

# FRESCHE

## **Acquisition FAQ**

For our valued customers, partners & suppliers

June, 2016

## FAQ

### 1. What are we announcing?

As of June 9, 2016, we welcome The Quadrant Group and its business divisions Quadrant Software, BCD Software, NetLert, SoftBase, and ExcelSystems to the Fresche family. As a result of this acquisition we are now **THE** premier solution provider in the IBM i market landscape. We bring to market the broadest portfolio of solutions and services including analysis, productivity, modernization, mobile, BI and document distribution tools, strategic planning, implementation and staff augmentation services. We also bring a depth of expertise (40+ years) in midrange computing and a lifetime customer base representing more than 22,000 companies around the world.

**Our combined team and portfolio now represents the single largest source of IBM i expertise and tooling in the IBM i community second only to IBM.**

**We are also using this opportunity going forward to start promoting our organization under the brand name of Fresche instead of Fresche Legacy.**

### 2. Is this a merger or an acquisition?

Legally and financially speaking, this is an acquisition. From an integration perspective, we are merging two very successful companies with great similar cultures to become the premiere solutions provider in the IBM i marketplace.

### 3. What does this mean?

Combined, Fresche + The Quadrant Group are the greatest source of IBM i expertise and tooling outside of IBM. Companies with a strategic investment in IBM i now have a one-stop shop for application modernization and mobility solutions, development, migration, application services, staff augmentation and IT strategy and planning services.

This acquisition is a great fit for many reasons:

#### **Strong market opportunity**

- The IBM i market remains strong, stable and highly relevant within the IT landscape
- There remain an estimated 150,000+ clients on the IBM i platform worldwide
- Considerable IP and business value “locked” within IBM i environments, and Fresche provides all of the solutions to help unlock it

#### **Good business fit**

- The Quadrant Group broadens Fresche’s current portfolio of application management and modernization tools and technologies
- Increases our global presence helping us to serve customers and partners in every corner of the world – North America, Europe, Asia Pacific and Latin America
- Reinforces Fresche’s strategy to become the recognized Go-To partner for IBM i users, Business Partners and IBM
- From a business and technology perspective, there are many complementary areas

#### **Cultural fit**

- Both organizations are driven by customer satisfaction
- Both organizations focus on developing high-quality solutions that we can be proud of
- Both organizations share a similar business philosophy and values
- Fresche and The Quadrant Group employee tenure are comparable, with strong dedication and contribution

#### 4. What are the benefits to Fresche?

- The Quadrant Group adds years of experience and a product suite that is proven and varied
- Strong successful leadership team coming onboard to help grow the company
- 15,000 lifetime customers, growing our base of customers that can be assisted in developing their business by fully leveraging their IT infrastructure
- Adds key solutions creating the broadest portfolio of products and services to help IBM i customers maximize the value and extend their applications
- Adds an experienced services team that is fully versed in IBM i web and mobile application development as well as open source and modern solutions such as PHP, Node.js and others
- Provides Fresche with additional US and Canada market offices presence (Boston, Asheville, Chicago, Victoria)
- Global presence serving every corner of the world – Asia Pacific, North America, Europe, India, Latin America

#### 5. What are the benefits to The Quadrant Group?

- Deep expertise in delivering full service turnkey modernization projects
- Fresche has a growing and positive brand reputation in the IBM i community strengthened by the acquisitions of Databorough and Looksoftware
- A good base of Business Partners
- A strong and growing relationship with IBM
- Fresche is committed to the IBM i market
- Strong senior leadership, most of whom have been with Fresche for over 20 years
- Strong technical team

#### 6. How does this benefit both Fresche and The Quadrant Group customers?

Bringing the companies together creates the single largest organization offering the broadest portfolio of solutions and services, including analysis and productivity, modernization, mobile, BI and document distribution tools, strategic planning, implementation and staff augmentation services, products and services to help maximize and gain better business value from IBM i applications. This makes us a stronger vendor to help customers, partners and the IBM i community through:

- End-to-end offerings creating a one-stop modernization partner for the IBM i community
- Broadest application modernization & management portfolio for IBM i
- 40+ years of expertise and knowledge of the IBM i market and technologies
- Strong technical team
- New geographic locations to better serve our global customer and partner base

#### 7. How does this impact customers, partners & suppliers? Why is this good for them?

It will be business as usual for both Fresche and The Quadrant Group customers. The customer “Touch Points” for both companies will not be changed, so our customers will experience the same excellent support, product development and customer relationships they had before the acquisition. Fresche is committed to The Quadrant Group customers and the future growth of the Quadrant Group's suite of tools.

Why is this good? Together we now provide our customers with a larger and complementary end-to-end solution portfolio. We will further help our clients leverage their IT investments in IBM i while adding the required additional capabilities to meet their business needs. Together we provide even more value by combining the skilled resources, products and services that we offer.



- 8. Will each company retain its name?**  
The corporate company is called Fresche, but the individual divisions will still retain their names to leverage the brand recognition that has been built.
- 9. Will any of the Fresche or The Quadrant Group products be discontinued?**  
There are no plans to discontinue any products. In fact, our combined product portfolio is unmatched in our market and there is great synergy between the product lines.
- 10. Will I still work with the same people?**  
There are no changes. All of your touchpoints for sales, marketing, support and other all remain the same.
- 11. Will Fresche acquire additional companies?**  
Mergers and acquisitions have always been a key part of Fresche's growth strategy. As we continue to further grow the company, we see tremendous opportunity for further acquisitions to play a strategic role in that growth.
- 12. What does this mean to IBM and our support of Power Systems?**  
IBM gains a larger, stronger partner that aligns with their strategy and initiatives. We now offer end-to-end solutions to help IBM i and Power Systems customers maximize the value of their investments.
- 13. How will the ownership change affect my company/processes/business relationship?**  
This is a positive move for all. We are now a larger, stronger company with more resources, skills, capability and offerings to better serve our customers. We will retain and grow our customer-centric culture. We will have the same development standards and the same support if not better. And we have an expanded portfolio of product and services offerings to bring to customers.
- 14. Is this change immediate?**  
Yes.
- 15. Where is corporate headquarters?**  
The corporate office is in Montreal, Quebec, Canada.
- 16. Who do I call if there are any general questions?**  
You can reach out to your regular contacts or send an email to our marketing team at [info@freschelegacy.com](mailto:info@freschelegacy.com) or [info@bcdsoftware.com](mailto:info@bcdsoftware.com)

**HERE'S TO A GREAT NEW FUTURE!!**