

Who Is Managing Your Connectivity?

The increased proliferation of software and managed services within the IoT ecosystem is driving strong interest from financial investors and strategic acquirers.

Do You Have a Partner With the Connections to Help You Achieve Your Strategic Objectives?

OptConnect, a provider of managed wireless IoT solutions, was a subsidiary of Grant Victor, a Utah-based operator of ATM equipment owned by Endeavour Capital. In recent years OptConnect expanded beyond its origins and leading position in the ATM industry by providing IoT connectivity to new high-growth markets such as digital signage, smart vending, transactional kiosks and industrial and energy management, among others.

Endeavour and Grant Victor wanted to unlock the value of OptConnect as a stand-alone company. Baird's Technology & Services team worked in partnership with OptConnect to execute a tailored process that delivered an exceptional outcome for OptConnect's customers, employees and shareholders.

Graham Partners' history of growing innovative companies by applying proprietary technology to transform industries makes it an ideal new partner to help OptConnect's team continue to grow across its various end-markets.



"Baird's M&A expertise ensured we were well-prepared to navigate the various stages of a successful sale process. Their relationships across software, managed services and IoT provided access to the key decision-makers at the relevant potential buyers and an efficient path to finding the best partner for OptConnect."

Chris Baird
President, OptConnect



Sale to



Baird recently advised OptConnect, a provider of managed wireless IoT solutions, on its sale to Graham Partners

Learn more about Baird's
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Baird Has the Connections Necessary to Drive Great Outcomes

Baird is a leading strategic advisor to Software, Managed Services and IoT companies, with dedicated senior-level resources, close dialogue with the industry's top strategic buyers and expertise in designing tailored deal processes. We leverage our comprehensive platform and deep sector expertise to drive the best outcomes for our clients.

Contact our team to discuss our market insight and how Baird can help you evaluate your strategic alternatives.

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OTHER RELEVANT BAIRD-ADVISED TRANSACTIONS



Baird served as the exclusive financial advisor to EFT Control Systems Ltd., a leading SaaS solution provider in the fields of industrial process optimization, energy management and predictive analytics, in its sale to Koch Industries Inc., one of the largest private companies in America.



Baird served as the exclusive financial advisor to Phoenix Energy Technologies Inc., a leading provider of enterprise energy management software and services, in its sale of a majority stake to Duke Energy Corporation, the largest electric power holding company in the United States.



Baird served as the exclusive financial advisor to CenTrak Inc., a top designer and manufacturer of sensors and proprietary communication technology for healthcare facilities, in its sale to Halma plc, a leading safety, health and environmental technology group.



Baird served as the exclusive financial advisor to Gerber Technology, an industry-leading software and automation solutions provider to apparel and industrial customers, in its sale to American Industrial Partners, an operationally oriented middle-market private equity firm.

The transactions were selected for their relevance to our Global Technology & Services experience and do not represent all Baird transactions. View our website at rwbaird.com/investment-banking for a full list of transactions.