



# Navigating the Noise: Thrive's Guide to M&A Success

## Cultural & Operational Alignment

Thrive has completed **23 acquisitions** since 2016, solidifying its position as the most mature and experienced partner in MSP platform integration.

### What founders care about

- Employees
- Customers
- Financial return
- Reducing risk
- Making the right decision



### What Thrive cares about

- Culture/relational fit
- Customer alignment
- Operational maturity
- Vertical/geography
- Reducing anxiety for seller/team



### The value of Thrive M&A

- Career opportunities for your team
- Expanded services for your clients
- Accelerate business growth
- Reduce risk of being a standalone company

## How Thrive is Different: #OneThrive

**Transparency:** Ask any questions you have, and we will answer. Thrive is built on integrity and honesty, and we understand you only get one chance to make this business decision.

**Management Team & Proven Results:** Our senior team has served in executive roles at HPE, Kaseya, Presidio, F5 Networks, and other market leaders. Thrive is the only MSP to successfully complete two recapitalizations at scale.

**Technology Platform:** Thrive's NextGen platform is built on ServiceNow, the leading platform for Enterprise technology service providers. Our capacity to deliver advanced client solutions and security is unparalleled in the MSP/MSSP industry.

**Sales Engine:** Thrive has an extraordinary team of direct sales, channel, and business development executives across the world. We are driving extraordinary growth through both new logos and existing client upsell.

**Career Path:** Operation Rising Tide is our corporate initiative dedicated to providing growth opportunities to our most valuable asset, our team. Since its launch in 2021, more than 500 individuals have been promoted within Thrive.

**Integration Team:** Clients get better service, and employees collaborate across team and geographies because of our commitment to integration. Our 10+ person, full-time Integration Team will support you and your staff through a seamless transition.



Within 12 months,  
Thrive has a

**95%**  
retention rate of  
employees from  
acquired companies.

## M&A Process Outline

Relationship Building



Initial Valuation



Diligence Process



Closing & Planning



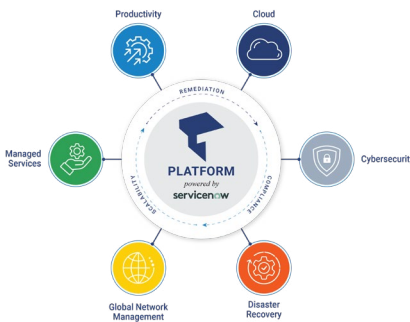
People, Process, & Tools Integration

## Acquisition Timeline

Thrive has a proven track record:



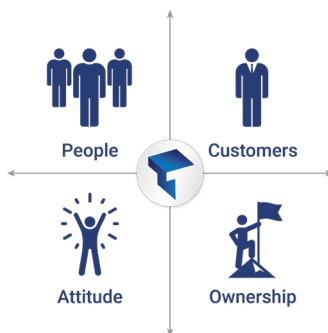
## Offering End-to-End Services



## Thrive is all in. Delivering better business outcomes is our sole focus.

- Global 24x7x365 SOC, NOC, and centralized services teams
- 23+ global data centers
- Subject matter experts / POD approach
- Team of 800+ engineers
- Security first solutions
- CSAT 99%
- vCISO and vCIO offerings
- High touch service & support
- SOC 2/Type 2 Compliance

## Thrive's Core Values



### People

Our employees are our greatest asset, and we are committed to empowering, valuing, and investing in their growth and well-being to drive collective success.

### Customers

We prioritize customers' technology success and maximize their ROI.

### Ownership

We communicate our strategy and vision and empower our employees to service our clients with integrity and accountability to drive favorable client results.

### Attitude

"Life is 10% of what happens to you and 90% of how we react to it. As such, we are ALL in charge of our own attitudes."  
— Charles Swindoll

## About Thrive

Thrive delivers global technology outsourcing for cybersecurity, Cloud, networking, and other complex IT requirements. Thrive's NextGen platform enables customers to increase business efficiencies through standardization, scalability, and automation, delivering oversized technology returns on investment (ROI). They accomplish this with advisory services, vCISO, vCIO, consulting, project implementation, solution architects, and a best-in-class subscription-based technology platform. Thrive delivers exceptional high-touch service through its POD approach of subject matter experts and global 24x7x365 SOC, NOC, and centralized services teams. Learn more at [www.thrivenextgen.com](http://www.thrivenextgen.com) or follow us on [LinkedIn](#).



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