



## Press Release

**Date: Embargo until 9am, Thursday 4<sup>th</sup> March**

### **Air IT announces its third pair of acquisitions**

The fast-growing IT MSP acquires InfoTech Solutions (UK) Limited and Concise Technologies Limited, bringing its total number of acquisitions to six in the past six months

Air IT has today announced its fifth and sixth acquisitions in a series of M&A deals led by CEO John Whitty. It has acquired Kent-based InfoTech Solutions (UK) Limited and Cheshire-based Concise Technologies Limited, effective 2<sup>nd</sup> March 2021, for undisclosed considerations.

Backed by August Equity, this marks the third time the IT Managed Service Provider has acquired two businesses simultaneously, the first pair in October and the second in December. As a result of these acquisitions, Air IT has now established itself firmly in the North West, whilst also boosting its existing presence in the South East.

The addition of InfoTech and Concise Technologies is part of Air IT's ambitious stated plans to expand across the UK and will see the group's headcount increase by 50 with an additional 250 customers. These highly regarded companies share the same client-centric approach that is valued throughout the Air IT group, and each has seen impressive organic year-on-year growth.

"Both InfoTech and Concise Technologies have outstanding reputations, and we are thrilled to have them on board. We know they will be a great fit for the Air IT group, considering their remarkable track record when it comes to customer service and satisfaction", says John Whitty, CEO of Air IT. "We want to be regarded as the de facto MSP of choice for SMEs across the UK and these acquisitions allow us to expand our footprint and gain skilful, like-minded team members. Entering the North West has always been one of our strategic goals, along with future growth in the North East, and we now have the capability to deliver a national offering, serviced locally, which is so important to SMEs."

"Becoming part of the Air IT group will allow us to offer even more strategic and business-enhancing services to our clients", says David Southern, Managing Director of Concise Technologies. "We're excited to join forces with a group of forward-thinking MSPs who recognise the value of digital transformation and world leading service. Technology has proven critical in continuing business operations over the past year and we look forward to helping our clients further realise their goals through the innovative new services and support that we will now be able to provide."

"We are delighted to be joining up with Air IT. Like InfoTech, Air IT are committed to helping businesses use technology to their advantage. Being part of this select group will allow us to expand our service offering whilst we bring to the table our expertise in the financial, construction and manufacturing sectors", says Jason Foord, Managing Director of InfoTech. "After a period of steady growth, we are excited to take this next step in our journey whilst retaining the same culture and top-quality standard of service our clients are used to."

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## **Notes to Editor**

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### About Air IT

Air IT was founded in Nottingham in 2005 and delivers managed IT and communication services including managed IT support, cyber security, business intelligence services, business continuity, and cloud digital transformation.

In January 2020, August Equity LLP invested in Air IT and appointed industry veteran Ian Brown as Chairman, and serial buy and build leader John Whitty to consolidate the underserved IT MSP sector addressing SMEs.

Closely aligning technology with business goals, Air IT is a trusted ICT partner to over 1,000 SME clients across a wide range of sectors. Whether a company chooses to fully outsource or complement in-house resources, Air IT provide a complete managed solution for all supply, installation and support needs.

Air IT won Managed Service Provider of the Year at the prestigious CRN Awards, and was recently named Business of the Year by the East Midlands Chamber following its sustained growth over the last 15 years. Air IT is one of only two enterprise MSPs in the UK to achieve the coveted 3-star Service Desk Institute (SDI) certification accreditation and delivers exceptionally high customer retention of >97%.

For further information, please visit <https://www.airit.co.uk/>

### About Concise Technologies

Based in Northwich, Cheshire, Concise Technologies has provided managed IT, cyber security and disaster recovery services for SMEs since 1999. They achieved 11% growth during the financial year 2019-2020 and have customer satisfaction scores >98%. Its people first approach has been key to both client and employee longevity.

### About InfoTech

Established in 1998, InfoTech is an IT Support provider based in Rochester, Kent. They serve a variety of businesses in Kent, London and the South East area. InfoTech is very active in the local community and they are Patron members of the Kent Invicta Chamber of Commerce. They pride themselves on their level of customer services which has earned them continued recognition.