

**IT Market Insights:** Gray Wolf is seeing a trend of consolidation in the enterprise software market, where private equity firms are increasingly investing in high-potential tech companies. These deals highlight the confidence that major investors have in the future of these solutions and their critical role in driving business efficiency and productivity. This newsletter provides some insights into recent events and trends that Gray Wolf is seeing.

October 2024

## Blackstone/Vista Equity Partners Acquire Smartsheet

In a significant move within the enterprise software landscape, Blackstone and Vista Equity Partners have announced their acquisition of Smartsheet, a leading work management platform, for a staggering \$8.4 billion.

### The Strategic Importance of the Acquisition

Smartsheet, known for its robust platform that facilitates project management, collaboration, and automation, has been a pivotal tool for businesses aiming to streamline their workflows. The acquisition by Blackstone and Vista Equity Partners underscores the growing importance of such platforms in the modern business environment. By going private, Smartsheet is expected to benefit from the strategic guidance and financial backing of these two powerhouse investment firms, enabling it to innovate and expand its offerings more aggressively.

### Potential Impact on Smartsheet Pricing

One of the key concerns for current and prospective users is how this acquisition might affect Smartsheet's pricing. When Blackstone acquires IT companies, they often implement strategic pricing adjustments to maximize the value of their investment. While specific pricing changes have not been announced, acquisitions of this nature often lead to a reevaluation of pricing structures. Blackstone and Vista Equity Partners may choose to adjust pricing to reflect the enhanced value and new features that Smartsheet is expected to develop post-acquisition. However, they might also maintain competitive pricing to retain and grow their customer base. Gray Wolf will be monitoring this closely.

## Fiscal Year Ends

Supplier	Fiscal Year End
Hewlett Packard	October 31, 2024
BlueCoat	October 31, 2024
Blue Prism	October 31, 2024
Micro Focus	October 31, 2024
CA Technologies	October 31, 2024
Symantec	October 31, 2024
Brocade	October 31, 2024
Adobe Inc.	November 29, 2024
McAfee	December 25, 2024
ServiceNow	December 31, 2024
UKG	December 31, 2024
SAP	December 31, 2024
IBM	December 31, 2024
Google	December 31, 2024
AWS	December 31, 2024
Citrix	December 31, 2024
OneStream	December 31, 2024

As 2024 closes out there are many Fiscal Years Ends that are noteworthy in Q4. As will any other year, many sales reps are pressured to get deals done before their year ends, so keep in mind that these can yield significant savings on any new purchases.

## Market Insights

Recent trends in cloud services and SaaS (Software-as-a-Service) offerings highlight a growing emphasis on flexibility, scalability, and security.

Gray Wolf has observed organizations are increasingly adopting multi-cloud and hybrid cloud strategies, leveraging a mix of public and private cloud services to avoid vendor lock-in and optimize performance. This trend allows businesses to choose the best cloud environments for different workloads while ensuring resilience and cost-efficiency.

The shift from traditional software licensing to SaaS continues to accelerate, as SaaS solutions offer pay-as-you-go models that reduce upfront costs and provide greater scalability. Companies can easily scale up or down based on their needs, enabling better resource management and cost control.

Security remains a top priority in cloud services, especially as organizations move more critical applications and data to the cloud. Cloud providers are responding by enhancing their security offerings, integrating advanced features like zero-trust architectures, encryption, and multi-factor authentication.

Additionally, there's a growing focus on vertical SaaS solutions—industry-specific applications tailored to meet the unique needs of sectors such as healthcare, finance, and retail. This trend allows companies to implement more specialized tools while maintaining the convenience and flexibility of SaaS delivery models.

Together, these trends reflect how cloud and SaaS offerings are evolving to meet the demands of a rapidly changing technological and business landscape.

At **Gray Wolf Financial**, we understand the intricate dynamics of vendor pressures and client processes, we serve as the bridge that fosters stronger, more collaborative relationships. By enhancing vendor-client interactions, we pave the way for better partnerships, which then helps to assure more optimal outcomes for all parties involved.

