

## IMPACT DATA SOLUTIONS LTD

### EvolutionCBS leads the sale of Impact Data Solutions Ltd to Sterlite Technologies Limited

Impact Data Solutions Ltd (IDS) specialises in the design and installation of network infrastructure solutions to the hyperscale data centre and cloud data centre colocation sectors. The company offers a cohesive suite of services, from design and project management through to installation.

Established in 2009, with offices in the UK and Netherlands, IDS had an excellent reputation within its industry and had become a well-known, leading data centre installation company and had established long term, contractual relationships with some of the world's leading hyperscale cloud service solution providers. As a result, the company generated much of its business via referrals and recommendations and, with an extremely high client retention rate, had grown organically.

Husband and wife team, Robbie and Tracy Williams, established Impact Data Solutions with a future business sale in mind. They set out to build a viable, sustainable company that would eventually yield a return sufficient for them to retire.

Both shareholders recognised that the timing was right to seek a strategic acquirer to accelerate the growth of the business into new markets whilst enabling them to achieve their planned exit.

Following a detailed Discovery Meeting between both parties, the team at EvolutionCBS recognised the exceptional opportunity that IDS represented and were committed to finding the right buyer for their business. Consequently, they were instructed to conduct the sale of the business.

The Information Memorandum, which provides the key information buyers need to initially evaluate a potential acquisition, highlighted the key opportunities that IDS represented, including:

- Specialists in the design and preparation of white rooms for cloud and on-premise data centres and colocation centres
- Embracing “leading edge” technologies
- UK and European offices and clients
- Experts in ultra-high-density fibre connectivity

- High level of repeat business (+70%)
- Strong pipeline of projects in progress
- Impressive and diverse client base
- Established, professional and highly-skilled team
- Massive growth in the company's markets, enabling significant expansion opportunities



# CASE STUDY

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The business attracted significant interest when it was taken to market, with over 30 companies expressing serious interest and 4 making formal offers within the right range.

IDS ultimately elected to accept the offer from Sterlite Technologies Limited (STL), a global data network solutions company. With both businesses aligned on their future growth and expansion plans, STL were a natural fit for IDS and intend to solidify their position within the data-centre market by expanding their proposition throughout Europe.

The sale has now enabled Robbie and Tracy to step away from the business and explore alternative business opportunities whilst Ben will work alongside STL on the next phase of exciting growth for IDS.

EvolutionCBS Client Director, Steve Barry, led the deal and commented:

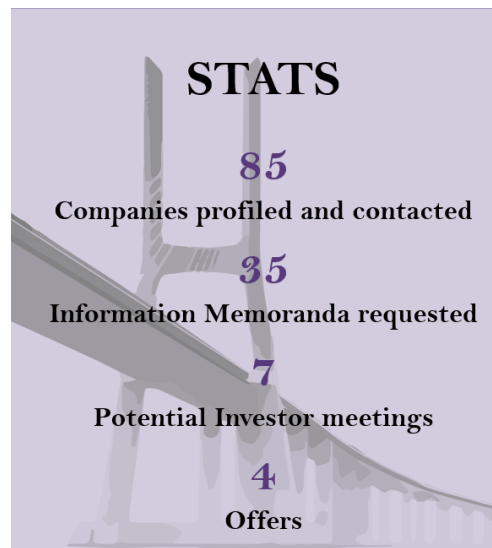
*“Working with Robbie, Tracy and Ben has been a genuinely positive experience. From the*

*outset, the collective shareholders had a clear and specific vision regarding what they wanted to deliver for the team they’d built at IDS/Vulcan and have worked tirelessly with us to achieve that goal. Moving forward, we believe the combination of IDS’s highly specialised design and delivery capabilities together with STL’s global presence and reach will create massive opportunities for Ben and the team with what is already a highly successful, profitable and increasingly differentiated service proposition. For Robbie and Tracy, the deal gives them an opportunity to step away from the business and focus their seemingly endless energy and enthusiasm into something new and exciting. I’ll be watching with interest to see how that next chapter will start to unfold. We wish them all well with their future aspirations and plans and I personally consider myself privileged to have helped them on their way.”*

*“We really have been amazed at all your team’s perseverance over the past 2 years plus. An additional note, Steve has been a true partner to Robbie, Tracy and I over this time and we could not have done this without him. His continued guidance, positivity, legal & commercial guidance, ability to be firm with us and keep us on track when deal fatigue was setting in and unwavering professionalism from day 1 to completion has been truly inspiring. We couldn’t have had a better partner through this entire process, both Steve and Evolution. First class all the way.”*

**Ben Parker**

**Impact Data Solutions Ltd**



EvolutionCBS works with private business owners, helping them to realise the maximum value from the sale of their business. We are proud of our industry leading 73% success rate and that on average our clients receive more than 40% above their expected price. Everything we do is built around the needs of our clients, supporting them at every stage of their journey.