

# AGDATA Appoints New CEO, Acquires Focus Technology Group

*Leader in data solutions for agriculture furthers strategy to accelerate growth and expand offerings*

Charlotte, NC, April 6, 2016 – AGDATA, the leader in data management and analytics solutions for the agriculture and animal health industries, today announced a strategic acquisition of Focus Technology Group. In addition, AGDATA has hired Andy Zupsic as the new Chief Executive Officer, underscoring the company's strategy to accelerate growth and expansion. Former CEO Richard Bettison will remain with AGDATA in the role of Board Advisor.

AGDATA has closed the acquisition of Focus Technology Group (FTG), a technology-based organization that provides data driven solutions and services to clients in the animal health, agricultural and specialty pet industries. With the acquisition of FTG, AGDATA extends its reach into new markets, strengthens its position as a global leader in data-enabled software solutions for the animal health market, and complements its exemplary service and solutions to seed and crop input manufacturers and retailers.

FTG has developed innovative data collection and management solutions allowing customers to analyze information quickly and make intelligent business decisions. FTG's core business will be integrated into AGDATA's growing Animal Health Division, which provides a suite of data enabled solutions to veterinarians, manufacturers, feed mills and specialty pet markets. "FTG is very excited about the next step in our journey. We believe that the combination of our expertise in the animal health market with AGDATA's infrastructure, scale and data management experience will allow us to enhance and expand our services." said Jimmy Haverstick, CEO and Founder of FTG.

As AGDATA's new Chief Executive Officer, Andy Zupsic brings experience in leading technology businesses in software, networking and services industries. Zupsic served as Chief Operating Officer at Sovos Compliance, providing strategic, operational and programmatic support to the company. He held a wide range of responsibilities, leading units for professional services, client support, compliance services and tax research units. Zupsic also was responsible for service delivery and content development operations, and he was a core team member for all M&A activities and processes. Zupsic started his career at IBM and has held domestic and international senior roles at Microsoft, Juniper Networks and Progress Software.

"FTG is a creative and innovative organization that serves a growing market," said Andy Zupsic, AGDATA's newly appointed CEO. "Combining AGDATA's experience and offerings with those of FTG means that we can more completely meet the needs of the animal health market. I am thrilled to be joining AGDATA as it capitalizes on its success, and I look forward to leading an organization focused on supporting its customers in making better decisions based on better data."

The acquisition of FTG and the appointment of Zupsic as CEO are the most recent steps in AGDATA's growth acceleration, building upon the strength of AGDATA's revenue gain year over year, and its proven increase in ROI for AGDATA customers. AGDATA's positive momentum is underscored by expansion in Latin America with recent new business in Brazil.

"Andy is a great fit for AGDATA as the company looks to build on its position as a trusted independent partner to the agriculture sector worldwide. Andy has extensive experience across a variety of

technology companies and leadership roles, and he has proven himself to be an impressive leader,” said Patrick Severson, Principal at Vista Equity Partners. “We are grateful to Richard Bettison, who’s served for more than a decade as CEO driving AGDATA forward, and for his on-going support as Board Advisor on strategic and industry matters.”

#### **About AGDATA**

Founded in 1985, AGDATA operates throughout the United States and Canada, enabling agriculture and animal health industry participants to collect and analyze complex sales data, develop and manage sophisticated marketing strategies and execute mission-critical sales and marketing programs. Through its SaaS-based industry-standard platforms, AGDATA is connecting the manufacturer and distribution channels through grower verified, standardized data. AGDATA is headquartered in Charlotte, N.C. For more information, please visit [www.agdata.net](http://www.agdata.net).

#### **About Focus Technology Group**

Focus Technology Group (FTG) provides practical solutions to real business needs including supply chain data, marketing and sales force automation, analytics, reporting, supply chain activation, customer loyalty, and incentive management (SPIFs) for both small and medium businesses and some of the world’s largest companies in the animal health, agriculture and specialty pet industries. Founded in 2001, FTG has offices in Atlanta and Nashville, and is supported by a dedicated, creative, and hard-working staff that is committed to helping its clients achieve success.

#### **About Vista Equity Partners**

Vista Equity Partners, a U.S.-based private equity firm with offices in Austin, Chicago and San Francisco, with more than \$20 billion in cumulative capital commitments, currently invests in software, data and technology-based organizations led by world-class management teams with long-term perspective. Vista is a value-added investor, contributing professional expertise and multi-level support towards companies realizing their full potential. Vista's investment approach is anchored by a sizable long-term capital base, experience in structuring technology-oriented transactions, and proven management techniques that yield flexibility and opportunity in private equity investing. For more information, please visit [www.vistaequitypartners.com](http://www.vistaequitypartners.com).