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Arrowroot Capital Leads Series C Financing for Keyedin

The \$15 million investment will accelerate the growth of Keyedin's cloud solutions for PPM, PSA and ERP

MINNEAPOLIS – May 8, 2018 – Keyedin, maker of cloud ERP and project management software, today announced the company has completed its Series C financing.

Led by Arrowroot Capital, a top growth equity firm specializing in B2B software, the investment will be used to greatly expand Keyedin's sales and marketing reach within the target markets for its SaaS solutions, which include project & portfolio management (PPM), professional services automation (PSA) and enterprise resource planning (ERP). As part of the transaction, Kareem El Sawy, Partner at Arrowroot Capital, will be joining the board.

"We have invested in our native cloud solutions and our services organizations throughout the past five years, growing the company to more than 300 customers and 30,000 users worldwide," said Keyedin CEO Lauri Klaus. "But, inspired by the success of our customers and with a retention rate that exceeds industry standards, we know we can go faster. We have all the pieces in place: winning products, repeatable models and very deep domain expertise in PPM, PSA and manufacturing ERP. And with the amazing team at Arrowroot, we've found a partner who shares our vision."

"Keyedin's next-gen platforms are disrupting a market they know all too well, having played a role in building its foundations as former execs at Epicor," said Kareem El Sawy, Partner at Arrowroot Capital. "We are thrilled to be partnering with Lauri Klaus and the world-class team she has assembled and look forward to helping the company scale through our Strategic Resources Group (SRG)."

Throughout the past 18 months, Keyedin has positioned itself to take a leadership role in each of the markets it serves, having gathered an experienced management team taken from many of its top competitors in PPM, PSA and ERP. In addition, the company continues to make innovative strides in its product development:

- **Keyedin Projects for PPM** – The product's most recent release introduced advanced portfolio analysis, including enhanced what-if scenario modeling and resource capacity planning, as well as a UI that has helped to drive remarkable end-user adoption.
- **Keyedin Projects for PSA** – Integrations with dozens of core systems – from CRM and ERP to BI and Agile tools – as well as a rich mobile experience, have helped services



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teams automate their end-to-end workflow and deliver greater productivity and profitability.

- **Keyedin Manufacturing** – Targeted at custom and mixed-mode manufacturers, this SaaS ERP not only automates the quote-to-cash workflow, but it features a patented configurability engine, so the product can be quickly adapted to unique and growing machine shops.

Keyedin's solutions are used by industry leaders across many verticals, including manufacturing, healthcare, financial services, software and technology, retail, and many more.

For more information, visit keyedin.com.

About Arrowroot Capital

Arrowroot Capital is a global growth equity firm based in Santa Monica, Calif., focused on minority, majority, and buyout investments in B2B software companies. The firm serves as a catalyst for growth-related initiatives by partnering with management and leveraging its deep enterprise software expertise to deliver meaningful, tangible value. Arrowroot targets initial equity investments in the range of \$5 million to \$25 million and has the flexibility to pursue larger opportunities as well as a broad range of transaction types. Arrowroot also targets add-on acquisitions for its portfolio companies with a wider range of size and general criteria. Learn more at www.arrowrootcapital.com.

About Keyedin

Keyedin® helps organizations simplify business processes, improve performance and drive results through an innovative combination of SaaS business solutions, including Keyedin Manufacturing, configurable cloud ERP software designed exclusively for custom manufacturing; and Keyedin Projects, a strategy-led project management solution that gives organizations complete visibility into their projects, portfolios, and resources. To learn more, visit keyedin.com or follow us at [@KeyedinSolution](https://twitter.com/KeyedinSolution).

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