

Sale of a Company

Client: Mobile Automation

The Client: Mobile Automation is a technology and thought leader in the “Managed Remote Access” market. Their Mobile Lifecycle Management Suite™ provides corporate IT departments with tools to manage mobile and remote computers and Pocket PCs throughout their lifecycle in the enterprise. These tools provide capabilities such as discovery, security, software deployment and configuration management. They also have a unique patch management solution to mobile and remote computers.

Sequoia's Challenge: Although Mobile Automation has the most robust and scalable products in its space, it still faces stiff competition from larger companies. Larger firms in MA’s space typically use their broader product offerings to win business despite having inferior products. Sales challenges aside, MA’s product profile made it difficult for potential acquirers of this firm to see the strategic fit. Security companies saw MA as a systems management firm, while systems management vendors felt MA was a mobile security firm.

Results: We searched for a strategic home for MA’s products where their key employees would become important contributors to the acquirer. It wasn’t until MA fielded an ASP product in addition to a licensed product that *iPass Corporation* determined that MA’s solution was indeed strategic to their future. *iPass* needed to offer a portfolio of managed services which MA now delivers for them. The transaction was completed at nearly 5X trailing 12 revenues. MA’s products and people will play a key role at *iPass* as it continues to grow its robust connectivity business.

“Marnin and Rick simply became part of this management team. They helped us determine how to build the Company and then delivered a great transaction. No other M&A firm works like this. They are true company builders. Thanks guys.”

David Strohm
Partner
Greylock