

# A&O ADVISES VASS ON ITS MERGER WITH ECENTA AG

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**Allen & Overy has advised Spain's VASS Consultoría de Sistemas S.L on its merger with Germany's Ecenta AG**



VASS, the Madrid-based portfolio company of US private equity investor One Equity Partners (OEP), has announced a merger with Ecenta AG, a German consulting company specialising in Customer Experience solutions on SAP CX technology (Sales, Marketing and Commerce) and whose main market is the United States. Founded in 2000 and headquartered in Walldorf, Germany, Ecenta has grown into an international force in the field, with 10 offices on three continents. Its staff of 220 professionals are experts in the implementation of complex projects for numerous clients across a variety of

industries.

"We are very pleased to welcome to VASS such an entrepreneurial and extraordinarily talented team as Ecenta, which will provide a wide range of advanced solutions in the Sales, Marketing and Commerce environment worldwide," said VASS President Francisco Javier Latasa.

The merger is part of VASS' strategic commitment to continue its growth into the leading digital transformation group in the market.

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This plan is backed by private equity firm OEP (One Equity Partners), which joined VASS at the end of 2020 and has extensive experience in supporting scaled growth and expansion. In fact, last July, with the support of OEP, VASS announced the creation of T4S Advance Solutions, a company specialised in "advanced topics" on SAP-based business processes, and merged seamlessly with Comunyteck, a company specialized in advanced systems and innovative products focused on wholesale banking and capital markets.

Allen & Overy advised VASS with a cross-border team that included lawyers from Dusseldorf, Frankfurt, Hamburg, Amsterdam, Madrid, New York and Singapur offices. The team was led by Corporate/Private Equity partners Dr Nils Koffka (Hamburg), Sophie Roozendal (Amsterdam) and Ignacio Hornedo (Madrid, pictured).