princelet

senseye SIEMENS

## Case Study

# Supporting the Sale of Industrial IOT SaaS Leader Senseye to Siemens

The demand for AI-powered solutions in industrial environments continues to accelerate, driven by the need for smarter operations, reduced downtime, and more efficient asset management. As a result, Industrial IoT (IIoT) has become a key area of strategic focus, with AI playing a critical enabling role in delivering intelligent automation and predictive insights.

This intersection of IIoT and AI is a space where Princelet has operated in for several years, helping founders and shareholders realise value in complex, high-growth markets.

## The Credential

In 2022, Princelet advised Senseye, a leading provider of AI-powered predictive maintenance software, on the sale of 100% of its share capital to Siemens, a global leader in product lifecycle and manufacturing operations management software.

Significant buyer interest through the process validated the strategic importance of the Senseye platform and its role in enabling AI-powered, connected industrial operations.

Anticipating many of the adoption trends now reshaping the industrial landscape, the deal remains a strong example of Princelet's track record in high-value IIoT and industrial software transactions.

## How We Helped

Princelet worked closely with Senseye's leadership, including the Chairman, and shareholders to manage a competitive and efficient strategic sale process:

**Preparation:** Shaped the equity story and business model; drafted teaser, investor materials and valuation analysis; facilitated early discussions with potential buyers and managed initial information flow

**Marketing:** Developed a no-name teaser to generate interest while maintaining confidentiality; conducted targeted Princelet calls to strategic buyers and facilitated qualified discussions with management.

**Negotiation:** Coordinated offer submissions; compared and negotiated terms across bidders; managed best-and-final stage and finalised heads of terms

**Closing:** Managed the data room and diligence process; worked alongside legal advisors to negotiate the SPA; resolved information gaps and supported on warranties and indemnities to enable a smooth and timely completion

## Value Delivered

- Achieved a premium valuation above typical SaaS transaction multiples
- Led the process from preparation to closing
- Positioned the company as a strategic asset to global acquirers
- Enabled a smooth transition into Siemens' global software platform