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## First Analysis invests in SaaS analytics company VisiQuate

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**CHICAGO – July 21, 2014** – First Analysis, a leading private growth-equity investor, has participated as a major investor in the \$6+ million Series C round in Santa Rosa, Calif.-based VisiQuate. VisiQuate is a leading provider of software-as-a-service (SaaS) performance management solutions for enterprise decision making. Proceeds from the financing will be used to enhance product development efforts as well as increase business development resources.

Founded in 2009, VisiQuate delivers dynamic SaaS performance management solutions that revitalize decision making at many levels of the enterprise, turning business analytics into business action. VisiQuate solutions go beyond traditional analytics that are based on static dashboards and lagging indicators. Instead, they feature streaming intelligence that combines predictive analytics, leading indicators, and intuitive visualizations. This gives clients actionable workflows that lead to real-world improvements and measurable ROI. VisiQuate clients also benefit from guided e-learning solutions and a rich complement of industry domain experts who help them achieve the best performance outcomes.

“VisiQuate offers a unique and compelling end-to-end analytics platform that has been deployed by leading organizations in industries such as healthcare and energy that face complex and large-scale data challenges,” said First Analysis Managing Director Howard Smith. “We’re excited about the opportunity to work with the VisiQuate team to realize the company’s enormous potential.”

VisiQuate CEO Brian Robertson commented, “We see First Analysis as an ideal partner in many ways. They have extensive expertise in the healthcare IT sector and in the broader business intelligence market as well as in several other industries that are well positioned to benefit from VisiQuate solutions. We are very pleased to be working with such a highly regarded investor and partner.”

First Analysis Managing Director Howard Smith has joined VisiQuate’s board of directors.

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### **About First Analysis**

[First Analysis](#) has one of the longest records (29 years) in private capital investing and has invested more than \$700 million across 12 funds in three fund families. First Analysis invests in high-growth sectors where its expertise and differentiated research approach drive success: healthcare, IT applications and outsourced services, and clean-tech / chemicals. First Analysis helps established companies become profitable leaders in large markets, funding growth plans and working closely with management in areas including strategy, recruitment, sales and marketing, and corporate development. Its flexible approach targets investing \$3-10 million as lead investor or as a syndicate partner who brings valuable perspective to the table.

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### **About VisiQuate:**

Founded in 2009, VisiQuate delivers performance management solutions via SaaS that transform decision-making throughout the enterprise, putting the capabilities of business analytics to work, not just for analysts and top management, but for line workers. VisiQuate goes beyond traditional business analytics and gives its clients actionable workflows, guided eLearning solutions, and a rich complement of industry domain experts who help them achieve the best performance outcomes. Headquartered in Santa Rosa, Calif., with offices across the country and in Europe, VisiQuate currently serves clients in healthcare, energy, financial services, and other industries. For more information, visit [www.visiquate.com](http://www.visiquate.com) or contact Brian Robertson at 707-477-9675.

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