



## **Harren Equity Partners Sponsors Recapitalization of Velosio, LLC**

CHARLOTTESVILLE, Virginia, March 21, 2019 – Harren Equity Partners (“Harren”), a private equity firm dedicated to the lower middle market, is pleased to announce that it has completed the recapitalization of Velosio, LLC (“Velosio”) in partnership with its founders, Jeff Geisler, Jim Bowman, and Joe Longo. Each of the founders will remain in their leadership positions and will continue to represent the three largest individual shareholders of the company. This transaction represents the latest platform investment executed by Harren as it deploys its third fund, Harren Investors III, with aggregate commitments of \$275 million.

Headquartered in Columbus, Ohio, Velosio, LLC (“Velosio”) is an information technology services company assisting small and medium sized as well as enterprise business customers across North America. Velosio is a uniquely positioned strategic Microsoft partner that i) designs, implements, and supports Microsoft’s portfolio of business application solutions, ii) is an Indirect Cloud Service Provider (ICSP) focused on Microsoft Dynamics, iii) is the only active Microsoft Master Value Added Reseller (MVAR), and iv) provides software development and support directly to Microsoft on certain Microsoft Dynamics offerings. Velosio is one of Microsoft’s premier Dynamics partners having completed over 8,500 successful projects. Competencies range across the entire Microsoft solution portfolio including Dynamics (365 Finance & Operations, 365 Business Central, CRM, GP, SL, NAV, and AX), Office 365 and Azure. Velosio’s 300+ team members support over 3,000 active clients requiring ERP, CRM, Productivity, and Business Intelligence products.

Jeff Geisler, CEO of Velosio, commented on the new partnership, “When our ownership group decided to seek out a capital partner to support our vision for Velosio, we were impressed with all of the groups that showed an interest in joining us. However, the team at Harren was truly differentiated in terms of their responsiveness, creativity and a collegial approach that worked well, at all levels, within our organization. Together, Velosio and Harren will accelerate the growth of our company by enhancing the service we provide to both clients and employees.”

Lee Monahan, Partner at Harren, stated that, “The Velosio investment is exciting for three major reasons. The first is that the clients served by Velosio have an increasing need for IT services to help meet their operational requirements and better understand the IT landscape. Second, the Company is a uniquely positioned Microsoft channel partner that will continue the acceleration to the cloud by both their direct clients as well as indirect clients as a function of their ICSP status. Third, forming aligned partnerships with successful executives like Jeff, Jim, and Joe is the cornerstone of Harren’s investment strategy. As is often the case, we rolled up our sleeves during the transaction process and began working alongside the Velosio team to implement their strategic plan.”

Harren Equity Partners is a Charlottesville, Virginia based private investment firm dedicated to the growth and development of industry-leading companies through the creation of strong partnerships with outstanding management teams. Harren’s unique approach focuses on

operational excellence and insightful strategic analysis, rather than financial engineering. The principals of Harren have significant operating experience and work closely with portfolio company management teams to continue to grow companies and improve profitability.

For more information about the Velosio transaction, please contact Lee Monahan at [ljm@harrenequity.com](mailto:ljm@harrenequity.com).

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