

IBM Acquires DataMirror Corporation

"The combination of DataMirror technology and IBM information management software will help customers bring real-time data analysis closer to actual business processes, allowing them to be more competitive and to generate more value from their information."

- **Ambuj Goyal**, general manager, IBM Information Management



Overview

Datamirror, formerly a TSX traded Canadian company, developed heterogeneous technology which streamed structured data nonintrusively to alternate databases of almost any type on any OS. Datamirror's technology allows companies to use mirrored databases to effectively gain operational insight on real-time data without querying operational databases as well as providing simple and effective high availability solutions.

Pagemill Engagement

As DataMirror's exclusive financial advisor throughout the transaction, Pagemill assisted in soliciting interest in the business among both strategic acquirers and select private equity firms. Pagemill's fundamental understanding of the technology and market allowed them to convey significant value propositions to various acquirers focused around heterogeneous infrastructure enabling real time analytics and high availability.

Pagemill leveraged existing relationships with potential buyers as well as with select private equity firms that had related strategic portfolio companies who might be a good fit. This resulted in multiple interested parties submitting offers for the company, with IBM offering the optimal transaction and best strategic fit for the company and its shareholders, customers and employees.

Pagemill Delivers Results

Due to Pagemill's efforts and key relationships, the company was sold to IBM. Consideration was equivalent to \$172 million in cash, representing a 100%+ premium relative to where the stock was trading when the process was initiated in early 2007. The result is a win-win: the impact of DataMirror software will be expanded rapidly due to IBM's global reach, while IBM will further its crosscompany Information on Demand business initiative aimed at enabling customers to use real time information as a competitive and strategic business asset.