

# Partnering to Build a Leading Enterprise Application Services & Solutions Company



## The Thesis

- The number of applications utilized by companies of all sizes is increasing. Those applications usually **support discrete business processes, are underutilized and misaligned with optimal business processes**, and require upgrades, replacement, or consolidation. **Manual intervention is required** to extract data for use across the enterprise. Unlocking this data by having the optimal workflows in place is the first step towards leveraging tools such as AI. Large consultancies and software vendors are not adequately supporting businesses as they **transform their technology foundations from design through managed services**
- **Gene Chao**, a **proven industry leader** has partnered with Huron Capital to build and scale an applications and software services business focused on the performance requirements of the **digital enterprise**: core business applications, data/content intelligence, hybrid cloud integrations, and advancing technology add-on solutions (e.g., generative AI, cybersecurity, analytics, and business process automation)
- Huron Capital's focus on **partnering with founder-owned businesses**, in addition to Gene Chao's experience as a senior executive for major consulting and emerging technology firms presents a **unique partnership opportunity**
- We will provide an **integrated and competency-based business strategy** to drive market expansion, offerings/solutions growth, top technical talent attraction and retention, and back-office support to build a cohesive **enterprise application services delivery powerhouse**

## Core Focus Areas



### Business Process Consulting

Design and build of core business workflows



### Software Services-Led Capabilities

Software engineering, software development lifecycle, reference architecture design



### Solutions-Attached Capabilities

e.g., ServiceNow, Salesforce, Microsoft Power/Dynamics, among others



### Managed Applications, and Platform Offerings

Maintenance services, BPaaS, automation solutions

## About Huron Capital

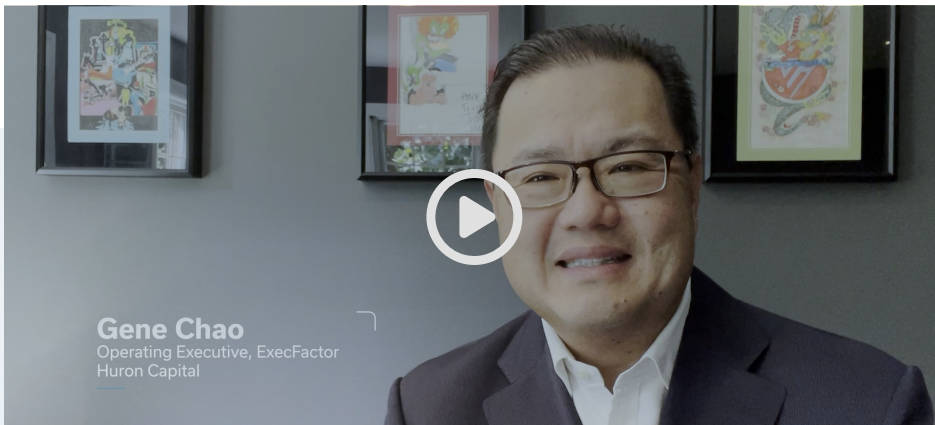
Based in Detroit, MI, Huron is a **leader in growing lower-middle market critical services** companies, by providing resources to help companies professionalize operations, improve service offerings, execute M&A strategies and access new markets.

Huron Capital has managed over \$1.8 billion on behalf of a global institutional investor base. We fulfill our commitment to all stakeholders by employing a repeatable playbook to drive thoughtful value creation, showcased in over 270 acquisitions since the firm's inception.



## Platform Leadership

- Gene Chao has **led emerging technology services** and solutions business units within the most well-known technology companies, **spanning from new ventures to \$30B+ business unit integrations**. He has achieved **hyper growth and strong profitability** through organic initiatives and several strategic, industry-changing acquisitions. Most importantly, Gene has built upon **core culture while continuing to harness entrepreneurial mindsets**
- Over the last decade, Gene Chao **enabled wide-spread adoption of intelligent automation, business process re-engineering, and new technology commercialization** across AI/Machine Learning, RPA, IT Automation, cloud platforming, and nextgen software development. Most recently, he has developed and executed value creation plans for investor-backed companies in the technology services space. Gene appreciates how critical it is to have a focused M&A strategy to accelerate organic growth, Gene and Huron will partner with founders **to support the mid-market through software and application services**
- Additionally, through longstanding relationships with market-leading software platform firms, strategic acquisitions, and engagements with key R&D entities, we have clear insight into the next phases of enterprise application and the **linkage to business intelligence, not just data and content analytics**



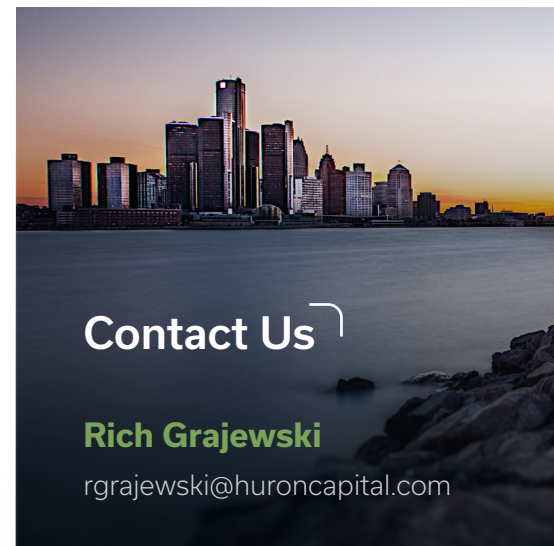
**Gene Chao**  
Operating Executive, ExecFactor  
Huron Capital

We will change  
how work gets done



## ExecFactor®

- ExecFactor is Huron's **proprietary, thematic investment strategy** in which a specific thesis is developed in conjunction with a successful industry executive and committed capital provides a roadmap for partnering with founder-owned businesses to create a national, scaled organization
- Huron's dedicated team deploys a **repeatable value-creation playbook** to build successful businesses and take them to the next level. The focused thesis
- Pairing **world-class industry executives** with a sector-focused approach drives successful outcomes for the companies with which we partner



Contact Us

**Rich Grajewski**

[rgrajewski@huroncapital.com](mailto:rgrajewski@huroncapital.com)