

Ventyx Acquires Global Energy Decisions

In the mergers and acquisitions world, you never know how the next deal is going to get done. Case in point: the acquisition of Global Energy Decisions LLC. It's a classic story about how the interests of a buyer and seller were aligned by an experienced intermediary, who knew them both and knew what each was after.

Global Energy was formed in 2001 by Ron McMahan and his management team, together with the financial backing of the private-equity firm Quadrangle



Ventyx asset management software and services are used by the majority of the world's energy and utility organizations.

Group. Through acquisitions and organic growth, Global Energy became a leading provider of energy-related software solutions, market data, and advisory and strategic consulting services to the energy industry. McMahan and Quadrangle's goal was to take the company to the next level, play out the business plan and IPO or sell to the best buyer.

Within a few years, potential buyers began to contact the owners. After consulting with Quadrangle, McMahan approached Marlin & Associates (M&A) to discuss strategic options. However, at the time, M&A was engaged by another energy-related software and services company and could not advise Global Energy.

"We were familiar with M&A and their capabilities, and they knew us and our industry well," says McMahan. "The fact that M&A had a good relationship with Quadrangle was helpful as well."

Months later, when Global Energy was brought to market and M&A's other transaction was complete, M&A was free to discuss the situation with potential buyers.

"In this business you can only advise one buyer per transaction," says Ken Marlin, M&A founder. "It's not easy to find a buyer with a successful track record of leading and closing deals of

"We were happy to see Marlin & Associates advising the buyers in this transaction as well. They have the experience and ability to help both sides reach a deal."



Global Energy is a leading provider of software solutions, market data, advisory and strategic consulting services to the worldwide energy industry.

a specific size, in a specific market and that is not working on some other deal. We were confident that we could help find a buyer for Global Energy that would be excited about the space and be willing to undertake the due diligence effort required."

M&A quickly focused on San Francisco-based Vista Equity Partners, which manages Vista Equity Fund II, L.P., a \$1 billion private equity fund focused on software leverage buyouts.

Vista seemed like an ideal buyer for a number of reasons. As one of the most experienced buyout firms focused on software, Vista has deployed over \$800 million of capital and consummated more than a dozen transactions in software company buyouts. Additionally, Global Energy would complement

“M&A gave us an edge over other buyers.”

one of Vista’s portfolio companies, Ventyx, Inc., the world’s largest private software provider to utility and telecommunications companies.

M&A believed Vista could mobilize a team that would work hard and find value. Vista engaged M&A to help conduct a strategic and financial review of Global Energy’s business.

The view from the selling side was similar. “We were happy to see Marlin

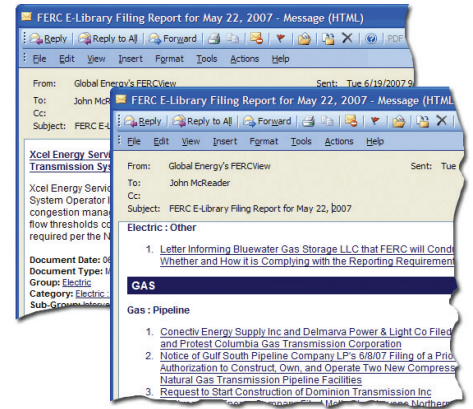
“It also helps to have an experienced advisor like Marlin & Associates.”

& Associates advising the buyers in this transaction as well,” says McMahan. “They have the experience and ability to help both sides reach a deal.”

Five months after engaging M&A, Vista acquired Global Energy via their portfolio company, Ventyx. McMahan became chairman of Global Energy and a member of the board of directors of Ventyx. “We now operate as a subsidiary of Ventyx,” says McMahan.

“We continue to execute our business plan and we have more growth potential and long-term stability. It’s a great fit.”

“M&A gave us an edge over other buyers,” says Stephen Davis, Vista co-founder and principal. “We know the value of good companies, and we work at analyzing opportunities. It also helps to have an experienced advisor like Marlin & Associates. They supplied us with knowledge about Global Energy and the industry that you just can’t find in business reports or other traditional sources. M&A played a contributing role in the successful outcome of this transaction.” ■



FERCView Daily and FERCView Velocity Suite are two powerful time-saving tools from Global Energy that provide a quick, reliable way to research current and historical activity at the Federal Energy Regulatory Commission.

As strategic and financial advisers, M&A identified the opportunity, helped Vista and Ventyx conduct a thorough review of the seller’s business and of the energy technology market, and acquire 100% of Global Energy.

Marlin & Associates offers buyers and sellers comprehensive strategic assistance in identifying, initiating, structuring, negotiating, valuing, financing, and implementing mergers, acquisitions and divestitures of publicly and privately owned businesses. The M&A team’s extensive transaction history, and industry relationships

ensure that clients are well informed about valuation, potential interested parties, and the key stages in the transaction process. M&A professionals not only help to identify transactional opportunities, they also help the parties forge mutual agreement at the negotiating table. M&A helps their clients get good deals done.



Transaction Advisory for the Digital Information Economy

330 Madison Avenue, 9th Floor | New York, NY 10017 T 646-495-5141
7720 Wisconsin Avenue, Suite 213 | Bethesda, MD 20814 T 301-469-0441
www.MarlinLLC.com