

## Isosceles assist 1st Touch to the next stage of their evolution

Isosceles' proven track-record in helping companies move from start-up, through growth to successful exit was a key reason behind 1st Touch's decision to appoint Isosceles.

It is an invigorating experience to be part of the phenomenal success of a hi-tech company like 1st Touch.



1st Touch is a leading supplier of mobile workforce software solutions. They enable field-based organisations to painlessly embrace new mobile technologies and so achieve significant savings, greater productivity and more cost-effective use of resources.

Isosceles' relationship with 1st Touch began in 2007 following a management buyout from a large systems integrator. Initially, Isosceles helped set up the company and the corporate structure. They went on to provide the management team with timely, high quality financial reporting and an outsourced accounting service. Over the years the service has matured to a strategic role, advising at various points of evolution and becoming 'an ear' to the board.

### The Requirement

In early 2012 1st Touch were approached by Aareon AG (a leading European consultancy and systems



house). A tentative deal was agreed, but



Isosceles provided reassurance that due diligence went smoothly and proceeds were optimised.

### Why Isosceles?

Isosceles' relationship with 1st Touch, their experience of preparing companies for sale and their proven track record in negotiating and maximising the sale proposition, made them the obvious choice.

*"The 1st Touch story makes an excellent case study on how entrepreneurship, hard work, good management and great people can build a world class organisation. We learnt as much from 1st Touch as we were able to contribute."* said Mike O'Connell, CEO at Isosceles.

### The Results



In July 2012 the sale completed successfully to all parties satisfaction.

*"Isosceles made my life easier from start to finish. They focussed on my business, looking after day to day accounting requirements and acted as trusted advisors, providing a valuable sounding board when I needed it, but often the service was light touch and excellent value."* said Robert Dent, CEO at 1st Touch.