

# Equiteq helps to find the right synergistic buyer for BPM & digital transformation firm Habber Tec Brazil



Habber Tec Brazil is Brazil's largest IBM partner delivering value-added business process management ('BPM'), mobile solutions, big data & analytics implementation consultancy to customers in the financial services sector. Equiteq was engaged by the client to provide financial advisory services, manage the sale process, identify their most attractive value proposition and communicate their thought leadership in BPM within the financial services sector to the market. This resulted in a successful sale to GFT Technologies, a Frankfurt-listed business change and technology consultancy providing services to the global financial services sector.

**"We are very pleased with the outcome of the transaction and Equiteq's support throughout. Equiteq's professionalism and expertise were instrumental in structuring, negotiating and completing the deal."**

**Fernando Arencibia Darias**

Shareholder of Habber Tec Brazil and Habber Tec International Group

**The client's situation**

Founded in 2000, Habber Tec Brazil is Brazil's largest IBM partner for BPM. The company focuses on the implementation and on-going support of BPM, big data, analytics and mobile solutions with a substantial footprint in the financial services industry. Despite the recession in Brazil, Habber Tec Brazil has continued to grow continuously during the last five years and possesses a strong and stable financial structure. Moreover, the business is based on robust and long-standing relationships with renowned financial service providers as well as other industries. Habber Tec Brazil's management team wanted to leverage Equiteq's M&A expertise and contacts in the IT consulting sector to identify the right synergistic buyer whilst defining their value proposition and properly communicating it to potential acquirers.

**Our approach**

Equiteq discussed the strategic growth options with Habber Tec Brazil and ran a Valuation and Market Readiness Assessment (VMRA) workshop to identify and analyze potential market interest and risks involved with a transaction. It became clear that there would be a significant demand for a reliable, market leading consultant in a growing market. A plan was put into place and Equiteq was tasked with taking Habber Tec Brazil to market, generating significant interest with a number of potential buyers.

**Shareholder exit goals & deal rationale between buyer & seller**

The motivation for Habber Tec Brazil's shareholders for an exit was underpinned by their desire to leverage the additional resources, relationships, services and global reach of a potential partner to strengthen their presence in the local financial services sector.

The acquisition allows GFT to add new capabilities to their service offering and create new opportunities for expansion and consolidation of its market position in Latin America due to the addition of a strong Brazilian client base of renowned banks and insurance companies.

**How did Equiteq deliver value to the client?**

- Equiteq's proprietary VMRA process allowed Habber Tec Brazil to identify its unique value proposition prior to sale, namely their thought leadership in mobile banking & proprietary financial sector focused IP, a strong Brazilian financial services sector client base and a large team of IBM BPM experts.
- Equiteq worked on demonstrating the value Habber Tec Brazil could bring to a potential buyer through their growth plan and geographic roll-out capabilities, providing a detailed synergy case for the business.

**Growing equity, realizing value**

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