



# CoreMedia AG

**CoreMedia is a Web Content Management and Digital Experience Platform that offers a blend of real-time product information with multimedia marketing content to deliver personalized product messaging across a variety of digital channels.**

- Founded in 1996 and based in Hamburg, Germany, CoreMedia is a web content management (“WCM”) and digital experience platform (“DXP”) platform
- CoreMedia’s suite of offerings blend real-time product information with multimedia marketing content to deliver personalized product messaging across a variety of digital channels. Its solutions are used by companies to increase their digital presence, manage digital asset libraries and enhance their eCommerce platform
- The majority of CoreMedia’s employees are based in Hamburg, while the company also has an office in Arlington, VA



## Acquired:

October 31, 2019

## Transaction Type:

Private Seller

## Acquired from:

Private Seller

## Industry:

Technology, Media, Telecom

## Headquarters:

Hamburg, Germany

## Source:

Competitive Auction Process

## Status:

Owned

## TRANSACTION HIGHLIGHTS

OpenGate sourced the opportunity through dialogue with the investment bank leading the sale, and won the process based on our capabilities of executing cross-border transactions.



### Investment Merits

- **Enterprise-grade, mission-critical product with high retention rates.** The product integrates tightly with leading e-commerce vendors and acts as a main repository for a company’s digital assets, making it costly and difficult for customers to replace
- **Creating impactful and personalized digital commerce and shopping experiences for customers is a top priority among enterprises** and will continue to be going forward as companies of all types look to expand their digital presence via multiple channels (mobile, social, etc)
- The business is seen as a DXP/WCM leader in the European market and recognized as the next entrant globally into the “leader” category by Gartner due to its advanced roadmap and product quality
- **Add-on acquisitions** have been identified to build scale quickly and broaden CoreMedia’s product set and capabilities

### Value Creation

- Upgrade sales processes, training, and tools to increase sales and productivity of commercial resources
- Innovate and develop additional product offerings such as a headless and multi-tenant offering to creating a more robust product portfolio
- Expand sales footprint in North America and Europe
- Reposition professional services as enabler for license sales
- Expand channel program and partners
- Add-on investment of BySide completed in Q3 of 2023