

**Apex IT, Inc.**  
Minneapolis, MN



REVENUE ROCKET<sup>SM</sup>

**Lessons learned.**

**Revenue Rocket Presents**, is a series of single-page, quickly read thought pieces. They capture the experiences, philosophies, and insights that have shaped our thinking about how to manage the growth demons with which IT service executives grapple in this fascinating, perplexing, and combustible industry. Three of these brochures are:

1. **RRCG Presents:**  
**The Curse of Growth**
2. **RRCG Presents:**  
**The Art & Science of M&A**
3. **RRCG Presents:**  
**Vertical Expansion**

## When does one plus one equal three?

### When you do an M&A like Apex IT.

And of course, when you choose Revenue Rocket<sup>SM</sup> Consulting Group, LLC to manage the acquisition, as did Apex IT CEO Eric Steege, when he decided that Revenue Rocket would be a better partner for him than an investment bank or a broker.

Apex IT is a national systems integrator and implementation consultancy that's focused exclusively on supporting the core systems within the Oracle Corporation family of CRM and ERP applications. Steege wanted more offensive firepower and defensive insulation for the company by acquiring greater depth and expertise in the critical front- and back-office functional areas, thereby differentiating the company from its more "generalist" competitors.

### Growth strategy or financial tactic? ...It makes a difference.

Steege could easily have turned to the scores of brokers and investment bankers looking to make a fast buck on a quick transaction, but with Revenue Rocket, he got the strategic partner he was looking for, as Revenue Rocket offered:

- Deep roots and experience in the IT services industry;
- Proven track record in managing more M&A projects than any other consultancy in the small-to-midsize IT services market;
- Astute insights on valuation, a keen eye for landmines, and an uncanny knack for discovering the hidden gems in the market;
- Disciplined approach to identifying, attracting, vetting, negotiating and closing the deal; and
- Post acquisition integration strategies.

### This new math works.

It didn't take long for the magic to happen. Shortly after Apex IT acquired Dynamic Information Systems, Inc., an Oracle e-business suite implementation company, the company landed a \$4MM piece of business that neither would have been able to win or manage alone. And after a full year of integration, Apex IT revenues have doubled, which is good math, old or new.

**Says Eric Steege, CEO, Apex IT:** "I was impressed with Revenue Rocket's IT services industry knowledge and experience that the typical business broker couldn't provide."