

Case Study: Magnetic North



Company Description	Magnetic North is a leading UK-based provider of proprietary cloud contact center and Unified Communications (“UC”) solutions to multi-location mid-to-large enterprises. The Company has a global customer base and carrier grade managed network spanning the North American, Asian and broader European markets.
Situation Overview	Magnetic North was seeking an advisor with deep knowledge of the cloud UC and contact center landscape to help the Company identify the best strategic acquirer and manage a sale process. Due to its focus and expertise within the cloud services space, Q Advisors was uniquely capable of identifying several non-traditional acquirers, from large U.S. and global carriers to managed network and hosted PBX providers, seeking bolt-on acquisitions of highly sought-after enterprise capabilities like cloud contact center solutions.
Result	Magnetic North’s end-to-end cloud contact center capabilities (i.e. inbound / outbound / blended) and scalable technology positioned the Company as an attractive target for several potential acquirers. The transaction with West Corp not only allowed Magnetic North’s shareholders to exit at a premium multiple, but also gave the Company access to West’s enterprise customer base and complementary solutions portfolio for significant cross-sell opportunities.



When we decided to embark on a strategic sale of the Company, we looked at advisors in both the U.S. and Europe with experience in managed services and the hosted contact center space. Q Advisors came highly recommended and their knowledge of the sector was head and shoulders above others with whom we spoke. Because they know our business, not only did they run a rigorous process, but Magnetic North was able to choose from a number of attractive options from a variety of interested parties. Q Advisors was with our team every step of the way, helping us navigate deal intricacies and ultimately completing a transaction on attractive terms. Q's dedicated team put in huge efforts to help us make sure the process ran to completion and they went way beyond the service I would have expected from an investment bank. I wouldn't hesitate to recommend them to anyone in a similar position.

*Dominic Gray
Founder and Principal Shareholder, Magnetic North*

