

ACCENTURE INVESTS IN MOBILE EXPERIENCE



Transaction Summary

On June 28, 2017, Accenture plc (NYSE:ACN) (“Accenture”), a global provider of consulting, technology, and outsourcing services, acquired Intrepid Pursuits, a privately held mobile design and development firm, for an undisclosed amount. Intrepid will be integrated with Accenture Digital, expanding Accenture’s capabilities in design, native app development, connected device engineering and web development in North America.

Transaction Information

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|----------------|-------------|
| Announced Date | 06/28/2017 |
| Deal Type | Acquisition |
| Deal Value | Undisclosed |
| Target HQ | Boston, MA |
| Year Founded | 2010 |
| # of Employees | ~135 |

TARGET Intrepid Pursuits

Intrepid is an end-to-end digital product strategy, design, and development firm that specializes in bringing digital products to market, especially those with a consumer end-user focus. The company was founded in 2010 and is based in Boston, MA with an additional office in New York City.

BUYER Accenture

Accenture provides consulting, technology, and outsourcing services worldwide. It delivers its services through six separate segments: Communications, Media & Technology, Financial Services, Health & Public Service, Products, and Resources. The company was founded in 1989 and is based in Dublin, Ireland.

Select Intrepid Clients



Deal Analysis

- *Clearsight Perspective: Connected devices and mobile design and development are in high demand due to their ability to enhance the way organizations conduct business. As connected devices become increasingly present in home and business environments, the demand for accessible, engaging mobile experiences has exploded. Clearsight predicts the expansion and adoption of connected devices into industries that previously lacked these capabilities will continue to stoke digitally-focused M&A initiatives among large strategic buyers for the foreseeable future.*
- “Mobile solutions are a cornerstone of digital business transformation and their design and development is a source of continued differentiation...” said Ankur Mathur, Managing Director for Accenture Digital. This sentiment is felt industry-wide as organizations deprived of strong mobile design struggle to engage users.
- Accenture has been on an acquisition spree and is expected to spend ~\$1.8 billion on M&A this fiscal year. Other large consultancies will follow similar paths as the necessity for speed and the race to capture market share in digital transformation intensifies