

# Grow into your best future.

Choose a lifetime of support,  
stability, and long-term growth.



## You've built a great business. Let's keep it that way.

When you've dedicated years to creating a successful enterprise software business, selling is no easy decision.

You care deeply about what happens to your business, your team, and your customers. But a traditional investment firm will likely resell your business down the road. And a strategic buyer may look to cut costs, change the culture, and turn your company into something different.

You deserve a better option when it comes time to sell. A buyer that protects your legacy and supports your growth for long into the future.

**Welcome to Banyan: the best permanent home for your software business.**



**“I didn’t want to leave my hard-earned legacy behind to an organization that simply wanted to acquire the revenue stream or eliminate employees for cost reduction. Banyan proved to me that they shared my core belief in always making something better than you found it.”**



Matthew Link, former owner  
[H&W Computer Systems, Inc.](#)

## We help owners confidently take the next step knowing their legacy will be protected.

With no need or desire to sell our businesses down the road, and with the support of a large family of software companies, Banyan is well equipped to preserve the foundation you've built and help your team apply AI across product and operations to modernize systems, accelerate execution, and innovate.

### Our philosophy

We hold successful enterprise software businesses and grow them for life, driven by a commitment to purpose and enduring impact.

### Our approach

Our experienced team works closely with you to find the right solution, whether you want to stay at the helm or make a graceful exit.

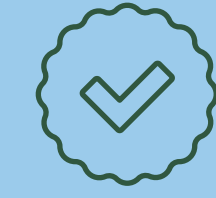
### Our promise

We're focused on building trusting, long-term relationships to ensure your legacy and success continue.



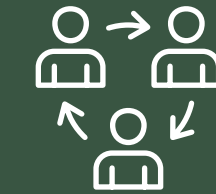
“Banyan was founded with a belief that we could be the best possible permanent home in the world for successful software companies—and that we could build on what founders had worked so hard to create. I’m proud to say we’ve made that vision a reality for so many owners, their teams, and their customers.”

David Berkal,  
CEO, Banyan Software



# 100%

referenceable with  
Banyan owners



# 10-50+

team sizes of  
operating companies

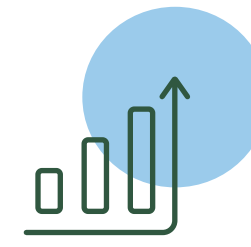


# Global

North America, UK,  
Europe, Brazil, and APAC.

# Our businesses have a proven track record of success

As you know, there are a few key ingredients that set great companies apart. Here are some of the criteria we typically consider when determining if there is a strong fit.



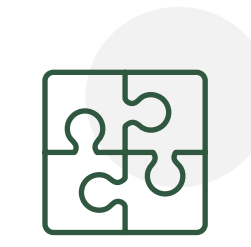
## Financial performance

We look for businesses with a history of profitability, annual revenues greater than \$2M, and a high contribution of recurring revenue.



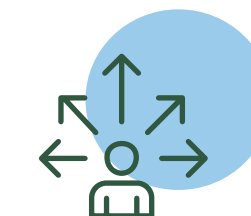
## Market position

The businesses we buy are typically market leaders with strong, defensible positions in niche areas.



## Customer relationships

Our software companies have a great reputation and strong relationships with customers, including high retention and satisfaction rates.



## Employee engagement

We work with businesses that have highly engaged teams, happy employees, and low turnover.

## Select Banyan businesses

We work with businesses in any vertical, but we have several operating businesses in niche areas within education, government, financial services, media and entertainment, healthcare, and transportation.

<b>Education</b> 	<b>Media &amp; Entertainment</b> 
<b>Government</b> 	<b>Healthcare</b> 
<b>Financial Services</b> 	<b>Transportation</b> 

“Their **long-term approach** enables us to look at the opportunities ahead of us and address and attack those in a way that makes sense for our business.”



Kim Mackie,  
CEO of Camis

## 3 ways we carry your success forward

You've built a strong business with a proven track record. We bring the resources and long-term commitment to help it keep moving forward.

1

Our goal is to keep your successful business thriving long into the future for you, your team, and your customers. We provide a permanent home and, unlike other buyers, never plan to resell.

2

Joining a large family of healthy software businesses gives you access to expertise and resources for ongoing growth, including applying AI across product and operations, recruiting and retaining top talent, and strengthening your sales and marketing function.

3

You know your business and customers best. That's why we follow a decentralized model that lets you or your management team continue running day-to-day operations.

### Seller story: Argus Tracking

## We have found the perfect permanent home for our business

After 15 years of growing Argus we felt it was time to take that next step. We were looking for someone who had the credentials to look after our team and continue to grow it even further. Banyan seemed like the right fit and, since the acquisition, this has proven to be the case.

Banyan's values aligned well with our own, in being a people-first organization, and this was demonstrated to us throughout the M&A process. We had many discussions around company culture and values.

Being a family owned business, sometimes it's hard to work on the business rather than in it. Having the support of a larger organization and our operating partner, who works with us to provide guidance and bring new ideas, has been amazing. I have gained new knowledge and experience, and I know Argus is on a trajectory to even greater growth thanks to their input.

I am so confident in our decision to join Banyan, that I will happily talk to any potential seller about our experience and how great the team at Banyan has been.



Aaron Muir, CEO and former owner Argus Tracking



### Fast, easy, and transparent

Selling a business can be stressful. Our experienced team keeps the process quick and confidential, finding mutual alignment while conducting thorough due diligence.



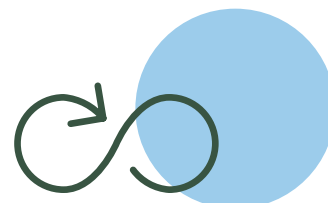
# What makes Banyan the best permanent home for your business?



You get the **capital, expertise, and AI capability** needed to successfully carry on your legacy.



You can **trust** us to have honest, confidential conversations and make transparent decisions.



You have the **flexibility** to stay on, transition out over time, or exit today.



You have partners that **respect your business** and strive to minimize the impact to your team.



You get **quick decisions** as we work to evaluate your business and execute right away.



You and your team get access to **training and development opportunities** and competitive benefits.



You can be confident that we will retain your **culture** for both your team and your customers.



You gain access to the **Banyan Business Community**, a network of shared expertise to help your business grow.



The Banyan Software Foundation is committed to leveraging technology for a **greener** and **more equitable** world.



Learn more  
[banyansoftware.com/impact](https://banyansoftware.com/impact)

Connect with us for a quick, confidential chat about whether Banyan is the right fit for your business.

[info@banyansoftware.com](mailto:info@banyansoftware.com)  
[banyansoftware.com](https://banyansoftware.com)