

# Browne Jacobson advise leading cloud comms specialist Connect on simultaneous international acquisitions

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Browne Jacobson's corporate and banking lawyers have advised Apiary-backed cloud communications specialist, Connect on its dual acquisitions of South African communication and cloud solutions providers, Pivotal Data and Illation for an undisclosed amount.

The deal will support Connect's ambitions to broaden its capabilities with both businesses who are approved cloud contact centre solutions (CCaaS) and customer experience (cx) specialists and break into the South African market, supporting new clients with their digital transformation initiatives.

Connect which is headquartered in London, launched in July 2019, following a merger of Connect Managed Services and G3 Comms. The business has a global client portfolio which includes a broad range of organisations in the public and private sector, such as banks, financial services providers, manufacturers, retailers, media companies and healthcare and pharmaceutical companies. The Connect team heading up the acquisitions was **Pete Francis, Chief Financial Officer**, **Ben Ramsdale, VP of Commercial and Legal** and **Maya Dunlea, Finance Director**.

The Browne Jacobson advisory team was led by **Nottingham based partner Mark Hughes**, and **senior associate Sam Sharp** with **senior associate Melanie Hilton** who supported on the banking element of the deal. **Thomas Alldred, Investment Director** led on the transaction from private equity firm, Apiary Capital's side. The team worked alongside Jessica Frost and Chané Stievenart at Malan Scholes who provided local law advice.

**Mark Hughes commented:** "We are pleased to have supported Connect in these simultaneous strategic acquisitions which will further their international digital disruption strategy. Both of these cCaas and cx providers are a great addition to the Connect portfolio and will enhance the already very efficient and excellent customer service experience that Connect's clients are accustomed to. We look forward to seeing the multiple opportunities that this deal will present to the Connect family and brand.

**Connect CEO, Adam Young** added: "The transaction offers clear strategic benefits to all parties. Pivotal Data and illation are both experts in the enterprise communication and CX spaces, delivering highly effective solutions for local and international businesses. With Connect's global network and vendor agnostic approach, we can offer the skills and solutions that Pivotal Data and illation bring to our existing customer base."

"I would also like to highlight the fantastic service we have had from the Browne Jacobson team who have remained focused throughout in co-coordinating these simultaneous complex global acquisitions. They made sure we understood all the technicalities and impact that this dual acquisition would have, drawing upon their trusted dealmaking expertise and growing digital disruption knowledge which made us feel confident in this business decision."

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