

FOCUS Investment Banking Represents **Stonebridge Consulting** in its Acquisition by **Sierra Digital**

*This announcement appears
as a matter of record only.*



has been acquired by



The undersigned initiated this transaction,
assisted in the negotiations, and acted as
financial advisor to Stonebridge Consulting.



Washington, DC, (February 25, 2021) – [FOCUS Investment Banking](#) (“FOCUS”), a national middle market investment banking firm providing merger, acquisition, divestiture and corporate finance services, announced today that [Stonebridge Consulting](#), a privately-held technology solutions provider to energy industries, has been acquired by [Sierra Digital, Inc.](#), a Houston-based specialist in digital transformation. FOCUS represented Stonebridge Consulting in this transaction.

The combination of the two best-in-class technology solutions and advisory services providers in the energy space offers customers a superior investment choice for sustainable performance and future returns.

“This transaction helps technologists embrace a seismic shift in the way we approach business,” said James Ivy, CEO of Stonebridge Consulting. “Changing customer experience expectations are driving the need for better ways to do business. Sierra and Stonebridge now offer unparalleled combined team expertise, breakthrough solutions, and a direct pipeline to Sierra’s longtime partners, including SAP, Microsoft and Qualtrics.”

“We are extremely impressed with recent Stonebridge innovations,” said Senthil Kumar, CEO of Sierra Digital. “Combined now with a host of automation, analytics and experienced management solutions pioneered by Sierra, our two organizations are now uniquely positioned to double value to customers.”

Kumar will serve as CEO of both entities, while Adam Hutchinson will continue as President of Stonebridge.

“Stonebridge and Sierra have strong complementary capabilities with a common end market in the oil and gas sector,” said Manan Shah, Managing Director and Information Technology Team Leader at FOCUS. “This combination will be able to provide customers with a comprehensive set of offerings from which they will derive significant benefits. We are pleased to be an enabler of such a strong strategic combination.”

“The energy industry is experiencing an era of digital transformation as traditional business processes are seamlessly integrated to reduce operating expense and cycle times and improve efficiency,” added FOCUS Chairman Doug Rodgers. “The combination of Stonebridge and Sierra Digital is strategically in sync with this trend.”

About Stonebridge Consulting

[Stonebridge Consulting](#) delivers operational excellence to the energy industry, backed by 100% domain focus, deep expertise, and reusable project IP and solution accelerators, including Peloton®Ready, EnerHub™ and EnerPubSM. Stonebridge helps customers deliver projects faster, generating measurable improvements in operational efficiency and saving delivery time and costs by as much as 50%. Headquartered in Oklahoma City, the firm maintains offices in Houston, Denver, Tulsa and Sydney, Australia. For more information, visit <https://www.sbconsulting.com/>.

About Sierra Digital

[Sierra Digital](#) is a digital transformation leader in automation, acceleration, and X+O Integration. The company helps clients realize measurable business advancements in the areas of finance, data & analytics, compliance and cloud adoption. Founded in 2002 and headquartered in Houston, Sierra maintains operations in the U.S. and Asia, and employs 350+ consultants with ever-advancing technology certifications. The firm serves more than 150 clients in a variety of industries, including oil & gas and the public sector. Its premier partners include SAP, Microsoft and Qualtrics. For more information, visit <https://www.sierradigitalinc.com/>.

About FOCUS Investment Banking

With more than three decades of experience, [FOCUS Investment Banking](#) is a trusted name in middle market M&A advisory services worldwide. Whether helping to sell, buy, or raise capital, FOCUS strives to maximize the value of every transaction for the benefit of its clients. Securities transactions conducted by FOCUS Securities LLC, an affiliated company, registered Broker Dealer member FINRA/SIPC. For more information, visit www.focusbankers.com.

*These testimonials may not be representative of the experience of all clients; testimonials are not a guarantee of future performance or success.



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