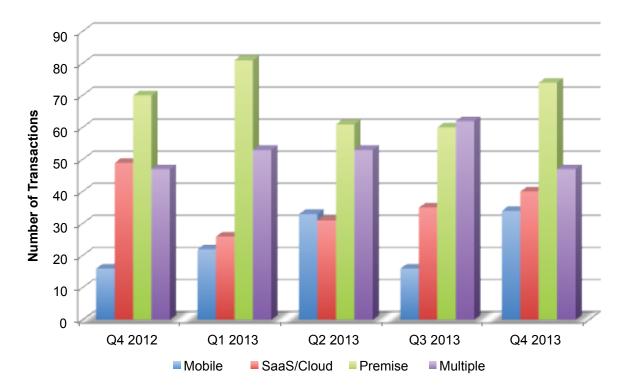
#### Chart 9: Industry Focus



Source: Capital IQ

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#### Chart 10: Software Deployment Channels



Source: Capital IQ

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### M&A Activity in the IT Sector

Selected IT Transactions\*

#### Perficient Inc. Acquires CoreMatrix Systems LLC for 2.1X Revenue

Perficient Inc. (NasdaqGS:PRFT) acquired substantially all of the assets of CoreMatrix Systems LLC for \$31.5 million on October 11, 2013 in a combination of cash and stock and including an earnout provision. CoreMatrix has an estimated \$15 million in annual services revenue.

CoreMatrix Systems LLC provides consulting services to deploy cloud based solutions. It offers its services for the design, implementation, adoption, and support of on-demand software/cloud based solutions for mid-sized companies. The company also provides business process planning, requirements definition, application configuration, data migration, back-end integration, training, and maintenance and support services. In addition, it offers customer relationship management (CRM) discovery and roadmap, sales performance optimization, cloud readiness assessment, marketing discovery and roadmap, and salesforce.com package services.

## American Cybersystems Inc. Acquires Analysts International Corp.

American Cybersystems, Inc. signed a definitive agreement to acquire Analysts International Corp. (NasdaqGM:ANLY) from Heartland Advisors, Inc., AMH Equity, Ltd. and other shareholders for \$33.6 million in cash on August 27, 2013. The transaction closed on October 10, 2013. Post acquisition, Analysts International Corp. will become a privately-held company, wholly owned by American Cybersystems, Inc., which plans to continue Analysts International Corp. under its existing brand. The transaction is valued at 0.3X revenue and 24.5X EBITDA.

Analysts International provides supplemental staffing services, such as IT professionals; consultant network comprising full-time and temporary employees and contract professionals; staff augmentation services; and managed teams. It also offers project-based solutions that deliver custom application and systems integration solutions; developed software and services; technology products; and staffing support services. The company serves mid-market to Fortune 500 companies primarily in the business and technology services, manufacturing, energy, government, retail, healthcare, finance and insurance, utilities, communications, and other industries; and government agencies.

#### Pegasystems Inc. Acquires Antenna Software, Inc.

Pegasystems Inc. (NasdaqGS: PEGA) acquired Antenna Software, Inc. from a group of investors for \$27.7 million on October 9, 2013, a revenue multiple of 0.7X. The sellers included a group of venture capital firms (Commonwealth Capital Ventures, Eastward Capital Partners, North Bridge Venture Partners, Investor Growth Capital, New Enterprise Associates, Polaris Partners and other investors).

Antenna Software, Inc. provides mobile enterprise software and solutions worldwide. The company offers mobile solutions ranging from native applications to mobile Web addressing the needs of various users in Internet-connected mobile devices, including smartphones, tablets, feature phones, and IPTVs. It offers Antenna Mobility Platform (AMP), a mobility platform with mobile applications and Web deployments for Global 2000 companies; AMPchroma, a cloud-based software for designing, testing, and managing mobile applications and mobile Websites; mobile applications for workers and consumers; and mobile application store curation, mobile content publishing, and m-commerce solutions.

The company, through its AMP, delivers its mobile application and Web solutions on demand or on-premise for Fortune 500 companies, including financial services, manufacturing, consumer packaged goods, retail, transportation, life sciences, and telecommunications industries, as well as enables enterprises and operators to plug into mobile services. In addition, it offers AMP mobile cloud, strategic consulting, implementation, training, and support services.

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#### SciQuest Inc. Acquires Combinenet Inc. for \$43 million

SciQuest, Inc. (NasdaqGS:SQI) acquired CombineNet, Inc. from Apex Venture Partners, Alta Communications and others for \$43.1 million on August 30, 2013 (announced in September 2013). The purchase price comprised of an initial payment of approximately \$26 million in cash and approximately 0.82 million shares of SciQuest's common stock. CombineNet had approximately \$12 million in revenue in 2012, representing a transaction multiple of 3.6X revenue.

CombineNet, Inc. operates as an advanced sourcing company that provides eRFP solutions, advanced sourcing and optimization, strategic sourcing support, and integration with enterprise resource planning, procurement suite, and supply chain applications. It provides Advanced Sourcing Application Platform, a Web-based software-as-a-service solution that allows sourcing teams in various spend categories to speed and simplify the creation, launch, and management of sourcing events.

The company also offers customer support, product professional services, and training. It serves clients in consumer packaged goods, food and beverage, manufacturing, transportation and logistics, retail, automotive, and government industries in the United States and internationally.

#### Viggle Inc. Buys Wetpaint.com

Viggle Inc. (OTCPK:VGGL) acquired Wetpaint.com, Inc. from Trinity Ventures, Frazier Technology Ventures, Accel Partners, DAG Ventures, LLC and others for \$30 million in cash and stock on December 16, 2013, representing a revenue multiple of 11.2X.

Wetpaint.com, Inc. operates as a media company primarily in North America and Europe. The company uses its proprietary technology to create a portfolio of media properties for social media and monetize audiences. It reports news stories; publishes information content covering television and music entertainment, and celebrity lifestyles; and operates media properties that attract approximately 12 million monthly users.

### ZIllow, Inc. Acquires StreetEasy, Inc. for 7.9X Revenue

Zillow, Inc. (NasdaqGS:Z) completed its acquisition of StreetEasy, Inc. from Vast Ventures Inc., FA Technology Ventures and other investors for \$50 million in cash on August 26, 2013.

StreetEasy, Inc. provides for-sale and for-rent listings and information of real estate properties in New York. It offers information primarily about condos, co-ops, new developments, and luxury real estate through its Website and mobile application.

#### Kofax plc (Kofax Limited) Buys Kapow Software for \$47.5 million

Kofax plc (LSE: KFX) acquired Kapow Software, Inc. from Kennet Partners Limited, Northcap Partners and others for \$47.5 million in cash on July 31, 2013. Kapow had revenue of \$15.9 million, representing a revenue multiple of 3X.

Kapow Software, Inc. offers big data integration platform for managing critical data from disparate sources. The company's products include Kapow Katalyst, a big data integration solution that supports structured and unstructured data sources residing in databases, standard APIs, file and email systems, Web applications, on-premise and cloud applications, and content management systems; Kapow Kapplets, a Web based application that searches and monitors data sources, automates manual processes, and delivers data-driven reports; Kapow Kapplets, a directory that publishes big data integration applications to the user; and Kapow Enterprise that features a redesigned interface that simplifies user experience and encompasses information supply chain from data acquisition to enrichment, persistence, exploration, and distribution.

It provides consulting services, such automation and scheduling, systems architecture, new functionality and robot development, project and operational management, solution architecture, quality assurance and testing, and cloud hosting. The company offers training, certification, and technical support services. It serves financial, publishing, manufacturing, government, healthcare, and technology sectors.

\*Source: Capital IQ

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### FOCUS Information Technology Team



#### George M. Shea

Partner and Information Technology Team Leader, Jacksonville, FL George.Shea@focusbankers.com 404-963-8253

Mr. Shea has over 30 years of broad IT industry experience in acquisitions and divestitures, corporate finance, business development, strategic planning, marketing, sales, and operations.



#### Manan K. Shah

Partner and Co-Leader, Information Technology Team, Washington, DC mshah@focusbankers.com 202-470-1980

Mr. Shah has over 20 years of consulting, management and M&A advisory experience in the government, aerospace, defense, business process outsourcing, software and information technology sectors.



#### John T. Bradshaw

Partner, Bend, OR John.Bradshaw@focusbankers.com 541-306-6451

Mr. Bradshaw has over 30 years experience in manufacturing, finance and systems engineering with corporations specializing in technology-driven business products and services.



David M. Braitsch Senior Advisor, Rochester, NY braitsch@rochester.rr.com 585-507-2212

Prior to joining FOCUS, Senior Advisor David Braitsch was the former Director of Intellectual Property Asset Management for the Eastman Kodak Company, a (founding) member of Kodak's Licensing Group, and previously served as Manager for Intellectual Property for R&D.



Richard C. Cook Senior Advisor, Atlanta dickcook51@bellsouth.net 404-409-7909

Prior to joining FOCUS, Mr. Cook was Director, President and Chief Executive Officer of MAPICS, Inc. following a 25-year career with IBM.



#### John Slater Partner and Capital F

Partner and Capital Financing Team Leader, Memphis, TN 901-684-1274

john.slater@focusbankers.com

John Slater has 28 years of M&A and capital raising experience. Mr. Slater has served clients in industries ranging from information technology and software based services, telecom, broadband distribution, digital media, and business services to manufacturing, health care, and distribution logistics.

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### About FOCUS Investment Banking LLC

FOCUS Investment Banking LLC provides a range of middle market investment banking services with an emphasis on mergers, acquisitions, divestitures and corporate finance. FOCUS is a national firm serving clients from offices in major cities across the United States. FOCUS specializes in business units with transactions or revenues in the \$5-300 million range, serving entrepreneurs, corporate owners and various types of investors across a broad range of industries, throughout the U.S. and worldwide. FOCUS bankers are seasoned operating and financial executives with extensive transaction experience. Securities transactions conducted by FOCUS Securities LLC, an affiliated company, registered Broker/Dealer and member FINRA/SIPC. For more information on FOCUS, visit www.focusbankers.com.

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