

## WINNER – CANADA

# DEAL: ODESIA Group Inc acquires Interfacing Technologies Corp



**NAME:** Nicolas Bonnafous

**COMPANY:** ODESIA Group Inc.

**POSITION:** CEO

**TEL:** 514.876.1155

**EMAIL:** nbonnafous@odesia.com



## BIO:

### Nicolas Bonnafous

President, Chief Executive Officer, Chairman of the Board of Directors.

Mr. Bonnafous began his career in 1988 as an IT specialist in database management. He founded ODESIA Solutions Inc. in 1998 with the mission to deliver the best solutions in Business Intelligence.

In 2005 to accelerate the growth of ODESIA Solutions Inc., he listed the company on the TSX Venture Exchange under the name of ODESIA Group Inc. In 2006 the Corporation acquired BI-Expert in France, starting the activities of Odesia Europe, S.A.S. In 2007, the Corporation completed another acquisition in Mexico, opening the Mexican market to Odesia Group.

In 2008 Mr. Bonnafous was among the three Award Finalists for the SGF-CEO of the Year Award granted by his peers at VisionPDG, an event organized by the Quebec Technology Association (AQT). Since 2006 he has served on the Board of Directors of the Quebec Technology Association (AQT). He previously served on the Board of Directors of the Centre de Recherche Informatique de Montréal (CRIM) between 2001 and 2007.

## DEAL OVERVIEW:

### Q Please summarise the transaction

Earlier in 2012, Odesia acquired Interfacing Technologies, a business process management company with an award-winning software product line.

Interfacing has clients globally across all industries. Interfacing's BPM solutions are intuitively designed for business users and cover the full spectrum of process improvement and governance initiatives. Following this acquisition, Interfacing's clientele will continue receiving the same high quality service from Interfacing's dedicated staff.

Mr. Meir Levi, president and controlling shareholder of Interfacing, has accepted to join ODESIA's board of directors, and will assume the position of Senior Vice-president Business development for ODESIA.

### Q What was your role within the transaction?

My role was to identify the potential company to acquire and lead the M&A team.

### Q What were the challenges or difficulties presented?

With less than a semester to execute the transaction, time was one of the challenges we were faced with, as well as understanding and preserving the culture of the acquired company.

With perseverance and keeping the final objective on track, we were able to overcome these challenges.

### Q How does the transaction fit in with your overall business strategy?

BPM and BI are consolidated in one unique solution called UBI (Unified Business Intelligence). By acquiring Interfacing, the

Odesia Unified Business Intelligence footprint is now becoming a reality.

### Q What were your plans following the transaction?

We planned to integrate the company in less than 30 days, identify Cross-selling opportunities and receive more recurring revenue.

“WE BELIEVE THAT BIG DATA IS ABOUT TO BE A DISRUPTIVE TECHNOLOGY FOR BI.”

### Q What are your thoughts and predictions within your sector for 2013 and beyond?

Our first target is to consolidate the company's position in the Canadian and European markets over the next 12 months before pushing out into new U.S. and Asia Pacific markets.

Within three years, we are aiming for a five-per-cent market share and a top 20 ranking and hopes to graduate from the TSX Venture Exchange to one of the major exchanges.

We are also hoping to consolidate the UBI strategy. Both companies are mature enough and they are solution pioneers, so the solutions integration will be fast and smooth.

Being a global solution player in BPM, BI and Big data, we believe that Big Data is about to be a disruptive technology for BI.