

## IO INTEGRATION CASE STUDY

IO Integration has been acquired by BlueprintX

### PROCESS & OVERVIEW

IO Integration, a global leader in creative operations technology, has been acquired by BlueprintX. The strategy was focused on accelerating growth, increasing scale, and expanding capabilities, in line with the needs of BlueprintX's customers. Its customers and partners needed to move faster in this digital transition to compete in new and existing markets. IO Integration is a strategic fit commercially, operationally, and culturally.

### TRANSACTION RESULTS

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 BlueprintX'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 BlueprintX'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.

### ADDITIONAL INFORMATION

FOCUS Investment Banking offers an investment banking process designed to deliver great outcomes to clients embarking on the most important and complex transactions of their lives.

To learn more about our Business Services investment banking services or to discuss your specific situation with no obligation please feel free to call:

**John Bradshaw**  
Managing Director  
Direct: 571-251-1428

**Kelly Kittrell**  
Managing Director  
Direct: 214-662-4855

We are happy to share our knowledge and help you understand your options. All conversations are strictly confidential.



### AT A GLANCE

#### IO Integration

- Founded in 2001
- Global leader in marketing and creative operations technology
- Services the world's top brands and agencies
- Commitment to innovation and progress

**Sell-Side Transaction Info**  
**EBITDA & Revenue are not disclosed**



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

**Mike Holt**  
IO Integration, CEO