



DLA Piper advises Accel-KKR backed SugarCRM on its acquisition of AddOptify



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SugarCRM, provider of the award-winning AI-driven CRM platform, announced 1 February 2022 its acquisition of AddOptify ApS.

AddOptify is a provider of guided selling solutions for SugarCRM customers worldwide. AddOptify has been providing the Customer Journey Plugin™ for SugarCRM since 2016, enabling mid-market companies to translate their customer engagement best practices into playbooks to optimize both the user and the customer experience at every stage of the customer journey. Over the past five years, AddOptify has enabled more than 100,000 of the top B2B sales professionals in the world to define and manage best-in-class sales processes.

SugarCRM is majority-owned by the private equity fund Accel-KKR.

Read the press release [here](#)

SugarCRM was assisted by a DLA Piper Denmark team led by Jens Krogh Petersen and Christoffer Tolstrup.

Services

Corporate M&A, Virksomhedsoverdragelser (M&A)