

# FOCUS Investment Banking Represents IO Integration in its Sale to BluprintX

FOCUS  
Investment Banking

**Washington, DC, (July 15, 2022)** – FOCUS Investment Banking (“FOCUS”), a national middle market investment banking firm providing merger, acquisition, divestiture and corporate finance services, announced today that IO Integration, a global leader in creative operations technology, has been acquired by BluprintX. FOCUS advised IO Integration in this transaction.

The combined capabilities of the Adobe partner companies provide clients with access to an end-to-end solution for digital collaboration and digital customer engagement, while creating one of the world’s largest independent consultancies in this space.

Driven by customer demand for end-to-end solutions over siloed technology platforms, the acquisition brings together two existing powerhouses to address this evolving market need. The acquisition doubles BluprintX’s size and integrates adjacent products and services for Marketing & Creative Operations Cloud platforms into its existing digital customer engagement capabilities, which currently work primarily with Adobe Experience Cloud and Salesforce.

Strengthening its geographical reach, the addition of IO Integration bolsters BluprintX’s existing locations in the Europe, Middle East and Africa (EMEA) and Asia-Pacific (APAC) regions, while greatly enhancing its current presence in North America. This enhanced U.S. foundation will be used to expand the group’s offerings in digital collaboration and delivery across all regions. It will also build more digital customer engagement capacity and capability while providing a foundation for the newly-formed product development practice.

“Our strategy is focused on accelerating growth, increasing scale, and expanding capabilities, in line with what our customers need,” said Lee Hackett, BluprintX Global Group CEO. “Our customers and partners tell us that there is a need to move faster in their digital transition to compete in new and existing markets. They need consultancies who think about the wider business landscape, not simply recommend tech solutions. Operating in a similar space with complementary technology and services, IO Integration is a strategic fit commercially and operationally – but just as important to us, culturally. They have great people with exceptional talent, who share our ethos of delivering the best client experiences and outcomes.”

IO Integration increases BluprintX’s headcount to 100+ consultants worldwide, enabling the consultancy to provide a global Adobe capability which is underpinned by more than 90 certifications.

“Our focus has always been on the right technology, implemented by the best people, for the success of the customer base,” added Mike Holt, IO Integration CEO. “As the technology landscape continues to evolve, and the competition for attracting and retaining talent becomes increasingly fierce, we felt that joining forces with BluprintX would ensure continued success. Our complementary offerings, shared goals, and combined geographical reach make us stronger together, promising a very bright future.”

## About FOCUS Investment Banking (“FOCUS”)

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.



**John Bradshaw**  
Managing Director  
[john.bradshaw@focusbankers.com](mailto:john.bradshaw@focusbankers.com)  
Phone: 571-251-1428



**Kelly Kittrell**  
Managing Director  
[kelly.kittrell@focusbankers.com](mailto:kelly.kittrell@focusbankers.com)  
Phone: 214-662-4855