

Avendus Capital advises Standav, a leading Salesforce Revenue Cloud partner, on its acquisition by Brillio

Mumbai, November 10, 2021

Brillio, a leader in digital technology-based services, announced today that it has acquired Standav, a premier Salesforce consulting and system integration firm, headquartered in Silicon Valley and Dallas. The acquisition will integrate Standav's deep expertise in quote-to-cash, price management, and enterprise sales transformation with Brillio's burgeoning Lead-to-Revenue (LTR) transformation practice, making it one of the largest Salesforce Revenue Cloud service providers in the world.

Avendus Capital was the financial advisor to Standav and its shareholders on the transaction.

Founded in 2014, Brillio has grown rapidly by partnering with large enterprise customers to revolutionize end-to-end digital transformation. As clients increasingly shift to new, digital-centric business models that are based on subscriptions, consumption billing, new recurring revenue streams, and Internet of Things (IoT), Brillio's acquisition presents customers with an unparalleled LTR practice capable of scaling Salesforce's Configure-Price-Quote (CPQ) and Commerce solutions.

Brillio is relentless in delivering bold solutions that customers need to thrive in the digital economy across its tech, media and entertainment, telecom, banking and financial services, retail/consumer packaged goods and healthcare and life sciences verticals. Integrating Standav's team of experts from across six delivery centers in the United States, Canada and India, will further position Brillio to enable large enterprise companies to effectively plan, implement, and optimize automated cloud-based LTR business processes and technologies.

"Brillio is trusted by Fortune 2000 companies across industries as we have a long track record of providing best-in-class service at the pace of our customers' inspiration," said **Raj Mamodia, Founder & CEO, Brillio**. "By acquiring Standav, we are growing our team of Salesforce CPQ specialists ready to help our customers accelerate their business transformation, and now, as one of the largest Salesforce Revenue Cloud partners, we are able to amplify the impact on our clients' businesses."

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"Standav's bold customer-focused approach has generated transformative results for our enterprise customers, and in Brillio, we've found the right partner to further scale our impact on Enterprise Sales Transformation leveraging Salesforce Revenue Cloud," said **Harsha Pamulaparthi, CEO, Standav**.

"Digital transformation is becoming one of the most active sub-segments in the technology services space. Brillio has grown very rapidly to become a leader in this space. Brillio's acquisition of Standav is in line with the continued acquisition interest we have been observing for specialized providers in the cloud ecosystem. In addition, this transaction highlights the strategic attractiveness of fast-growing niche providers, fueled by demand explosion and unprecedented global skill shortage," said **Puneet Shivam, President, US and Co-head, Enterprise Technology and Services Investment Banking, Avendus Capital**.

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About Avendus

Avendus Group is a leading financial services firm with presence in the areas of Investment Banking, Wealth Management, Credit Solutions and Asset Management. Established in 1999 in Mumbai, India, Avendus is today present in 10 cities across India, US, UK and Singapore. Avendus partners with the Indian entrepreneur ecosystem to provide differentiated solutions that enable clients to meet their strategic aspirations.

Avendus Capital, the investment banking arm, is consistently ranked among the top investment banks in the country on the back of its in-depth domain understanding and a best in the class track record of domestic and cross-border transactions. Avendus's wide range of clients is testimony to its ability to serve its corporates throughout their life cycle – from growth stage funding to large-sized transactions, and M&A advisory.

Avendus Capital Inc located in New York is an Avendus Group entity offering M&A and Private Equity syndication services to clients in the US.

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