

# THE GORES GROUP

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## THE GORES GROUP ACQUIRES ASTADIA, INC.

### *Combines with Idea to create next-generation of technology services firm*

**LOS ANGELES, CA, SEPTEMBER 17, 2012** -- The Gores Group, a global investment firm based in Los Angeles today announced that through an affiliate it has acquired Astadia, Inc, a leading pure-play cloud computing consulting and systems integrator. Terms of the transaction were not disclosed.

Astadia, a salesforce.com Platinum Partner will be merged with Idea, a portfolio company of The Gores Group, that provides innovative business and technology integration solutions and services. The Gores Group will be the controlling shareholder of the combined company.

“The merger of Astadia and Idea forms the next-generation of services firm. The new entity will provide customers with the optimal expertise and scale required to address the most diverse, complex enterprise IT environments,” said Victor C. Otley, Managing Director for The Gores Group. “The new entity will have one of the largest global footprints within the salesforce.com and cloud ecosystem with the ability to deliver business solutions for the Hybrid Enterprise.”

“This new entity will provide customers with a broad range of comprehensive solutions. Our customers can be assured that we will help them make the most of what they have, add what they need, and avoid massive, multi-year, IT overhauls,” said Rebecca Rogers Tijerino, who has been appointed as CEO of the new combined company. “Companies today are pursuing innovative solutions that drive revenue and margin growth while containing costs by using a mix of legacy, distributed and cloud technologies. To accomplish this they need a trusted advisor who understands how to envision the Hybrid Enterprise roadmap and will help them navigate these complex systems and processes. At the end of the day, we are a partner with the deep and broad expertise to deliver the results needed in today’s business.”

Astadia is a salesforce.com Platinum Partner that has been delivering proven cloud-based business solutions for more than a decade. Astadia’s service portfolio includes strategy, implementation and integration, along with training and support, using the most innovative and widely deployed cloud, mobile and social platforms. Astadia has also developed strong practices in the Social Enterprise, Marketing Automation, Data Integration and the Subscription Economy, leveraging industry leading platforms like Radian6, Eloqua, Informatica and Zuora.

Idea excels at developing innovative, custom, mobile and web applications. A Microsoft® Gold Certified Partner that was recently named Microsoft U.S. Enterprise Services Partner of the Year for 2012, Idea helps dynamic companies increase the value

of their Microsoft application stack. Idea is recognized as a leader with specialized experience in a wide variety of technologies associated with legacy mainframe systems and has a proven track record of successfully transitioning client system environments and applications.

Commenting on the idea to merge the two companies, Otley stated, “There are tremendous synergies between Astadia and Idea. By combining Idea’s mobile development and Microsoft expertise with Astadia’s salesforce.com and cloud leadership, the new entity will offer a range of consulting and systems integration services that are highly relevant in today’s evolving IT environment. The reality of today’s “Hybrid Enterprise” requires this new approach – one that blends traditional business process and integration skills with tested cloud methodologies to deliver solutions that integrate and leverage disparate systems and drive optimal value from them. The combination of Astadia and Idea will fill this needed role.”

### **About the Gores Group**

The Gores Group, LLC is a global investment firm focused on acquiring controlling interests in mature and growing businesses which can benefit from the firm's operating experience and flexible capital base. The firm combines the operational expertise and detailed due diligence capabilities of a strategic buyer with the seasoned M&A team of a traditional financial buyer. The Gores Group, which was founded in 1987 by Alec E. Gores, has become a leading investor having demonstrated over time a reliable track record of creating substantial value in its portfolio companies alongside management. Headquartered in Los Angeles, The Gores Group maintains offices in Boulder, CO, and London. For more information, please visit [www.gores.com](http://www.gores.com).

### **About Astadia**

Astadia's unique business value is a results-driven enterprise-class methodology that enables business transformation. We offer the enterprise a Global Systems Integrator class of service, the speed and agility of a boutique tech services firm, leveraging global experience found through over 6,000 cloud engagements. To learn more about Astadia, please visit [www.astadia.com](http://www.astadia.com). Follow us on Twitter at @AstadiaCloud.

### **About Idea**

Idea is a leading, provider of global innovative business and technology solutions. Idea’s industry expertise is focused on our clients’ needs to deliver full software development lifecycle and infrastructure solutions in several key areas of digital strategy, marketing and design, application development and management, infrastructure support and services and customer support. Our clients include a mix of Fortune 100, mid-market and public sector entities across a broad range of industries including Consumer Electronics, Financial Services, Healthcare, Energy, Retail, Government, Hi-Tech, Industrial, Transportation and Media and Entertainment. For more information on Idea, please visit [www.Idea.com](http://www.Idea.com).

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