

Soutron Global, Inc. announces merger

Soutron Global North America and Soutron UK merge to expand global operations

San Diego, California, USA: Soutron Global, Inc. is pleased to announce that Soutron Global, North America, and Soutron Ltd, UK, have joined forces under one banner to scale its global operations, acquire new development capabilities and expand sales offices while maintaining its focus on customer excellence.

As part of the merger, Soutron Global celebrates the retirement of Graham Beastall, Soutron UK's Managing Director, after decades of dedication and service to the library market.

This effort is ably supported by Bloom Equity Partners, a growth equity firm that seeks to partner with founders and CEOs to rapidly scale their technology business with capital and operational expertise. "Bloom Equity Partners is delighted to welcome Soutron to its portfolio. Soutron is well known for both its expertise in innovative digital library, archive and knowledge management software, and commitment to client service," said Bart Macdonald, Managing Partner, Bloom Equity Partners. "Clients can rest assured that Soutron will continue to provide the support they have come to rely upon."

Industry veteran Tony Saadat, the current CEO of Soutron Global, will lead the combined firm. "I am very pleased to combine the many talents of our global staff to ensure that we remain focused on strong client relationships and to provide industry-leading services and support. To that end, our clients will continue to work with the Soutron representatives they've come to know and depend on," noted Mr. Saadat. "This is an important step in executing our strategy to broaden our offering."

Mr. Beastall adds, "It brings me great pleasure to know that our future growth plan heavily aligns with our mission of putting clients at the forefront and that Soutron Global, Inc. continues as a great steward of (the Soutron) legacy."

The cloud-based Soutron library, archive, and knowledge management system delivers solutions and services to hundreds of clients worldwide, including Europe, Africa, the Middle East, the United Kingdom, and North America.

Soutron's modern design and support for flexible, user-defined metadata structures provide a robust, innovative platform to help clients with their digital transformations and to remain relevant in an ever-changing industry.

The Soutron knowledge system also includes Discovery, an advanced search platform that can quickly and efficiently present information from thousands of data sources in an easy-to-navigate format.

About Soutron Global, Inc



Soutron Global is a cloud-based Library, Archive, Knowledge, and Information Management Solutions provider dedicated to “Managing Library Transformation.” As a client-driven company with strong award-winning leadership, Soutron Global partners with special libraries, archives, and information centers around the globe to transition them to digital technologies with innovative, flexible, easy-to-use solutions.

www.soutron.com

About Bloom Equity Partners



Bloom Equity Partners invests in and acquires outstanding growth-stage technology businesses. Pairing flexible capital with deep operational expertise, Bloom strives to be the investor of choice for ambitious entrepreneurs and management teams seeking to accelerate their market leadership.

www.bloomequitypartners.com

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