

# Best Technology M&A & Business Advisory Service 2022

Technology mergers and acquisitions company, WTA Partners (WTA) works with clients on both the 'buy' and 'sell' sides of M&A. The team, which also provides business advisory services, is made up of IT professionals, all of whom have first-hand experience in building, running and exiting technology companies. We take a look at M&A in the technology sector with WTA founder, Jeffrey Jenner and partner, Alan Butterworth.

**B**efore founding WTA Partners, Jeffrey Jenner worked in the IT sector for almost 30 years, and Alan Butterworth was a management professional in IT and technology. Unsurprisingly, the pair, and WTA, have built a reputation for their knowledge and effectiveness in the mid-market technology space.

We ask Jeffrey to tell us more about WTA's current focus: "We provide M&A services that focus solely on the IT sector. We cover software and SaaS, consulting services, and cloud-managed services propositions. On the sell-side, our clients are mainly owner-managed businesses typically with an enterprise value of £5-30 million. On the buy-side, our clients include PE-backed trade buyers, AIM-listed and overseas businesses who want to acquire UK and European businesses with an enterprise value of up to £100 million."

Being a team of IT professionals enables WTA to identify a strategic market fit for each business with ease. Understanding the mechanics of the industry, WTA emphasises the value proposition of each business to potential acquirers.

Thorough knowledge of the sector is non-negotiable for any new recruits to the company. Jeffrey explains, "One of our great strengths is our deep knowledge of the sector. We avoid employing inexperienced people.

Our clients should not have to spend time educating team members on the intricacies of the business."

And that's part of WTA's drive to deliver outstanding client service every time. A thorough understanding of every client's requirements is vital to allow the company to only take on mandates it believes will lead to successful outcomes for its clients. Alan says, "We want every client to be a great reference for the business. That

entails not only working effectively but being honest and transparent and providing the best, unbiased advice."

Currently, WTA works in core market sectors such as local and central government, health and social care, and public safety and education. It has also developed a presence in the transport and 'smart cities' sectors, and, so far, a particular expertise in enterprise software, SaaS, cloud technology, and managed services.

We ask Alan to share his thoughts on the current M&A landscape. He tells us, "It's a time of great uncertainty in the sector. Global and national circumstances are changing and this is concurrent with a weakening of IT company valuations. We're seeing rising interest rates, high inflation, tightening debt markets, and a rapid fall of publicly-quoted listed technology companies, particularly on the NASDAQ. But it's not all bad news - the inflow of funds to private equity continues to rise, and that capital needs to be deployed."

For WTA, at least, progress appears to be steady. 18 months ago, the company opened a new office in North America led by a former client of the company, Nick Nardi. The venture has proven successful and led to WTA recruiting Communications Manager, Adam Jenner. B2B communications professional, Adam, is working to publicise WTA's many success stories and build brand visibility.

Looking to the future, WTA will be working on a continued expansion of its UK team which includes recruitment to add new specialisms and expertise. Further expansion into the North American market is anticipated, too.

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