

Rainmaker Systems, Inc. Acquires Qinteraction

"This acquisition provides Rainmaker entry into an important geographic area and the opportunity to leverage a lower cost structure to further expand our business internationally."

- **Michael Silton**, CEO, Rainmaker



Overview

Rainmaker Systems, Inc. delivers sales and marketing solutions to large enterprises in a range of industries, including computer hardware and software, telecommunications, and financial services industries. The company wanted to expand its capability to serve global customers and elected to execute by acquisition.

Pagemill Engagement

Pagemill Partners was retained to help Rainmaker find opportunities for expansion in Asia, and worked closely with the company to evaluate strategic alternatives. With a track record of successful outcomes in the services market, a team with strong relationships and deep domain expertise, Pagemill was able to generate interest from multiple potential targets that could bring strong Asia-Pacific capabilities to Rainmaker.

One company, Qinteraction, stood out as the ideal target. Based in the central business district of Manila, Philippines, the company's offshore call center operates on a 24x7 basis in support of its client base. With solid expertise in automating call center functions through the use of advanced technology and a strong and experienced management team, Qinteraction would provide Rainmaker with a strong partner in this geographic region.

Pagemill Delivers Results

Rainmaker was able to expand its Asia and offshore capabilities with the acquisition of Qinteraction, while taking advantage of a lower cost structure due to the company's geographic location. For Qinteraction, the transaction increases the client base and enhances growth opportunities by accessing Rainmaker's global customer base.