

SEMA acquires WGsystem

SEMA acquires German ERP/CRM software specialist for handcraft businesses to complement its product portfolio

SEMA Lizenz- und Beteiligungs GmbH acquired WGsystem GmbH on Friday 5 June 2020. The acquisition is adding a complementary software suite to SEMA's portfolio. SEMA and WGsystem had agreed on a strategic cooperation already in 2016 which will turn into full integration now.

"Having led a prefabricated house production company for many years I had recognized early the need for a commercial software supporting our daily operations. That's when the idea was born and I started developing WGsystem. As part of my succession as entrepreneur, a sale to SEMA provided the best fit enabling a future continuation of WGsystem." says Anton Glöckler, the founder and former owner of WGsystem.

WGsystem is providing contact and address management, calculation tools, accounting, material management, document management and exchange, reporting and mobile work force management as part of its ERP/CRM suite. Typical customers are small to medium companies in the area of construction, building, metal working and other handcraft businesses.

"We have sold WGsystem already to many of our customers in the last couple of years. The connection of WGsystem and SEMA's solutions enable our customers to become even more efficient and automated in their workflows." believes Alexander Neuß, co-shareholder and CEO of SEMA.

The current shareholders, VIA equity, LEA Partners, and Alexander Neuß have committed additional equity to finance the transaction.

"We believe the investment will enable SEMA to further increase its value proposition by supporting its customers with end-to-end automation of internal processes from construction to invoicing." comments Sebastian Maciejewski, VIA equity who supported the transaction execution.

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About SEMA

SEMA's software solutions enable carpentries and prefabricated timber house manufacturers to design, plan, construct and finally produce the timber parts on the corresponding joinery machines. The company operates offices in Germany, Austria, Switzerland, France, and Italy, and serves customers globally via distribution partners. The company has just moved into its new, fully wood-constructed office building located in the renewable energy-based city of Wildpoldsried (Allgäu).

About WGsystem

WGsystem is a CRM / ERP software specially tailored to the needs of small and medium-sized craft businesses. The system covers all areas of the commercial side through to materials management, work force management and human resource. The software can be customized to a certain extent for each company – from entrepreneurs to established companies.

About VIA equity

VIA equity is a leading Northern European multi-stage private equity firm with an excellent track record of building and transforming our investments into national and international industry leaders. We invest in companies of all sizes, either alone (primarily in small and medium-sized companies with revenue from EUR 10 million to EUR 100 million) or together with one or more of our Limited Partners (primarily larger deals). VIA manages three funds with total assets under management of DKK 3 Bn. Historically VIA has invested in software, internet, technology, energy and IT service companies.

About LEA Partners

LEA Partners is an entrepreneurial-minded multi-stage private equity firm investing in growth technology companies that are driving transformative change in their industries. Founded in 2002, LEA Partners has advised on the investment in several companies. Operating out of Karlsruhe, one of Europe's largest technology clusters, its mission is to fund and support ambitious founders and executives by leveraging them with practical, hands-on growth expertise to achieve market leadership.

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