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INVESTMENT YEAR: 2017

REALISATION YEAR: 2020

SECTOR: Technology

Specialist cloud services marketplace

Giacom is a specialist cloud services marketplace which provides cloud services to the SME market via the Information Technology Consultants (ITCs) community.

Giacom offers a one-stop platform for all the cloud software, infrastructure and IT support services that an ITC might require to transition an SME client into a public or private cloud environment and then manage them on an ongoing basis. Underpinned by a Microsoft 2-Tier Cloud Solution Provider licence, Giacom has rapidly become the vendor of choice for over 4,000 ITCs enabling the business to service a fast-growing addressable market estimated to be worth c£2.2bn.

Our investment will support Giacom as it builds on the strong momentum it has generated to date by continuing to expand its network with ITCs, cross-selling more products and services across the marketplace and through strategic M&A.

This has been a highly successful collaboration with Livingbridge. Their experience in the tech sector and of growing businesses and their deep digital skills have enabled us to build on the strong momentum we had generated before our partnership, and reach the next level. We are now well-positioned to embark on the next step of our growth journey with Digital Wholesale Solutions, and look forward to developing our future together.

Mike Wardell
CEO, Giacom

It has been a real pleasure to partner with Giacom over the past three years by providing the support required to transform the business and rapidly

build market share. With more people working from home over the long-term and companies overhauling their strategies to maximise workforce productivity, cloud technology adoption is only expected to accelerate. We wish Mike and his team the best of luck in fulfilling this potential.

Adam Holloway

Livingbridge's track record of supporting other high growth businesses such as ours, combined with their experience of investing in the tech sector, means they are uniquely positioned to work with us and I am excited about our future partnership with them.

Mike Wardell
Chief Executive, Giacom

Giacom timeline

- 1999** Giacom founded as an internet service provider
- 2006** Introduces email security platform
- 2010** Launches Hosted exchange service
- 2015** Becomes one of only eight Microsoft 2-Tier/indirect Cloud Solution Provider ("CSP") partners in the UK
- 2017** Livingbridge invests
- 2018** Listed in GP Bullhound's 'Northern Tech Awards Top 100 Companies
- 2018** Finalist in the Amazon Growing Business Awards
- 2018** Featured in the Sunday Times Hiscox Tech Track 100
- 2019** Shortlisted for Tech Growth Business of the Year at the NTAs 2019
- 2019** Named 'One to Watch' in the European Business Awards
- 2020** Livingbridge realises investment



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