

## **FIRMS ADVISE ZEON SOLUTIONS ON THE ACQUISITION OF THE GRAND RIVER**

Pentvia Partners is pleased to announce Zeon Solutions has acquired The Grand River. Zeon Solutions (located in Milwaukee, Wisconsin) and The Grand River (located in Ann Arbor, Michigan) provide contract software and development services and specialize in e-commerce, search optimization, content management and mobile applications. Zeon is more focused on industrial customers such as Brady Corporation and Grand River is more focused on retailers such as Gander Mountain and Eddie Bauer.

Pentvia Partners provided M&A advisory services to Zeon Solutions during this transaction and O'Neil Cannon provided legal assistance and deal advisory services.

Zeon Solutions and The Grand River brands will maintain their unique identities in the marketplace. Both are fast-growing companies: Zeon is an Inc. 500 firm with 250 employees and a compound annual growth rate of 30 percent during the past three years; The Grand River has 35 employees and a compounded annual growth rate of 125 percent during the past three years.

"Both organizations have complementary capabilities and deep eCommerce skill sets, so we see this as an outstanding opportunity to grow together," said Rupesh Agrawal, CEO of Zeon Solutions.

The combined firms have business-to-consumer and business-to-business experience in a wide range of vertical markets. Their greatest asset is a highly scalable strategic team with strong experience in eCommerce platforms, content management systems, software application development, creative and information design, user experience (UX) and usability, search engine marketing and optimization (SEM/SEO), analytics, social media solutions and more.

"As Zeon Solutions and The Grand River got to know one another, it became clear both companies provided services that were complementary," said Scott Robertson, The Grand River CEO and co-founder.

**Pentvia Partners, LLC** is a Mergers and Acquisition advisory firm working with closely held businesses in the lower-middle market. Pentvia's clients consist of growth-oriented

companies considering a merger or acquisition strategy, divestiture of a product line, a need for equity capital, or desire to restructure debt.

O'Neil Cannon is a full-service legal practice that focuses on providing business law and civil litigation services to closely-held businesses and their owners. The Firm counsels clients in asset, stock or merger transactions, and the various tax, ERISA, labor and real estate issues that cut across virtually every deal.