

# DAZ Nabbed in Cloud Services Growth Play

El Segundo firm purchased by Accenture to expand Oracle practice

By Pat Maio  
Staff Reporter

Accenture Technology Solutions announced the purchase last week of DAZ Systems Inc., an El Segundo-based cloud service provider that employs more than 350 people in the U.S. & India.

DAZ Systems, which focuses on providing cloud ERP and HCM implementation services using data software from Oracle Corp., was represented in the deal by downtown investment banking firm Greif & Co.

While financial details of the transaction were not disclosed, Lloyd Greif, president and chief executive of Greif & Co., said the sale represented a “nine-figure” deal.

Greif said there were other strong bids for DAZ by large strategic buyers and private equity firms.

“DAZ is a major player in the high-technology B2B ser-



**El Segundo HQ:** Accenture acquires DAZ Systems to build up Oracle cloud business.

vices industry, and is the avowed leader in the Oracle cloud,” Greif said. “The transaction is hugely strategic for (Accenture). Despite the David and Goliath nature of seller and buyer here, DAZ has more successful Oracle cloud implementations under its belt than

Accenture even though Accenture is much larger.”

While Accenture’s Oracle cloud division is based in Chicago, Greif said the plan is to grow DAZ locally.

“This transaction will make Accenture the team to beat in the Oracle cloud,” Greif said.



**Growing company:** DAZ Systems’ co-founders Walt Zipperman and Debby Arnold cut the ribbon in the groundbreaking ceremony for the company’s new office in Hyderabad, India.

“Everything is going to the cloud, and DAZ is clearly ‘Jack-be-nimble, Jack-be quick.’ Its smaller size allowed it to make the transition from on-premise to cloud system integration much faster. For Accenture, this was a must buy.”

Greif’s prognostications about DAZ’s experience implementing Oracle Cloud software were echoed in a statement by Bhaskar Ghosh, Accenture’s chief executive.

Oracle’s cloud service allows businesses to consolidate various managerial tasks, including financial and project portfolios as well as cost management. DAZ Systems, founded in 1995, said it has implemented Oracle cloud

computing systems for more than 500 clients.

The company generates more than \$50 million in annual revenue, according to Crunchbase Inc. Following the acquisition, DAZ Systems will join Accenture’s Oracle Business Group division.

“DAZ is a valued Oracle partner and brings an impressive track record and top talent that will help drive significant results for our clients,” said Annette Rippert, senior managing director for Accenture Technology in North America.

DAZ senior management will stay in place at the privately held company whose co-founders, Chief Executive Walter Zipperman, and his wife, Deborah Arnold, were

the largest shareholders. David Binkley, the company’s chief operating officer, was also a major stockholder who sold his position to Accenture but will continue with the company in a senior executive capacity.