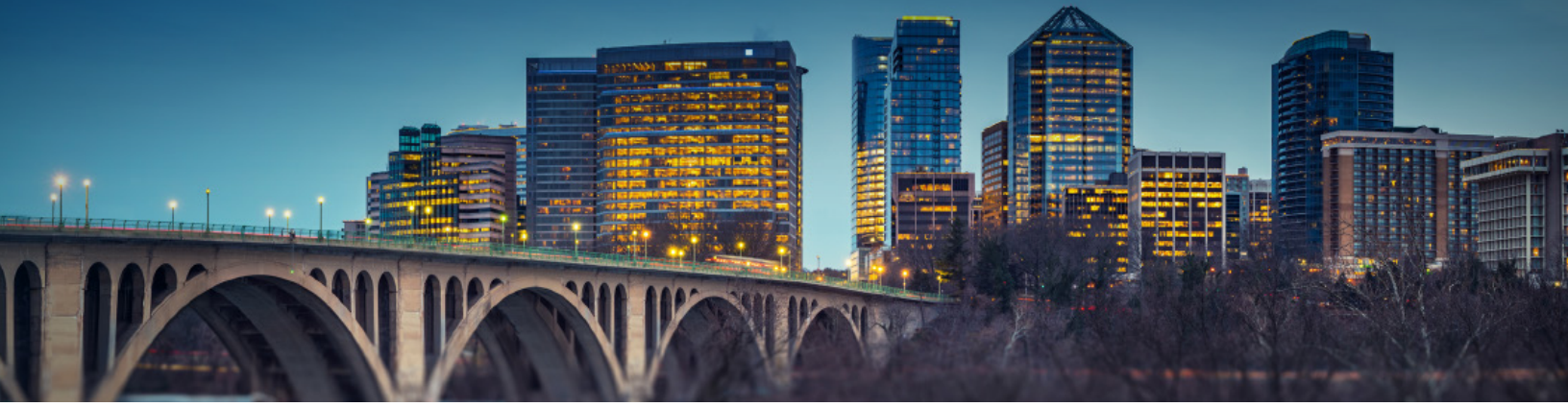


# FOCUS Investment Banking Represents Versiant in its Sale to General Informatics



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

**VERSANT**  
COMPLEX IT MADE SIMPLE

has been acquired by

**GENERAL  
INFORMATICS**

a portfolio company of

**ROSEWOOD  
PRIVATE INVESTMENTS**

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

**FOCUS**  
Investment Banking

Washington, DC, (December 16, 2021) – [FOCUS Investment Banking](#) (“FOCUS”), a national middle market investment banking firm providing merger, acquisition, divestiture, and corporate finance services, announced today that [Versiant](#), a North Carolina-based IT managed service provider (“MSP”), has been acquired by fellow MSP [General Informatics](#), a portfolio company of Rosewood Private Investments. FOCUS advised Versiant in this transaction.

Versiant started as the IT department for a division of a large Fortune 300 company that managed and delivered cost effective IT solutions to complex work environments globally. The company has expertise in applications, development, infrastructure, network, data center, cloud, security, compliance and support.

“Versiant brings to General Informatics a strong focus on data analytics and security services, as well as a geographic expansion into the Charlotte, NC area,” said Don Monistere, resident and CEO of Baton Rouge, LA-based General Informatics. “It’s a very interesting vertical for us,” he added. “We are looking for specific verticals that MSPs serve, and Versiant has specific subject matter experts who are better able to compete in that market.”

Edward Reade, CEO of Versiant, is joining General Informatics as a senior vice president and regional manager, while the company’s other three principals are retiring.

“It is an honor for FOCUS to assist in bringing together these two first-in-class managed service providers,” said Bob Beard, FOCUS Managing Director. “The professionalism of the management teams of Versiant, General Informatics, and Rosewood was evident throughout the process. We wish continued success to all parties.”

“It was an absolute pleasure to represent Versiant and CEO Edward Reade in this incredibly important transaction,” said Abe Garver, FOCUS Managing Director and MSP Team Leader. “We were asked to accomplish a number of objectives, and the ones I’m most proud of are the strategic and cultural fit. Versiant’s employees and customers are extremely desirable and will undoubtedly be among the crown jewels in the combined business.”

## About Versiant

[Versiant](#) has been in business for over 11 years and operates and manages mission-critical business applications globally. Its staff is highly experienced in the 24x7x365 world we live in and delivers compliant and highly secure solutions. Versiant has expanded on its domain expertise in Maritime Logistics to Healthcare, Manufacturing, Financial, Aerospace and Government industries.

## About General Informatics

[General Informatics](#) is a Managed Service Provider (“MSP”), cloud services business, and IT consultancy, which has built a comprehensive suite of services to become one of the leading IT partners to state and local governments, healthcare organizations, educational institutions, and private businesses in the Southeast.

## 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](http://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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