

Metronome Partners Represents Workhorse Software Company on Sale to SQAD

August 2014 – Metronome Partners, LLC (Metronome) served as exclusive financial advisor to Workhorse Software Company (the Company) on its sale to SQAD, a leading media cost forecasting company owned by private equity group Clarion Capital Partners, LLC. Metronome worked with the Company’s founder and senior management team to prepare offering documents, compile diligence materials, approach potential acquirers, facilitate investor meetings, and evaluate and negotiate transaction terms. The acquisition closed on July 31st.

Ken Green, founder and President of Workhorse Software Company, commented, “This was the most important transaction of my life, and I can’t imagine reaching such a successful outcome without Jeff Rosenkranz and the Metronome team. They were instrumental in helping me and my team through every phase of the sale process. We are very excited about the Company’s future, as the combination of SQAD and Workhorse Software Company affords our clients unrivaled media planning capabilities.”

Workhorse Software Company is the premier provider of media planning software for worldwide agencies and advertisers. Since its inception in 1994, the Company has been the leader in developing media planning and plan management solutions, and its flagship software, Mediatools, provides a seamless media planning environment that is widely-recognized as the industry standard solution. The Company’s client base includes the vast majority of top-tier global agencies and communication companies as well as some of the world’s largest advertisers.



Metronome Partners is an independent, Chicago and Memphis based M&A advisory firm that specializes in managing, structuring, and negotiating transactions of varying sizes and complexities in a broad range of industries. With over 200 transactions completed by Metronome’s principals, the firm guides its clients through critical, value-based corporate finance alternatives, including strategic sales, recapitalizations, divestitures, and debt and equity placements. The firm focuses on middle-market businesses nationwide, valued from \$30 million to over \$500 million.

For additional information regarding Metronome Partners, please visit www.metronomepartners.com, or contact the firm’s Managing Partners, Jeff Rosenkranz or Randy Karchmer.

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