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# Strata Partners Advises the Shareholders of intuitive on its Sale to Banyan Software

Strata Partners is delighted to announce that it acted as corporate finance adviser to the shareholders of intuitive, the UK based technology provider of end-to-end reservation platforms for the leisure travel industry, on its sale to Banyan Software, a US based acquirer of enterprise software companies.

intuitive was backed by NVM Private Equity, a leading private equity investor focused on lower-mid market businesses across the UK. intuitive is at the forefront of innovative and scalable travel technology systems with its flagship product, iVector, recognised as one of the most advanced platforms to manage travel bookings and meet evolving consumer demand with greater flexibility and technical sophistication. The company has grown to become a trusted partner for tour operators, hotel wholesalers, and online travel agents, offering solutions that manage product sourcing, pricing and booking fulfilment with blue-chip clients including loveholidays and On The Beach.

This marks another successful transaction in Strata's history of working in the leisure travel technology sector.

On working with Strata, intuitive CEO Paul Nixon said: *"It was a joy to work with Strata Partners. The processes they manage are complicated, multi-faceted, and often fraught. Strata displayed deep knowledge and experience, combined with a calm and measured demeanor, making the whole process seamless. Potential issues and roadblocks were contained and resolved with maximum skill and minimum fuss."*

intuitive Board Member and NVM Private Equity Portfolio Director, Karl Cockwill said: "*It was a pleasure to work with the Strata team on NVM's exit of its investment in Intuitive. The Strata process was partner led from start to finish but with a quality team in support. They knew the market well and obtained a range of interesting offers from both trade and private equity. In the current market no mean feat! In the latter stages of the process their corporate finance "deal craft" skills came to the fore, resulting in an excellent outcome for the selling shareholders but also and importantly, a fantastic new home for the business in Banyan Software*."

**About intuitive**

Founded in 2003 and headquartered in the UK, intuitive is a leading provider of reservation technology for the leisure travel industry. Its flagship product, iVector, is an end-to-end booking platform used by tour operators, hotel wholesalers, and online and travel agents to manage sourcing, pricing, and booking fulfilment. intuitive is trusted by some of the largest names in travel to deliver flexible, scalable solutions that meet the evolving needs of the modern traveller. For more information, please visit https://www.intuitivesystems.com/

| Strata Technology Partners LLP | Authorised and regulated by the Financial Conduct Authority
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**About Banyan Software**

Banyan Software provides a permanent home for successful enterprise software companies, their employees and their customers. Banyan's mission is to acquire, hold, and grow great enterprise software businesses all over the world with dominant positions in niche verticals. Founded in 2016, the company follows a buy-and-hold-for-life strategy and is set up with a permanent capital base to preserve the legacy of founders. As a purpose-driven company, Banyan is committed to making an enduring, positive impact on the world. The company is one of North America's fastest-growing private businesses with offices across the US, Canada, the UK, EU and APAC. https://banyansoftware.com/

**About Strata Partners**

Founded in 2002, Strata Partners is an independent corporate finance partnership headquartered in London that provides buy side and sell side mergers & acquisitions advice and capital raising services to technology and science-enabled businesses across the globe. Learn more about Strata at www.strata-partners.com.

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