

Case Study: SimpleSignal



Company Description	SimpleSignal provides cloud-based Unified Communications and Collaboration services, delivering voice, video, and mobile communications to thousands of satisfied business customers globally.
Situation Overview	SimpleSignal was seeking an advisor to assist them in navigating a sale process. The Company’s highly scalable network, cloud-based solution, and rapidly growing customer base positioned the Company as an attractive target for certain larger strategic buyers hoping to bolster their cloud services offering.
Result	Q Advisors leveraged its extensive knowledge of the hosted communications market to approach a select group of potential strategic buyers based on operational footprint, financial condition, and growth strategy. The transaction with Vonage not only allowed SimpleSignal’s shareholders to exit at a strong valuation, but also allowed the Company to provide customers with a much wider array of network capabilities and industry-leading services.



Our Q Advisors deal team were excellent partners for us through the entire M&A process. They proved to be trusted advisors that know the industry as well as anyone. Importantly for SimpleSignal, they really took the time to understand the unique aspects of our business and effectively market our differentiation to their network of buyers. They worked tirelessly with my management team to manage every facet of a competitive process that yielded a number of attractive options for our stakeholders. In the end, we closed a highly successful transaction with the ideal buyer. I wouldn’t hesitate to recommend our Q Advisors team and look forward to working with them again.

*Dave Gilbert
CEO, SimpleSignal*

