

# BAIRD'S PREMIER ENTERPRISE SOFTWARE FRANCHISE



## SELECT 2021 ENTERPRISE SOFTWARE SUCCESSES



**100+**  
Tech & Services  
Deals Signed<sup>(1)</sup>



**35+**  
Software  
Deals Signed<sup>(1)</sup>



**~\$11.5bn**  
Deal Value  
Generated<sup>(1)</sup>



**~30%**  
Cross-Border  
Deals Signed<sup>(1)</sup>



**~9.0x**  
Avg. 2021 Software  
Revenue Multiple<sup>(2)</sup>



**30+**  
Dedicated  
Software Bankers

(1) Select transactions from June 2020 to December 2021; (2) Select Software transactions from January 2021 to December 2021

# BAIRD'S EXPERIENCED TEAM OF SOFTWARE BANKERS

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## EXTENSIVE SECTOR COVERAGE SUB-SECTOR FOCUS

### Horizontal Sub-sectors

Cybersecurity

Data & Information Services

DevOps & Infrastructure

Digital Transformation

Human Capital Management (HCM)

Governance, Risk & Compliance (GRC)

### Vertical Sub-sectors

Knowledge Solutions

Government & Public Safety

Travel & Leisure

Industrial

MarTech & eCommerce

Tech-Enabled Services  
 (Financial Services, Legal,  
 Outsourcing etc.)