



Pemba  
Capital Partners



## **Vital Software**

Pemba Capital Partners – a leading investor in the Australian and New Zealand technology sector, has invested in Vital Software – a global provider of data driven technology solutions, predominantly for the automotive industry.

Data Driven Technology Solutions

# Vital Software

Vital Software was looking to partner with an experienced technology investor; one who could support the company both financially and strategically as it continued to expand across Australia / New Zealand and from the UK into Europe. The owners chose Pemba Capital because of their strong track record of supporting growing businesses.

## THE DEAL

Pemba Capital, a leading investor in private businesses with a focus on growth partnerships, has invested in Vital Software, a global provider of data driven technology solutions, predominantly for the automotive industry.

## ABOUT VITAL SOFTWARE

Founded in 2000, Vital Software is a market leading provider of data integration, data analytics, customer relationship management (CRM) and marketing technology to automotive manufacturers (OEMs) and dealership groups in Australia and the UK.

## BACKGROUND TO PEMBA CAPITAL'S INVESTMENT

Pemba invested in Vital Software in May 2017. At the time, Vital Co-Founder Paul Dodd was ambitious to take the company into new markets. He and his management team were keen to work with an investor that could help them reach the next stage of their development. They had a number of meetings with the Pemba Capital team during 2016. Vital chose to partner with Pemba because they understood the technology sector and had a solid track record of supporting the acceleration of growth organically and through acquisitions.

## THE VENDOR'S PERSPECTIVE

“In Pemba we have secured ourselves a strong partner who understands the automotive technology services value chain and the importance of quality and support in the solutions we provide. We aim to be the most innovative software company in each market we choose to operate in.

We are all excited about the opportunities now available to Vital with Pemba's backing. This deal will allow us to expand our presence significantly in Australia and across Europe.”

PAUL DODD – CO-FOUNDER, VITAL SOFTWARE

## THE FUTURE

Pemba will provide funding for organic growth as well as strategic advice at a Board level. Their team will also work alongside the Vital management team to source, evaluate and execute on carefully selected acquisitions that help the business develop its service range and international footprint.

## PEMBA & TECHNOLOGY

Pemba is a leading investor in the Australian and New Zealand technology sector, with investments in Placard (the regional leader transaction card payments technology), HR3 (an innovative payroll and HR software provider), JobReady (the leading provider of SAAS solutions for the Education and Employment sectors) and now Vital Software.

Pemba is looking to invest in further high-quality technology providers. If you are considering outside investment and would like to find out more about how Pemba Capital partners with its investee companies to achieve significant growth, please email [opportunities@pemba.com.au](mailto:opportunities@pemba.com.au).