



First Analysis leads investment in restaurant management technology platform SynergySuite

Industry:
Enterprise productivity

Headquarters:
Lehi, Utah

Website:
www.synergysuite.com

For more information, please contact:

Jim Macdonald
Managing Director
jmacdonald@firstanalysis.com
312-258-7124

Media contact:
Dave Leshuk
dleshuk@firstanalysis.com
312-258-7131

First Analysis
One South Wacker, Ste. 3900
Chicago, IL 60606
312-258-1400
www.firstanalysis.com

Leading, all-in-one, cloud based restaurant management platform

CHICAGO – July 16, 2019 – First Analysis, a leading venture capital investor, has made a new investment in SynergySuite, a cloud-based restaurant management platform. First Analysis led a \$6 million Series A round to support growth in the U.S. market and product innovation. SynergySuite provides restaurants with insights and tools to optimize back office operations.

SynergySuite's powerful back-of-house platform has experienced exponential growth in the last two years by giving restaurants the software tools they need to see what's happening in every location and optimize food and labor costs. With the new funding, SynergySuite will expand sales, marketing, and implementation in order to improve client success and drive continued customer growth.

First Analysis has a long history researching and investing in both services and enterprise productivity opportunities ranging from venture-stage companies to established industry leaders. First Analysis's integrative research process was key to understanding SynergySuite's great potential.

"We are excited to work with First Analysis. Their expertise and focus will support our team as we continue to build an innovative system that makes it easier for restaurant brands to be successful and profitable," said Niall Keane, SynergySuite co-founder.

"Restaurants are dealing with an increasing number of challenges to profitability, and SynergySuite is well positioned to answer the needs of restaurant operations teams," said First Analysis Managing Director Jim Macdonald. "Our investment in SynergySuite is rooted in our confidence that they are well positioned to disrupt the industry by providing restaurants with the visibility and automation they need to optimize operations."

About SynergySuite

SynergySuite helps multi-unit restaurants simplify operations and increase profitability with easy-to-use restaurant management software. Businesses have the insights and tools they need to run the back office – all in one place with SynergySuite. Global brands trust SynergySuite's mobile-first software solution that encompasses inventory, purchasing, recipe costing, food safety, scheduling, cash management, human resources and business intelligence.

About First Analysis

[First Analysis](#) is a leading venture capital investor, having invested more than \$780 million over four decades. With our integrative research process, we aim to invest in the best, established rapid-growth companies in the targeted sectors where we are acknowledged experts and where our success benefits not only our investors, but also our broader society and

environment. The integrative research process combines 1) dynamic investment research on thousands of publicly traded and privately held companies with 2) thousands of relationships among executives, investors, and other key participants in our focus areas, yielding a deep, comprehensive understanding of each sector's near-term and long-term potential. We help companies become profitable leaders in large markets, funding growth plans, working closely with management in areas including strategy, recruitment, sales and marketing, and corporate development, and typically investing \$3-10 million as lead investor or as a syndicate partner who brings valuable perspective.