

# Smart Purchasing – maconda Advises Software Investor LEA on the Acquisition of Innovative Software Developer Intelligix

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**To prepare for its investment in Intelligix, a software provider specializing in the retail sector, technology investor LEA Partners relied on the extensive expertise of maconda. The experienced team developed a focused Commercial Due Diligence (CDD) in a short period, helping LEA understand the customer base, market drivers, and growth areas of Intelligix. The innovative software company specializes in ERP systems for fashion and department stores – a perfect match, as maconda possesses deep industry knowledge in both software development and retail.**

As part of the CDD, maconda examined the Intelligix offering in detail and highlighted competitive advantages. This was complemented by numerous interviews with industry insiders from the maconda network as well as an analysis of existing and potential customers. The variety of sources provided a nuanced view of Intelligix's positioning and the market in which the company operates. For instance, many larger fashion houses are – contrary to public perception regarding the problems of certain large chains – solidly positioned. Consequently, the target market for Intelligix's tailor-made solutions has proven to be unexpectedly robust. Furthermore, the maconda team identified new growth opportunities: "A decisive factor is the scalability of the Intelligix software," explains maconda Managing Director Rainer Mayer. "This makes it possible to operate successfully even beyond the fashion store segment."

## About Intelligix

Intelligix is an innovative software company specializing in the development of enterprise resource planning (ERP) systems and software for legally compliant POS systems. The software is also offered as a SaaS solution. Additionally, modules for Business Analytics, HR, and Document Management are available. The customer focus lies on larger fashion houses and department stores with complex product structures and typically multiple checkout areas.

## maconda – Extensive Retail Experience Meets Software Distribution Expertise

In the German-speaking region, maconda is among the most experienced advisors for due diligence and similar related to retail companies. This includes major department store operators as well as larger retail and service chains in various sectors such as clothing, perfume, bakery products, decorative items, bicycles, fitness, and many more – typically with 50 stores or significantly more. Beyond pure market factors, maconda's consultants are familiar with the critical processes of such retail companies and the high requirements for efficiency and precision. Involvement in a CDD for a software company specialized in this field was therefore a natural fit.

In recent years, maconda has systematically deepened its software expertise across all relevant delivery models (SaaS, on-premises, hybrid) and functional areas. The team supports investors in identifying central value drivers, assessing scalability, and evaluating the competitive positioning of software companies. In doing so, maconda combines a deep understanding of markets and products with a clear, decision-oriented derivation of opportunities, risks, and value-enhancement potentials. For technical audits, maconda draws on experienced external experts or can provide recommendations.

**Extensive industry experience:** ERP software (e.g., for furniture stores and BPO sectors) | SaaS | Business Intelligence | HR Management Software | Recruiting Software | Payroll Software | E-commerce Integration | IoT | Predictive Analytics | Big Data | and much more.

## About maconda

For more than 20 years, maconda has supported corporate acquisitions, performance optimization, and restructuring. With over 800 consulting and implementation projects and more than 450 transaction-related mandates, maconda has extensive experience in providing pragmatic support for demanding projects. Clients include medium-sized companies, divisions of large corporations, as well as international private equity investors and family offices.

**maconda industry competencies:** Manufacturing Industry | Future Technologies & Software | B2B Services (incl. Business Process Outsourcing) | B2C Services | Consumer Goods | Food & Beverage | Apparel & Textiles | Retail & eCommerce | Packaging | Healthcare & MedTech

**maconda core topics:** Transaction Advisory | Business Model Development | Performance Management