

Press release  
Paris, May 10<sup>th</sup>, 2022

## Keensight Capital invests in Bedford Consulting, a leading European Anaplan implementation partner

**Keensight Capital, one of the leading private equity managers dedicated to pan-European Growth Buyout<sup>1</sup> investments, has invested in Bedford Consulting (the "Company"), the leading EMEA implementation partner of Anaplan's cloud-native Enterprise Performance Management ("EPM") Software. Keensight Capital will invest a significant stake in Bedford Consulting alongside co-founder Neil Doyle, and CEO Cathal Doyle.**

Bedford Consulting is an Anaplan Gold Partner and EMEA partner of the year for the past seven consecutive years, benefitting from strong brand recognition and a collaborative relationship with Anaplan due to deep platform expertise, strong customer satisfaction and a high quality of service. Anaplan is a pioneering developer of SaaS based Connected Planning and Analysis ("xP&A") software which has transformed the way in which enterprises monitor, plan and drive business performance.

Since focusing exclusively on the Anaplan product in 2016, Bedford Consulting has been led and co-owned by two brothers Neil and Cathal Doyle, Executive Chairman and CEO, respectively. The Company has offices in London, Düsseldorf and Stockholm, from where it covers European markets. Bedford Consulting employs approximately 80 deep-domain technical Anaplan experts and supports more than 250 clients in the implementation and ongoing use of Anaplan's software. Bedford Consulting works with both large and mid-market customers across Automotive, Banking & Insurance, Consumer Goods, IT, Transportation and Utilities, including The English FA, Jaguar Land Rover, Penguin Random House, SoftwareOne and Transferwise (now WISE).

The Company has been on a sustainable growth trajectory of c. 40% p.a. over the past years. Leveraging its 20-year track record as a Technology focussed, pan-European investor, Keensight Capital will support Bedford's founders in their ambitious vision to drive further growth by deepening its market penetration, expanding internationally, and extending its service offering.

**Neil Doyle, Executive Chairman of Bedford Consulting**, declared: *"We take pride in what we have accomplished as an independent company over the last 14 years, but we are now ready for the next phase of our development. We are very proud to work hand in hand with Keensight Capital's team in the pursuit of growth throughout Europe."*

**Cathal Doyle, CEO of Bedford Consulting**, added: *"From the moment the Keensight team contacted us, we knew that they would be a perfect fit as we share the same values and vision. Their strong track record of supporting founder-driven companies, sector expertise, and European reach will be valuable assets for us as we further strengthen our relationship with Anaplan and continue our growth."*

**Yuri Mikhalev, Partner at Keensight Capital**, commented: *"At Keensight Capital, we believe in international growth stories. We see a strong market opportunity for Anaplan partners in Europe, and Bedford Consulting is positioned like nobody else to capitalise on it. We are delighted to support the team led by Neil and Cathal in the next steps of the Company's development."*

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<sup>1</sup> **Growth Buyout:** investment in profitable, private companies experiencing strong growth, through minority or majority positions with or without leverage, using a flexible approach tailored to the needs of individual entrepreneurs, in order to finance organic growth projects, acquisition strategies, or provide historic shareholders with liquidity.



Bedford Consulting was advised by Equiteq (corporate finance), Osborne Clarke (legal), RSM (financial) and Armstrong (commercial). Keensight Capital was advised by A&L Goodbody (legal) and Eight Advisory (financial).

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### **About Bedford Consulting**

Bedford Consulting is an Anaplan implementation partner recognised as a Gold Partner and awarded EMEA Partner of the year for the past seven consecutive years. Founded in 2008, Bedford Consulting specialises in Anaplan project implementation, software sales, health assessments, user clinics, and training services. The Company has offices in London, Düsseldorf and Stockholm, and employs approximately 80 deep-domain technical Anaplan experts. Bedford Consulting serves more than 250 customers throughout various end-markets across Europe.

<https://bedfordconsulting.com/>

### **About Keensight Capital**

Keensight Capital, one of the leading European Growth Buyout firms, is committed to supporting entrepreneurs as they implement their growth strategies. For 20 years, Keensight Capital's team of seasoned professionals has leveraged their knowledge of investment and growth industries to invest for the long term in profitable companies with high growth potential and revenues in the range of €10 million to €400 million. Drawing on its expertise in the Technology and Healthcare sectors, Keensight identifies the best investment opportunities in Europe and works closely with management teams to develop and achieve their strategic vision. Keensight Capital's success has earned it a Gold Award from the Private Equity Exchange & Awards each year for the last five consecutive years, and in particular, the Best European Growth Private Equity Fund.

[www.keensightcapital.com](http://www.keensightcapital.com)

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