

# **DCA Capital in the News**

September 19, 2011

## **Martin Wolf Tracker Spotlight – Ensynch Acquisition**

**Insight Enterprises Inc. (Nasdaq: NSIT) to acquire Ensynch, Inc.**

### **Martin Wolf Highlights:**

This acquisition further strengthens Insight's Microsoft partnership and capability. Ensynch is a leading professional services firm with multiple Microsoft Gold competencies and solutions. It has consistently been ranked in the top two percent of Microsoft partners through its dedicated focus on client services.

The deal is another indication of the recent trends to provide managed services as part of the complete services solutions. As a managed Microsoft Systems Integrator Partner, Ensynch provides additional cloud computing capability that compliment Insight's core business.

Additionally, the transaction also reflects Direct Market Resellers' (DMRs) effort to diversify offerings during the last few years (CDW acquired Burbee in 2006, Insight acquired Calence in 2008). Traditionally, DMR's revenues are concentrated in product sales. However, as product sales decline in favor of services and comprehensive solutions, DMRs revenue opportunities are fading. Hence, we've seen a strong trend of DMRs acquiring services based companies.

The deal continues Insights pursuit of diversifying away from its traditional hardware and software business model and towards new avenues of revenue in managed services and professional services. Ensynch has \$16.2 million revenue in 2010. Both Ensynch's CEO and COO will continue with Insight after acquisition. The deal is expected to close in 30 days.

Martin Wolf Securities was not a financial advisor in this transaction. To learn more about this transaction or our firm, contact Stefan Williams at [swilliams@martinwolf.com](mailto:swilliams@martinwolf.com) or (925) 215-2740.