

Avendus Advises Orchestro on Its Strategic Acquisition by E2open.

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DEAL VALUE	Undisclosed
SERVICE	Mergers & Acquisitions
SECTOR	Enterprise Technology & Services

E2open, the largest and most comprehensive supply chain operating network, today announced that it has acquired Orchestro, the leading provider of demand signal repositories and preemptive analytics for retail and Omni-channel fulfillment.

“ERP systems were not designed to address the complexities of multi-enterprise supply chains. Manufacturers are accelerating their use of trading partners for manufacturing, distribution, and transportation. E2open's solutions allow the best-run supply chains to thrive within today's vastly more complex operating environment. With the addition of Terra Technology and Orchestro, E2open is the only company that can provide true end-to-end planning, collaboration and execution, from raw materials to final delivery to the consumer” said **E2open CEO Michael Farlekas**. “Our recent acquisition of Terra Technology allowed us to help our clients sense demand across the network. With the addition of Orchestro, we will leverage daily, store-item data to create the world's only demand-driven Supply Chain Operating Network.”

“Orchestro's vision was to leverage Big Data to make big decisions in the retail and consumer packaged goods supply chain,” said **Orchestro CEO PV Boccasam**. “We can now combine one true demand signal with Demand Sensing technologies to enable manufacturers to become proactive in preventing out of stocks, provide actionable insight from source to shelf, and preempt expensive disruptions in the supply chain.”

Puneet Shivam, Head-US and Co-Head of Outsourcing Group, Avendus, said, “We continue to witness growing interest and investments in analytics technology platforms as players in multiple, data rich verticals including retail and CPG look to harness real-time predictive analytics to enhance customer experience and business outcomes. Orchestro-E2Open-Terra combination is very well positioned set the standard in end-to-end, Omni-channel supply chain optimization solutions.”

| [About Orchestro](#)

Orchestro, founded in 1999, connects with retailer Point-Of-Sale data and harmonizes with syndicated, internal ERP, and 3rd party causal data sources to provide actionable insights. With over 210 global brands from multinational manufacturers including Newell Brands, Del Monte, and General Mills, and their Omnichannel retail partners rely on Orchestro's analytics to improve on-shelf availability, promotional effectiveness, new product introductions, and forecast accuracy.

For more information, please visit www.orchestro.com

| About E2open

Founded in 2000, E2open provides the largest and most comprehensive Supply Chain Operating Network, including a broad suite of collaborative supply chain solutions. Leading global enterprises rely on E2open to provide greater end-to-end visibility, more accurate data and insights, and real-time business process orchestration across complex, multi-enterprise trading partner networks.

For more information, please visit www.e2open.com

| About Avendus

The **Avendus Group (Avendus)** is a leading provider of financial services with an emphasis on customized solutions in the areas of financial advisory, capital markets, wealth management, credit solutions and alternative assets management. Avendus relies on its extensive experience, in-depth domain expertise and knowledge of the regulatory environment, to offer customized solutions that enable clients to meet their strategic aspirations. Avendus has consistently been ranked among the leading financial advisors by overall number of deals. It has a strong track record of cross border transactions and has helped multiple clients benefit from opportunities across geographies. Avendus' wide range of clients is testimony to its ability to serve its corporate clients throughout their life cycle – from growth stage funding to complex, large sized transactions later in the cycle.

Avendus Wealth Management caters to investment advisory and portfolio management needs of Family Offices, Large Corporations and Ultra High Net Worth Individuals spanning all asset classes. Avendus Capital Inc. and Avendus Capital (UK) Pvt. Ltd. located in New York and London respectively are subsidiaries providing M&A and Private Equity syndication services to clients in the respective regions.

For more information, please visit www.avendus.com

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