

Case Study

Supporting Zaptic in its Strategic Acquisition by Intellect to Build an AI Driven Connected Frontline Operations Platform

In modern manufacturing, excellence depends not only on robust quality systems but on intelligent, connected execution. Intellect's acquisition of Zaptic marks a significant shift: the move toward a single, integrated ecosystem that links planning with real-time frontline operations.

By bringing together Intellect's market-leading quality management capabilities and Zaptic's connected frontline worker platform, this transaction positions the combined business as a category-leading provider of integrated quality, safety and frontline execution solutions.

Princelet guided Zaptic throughout the process, ensuring the transaction ran smoothly, and shareholder value was maximised.

The Credential

On 12 November 2025, Intellect, a US-based leader in AI-powered Quality Management Systems (QMS), acquired Zaptic, a Connected Frontline Worker platform based in Manchester, UK. Zaptic's platform is trusted by leading manufacturers such as Berry and Asahi to accelerate the digitisation of complex frontline manufacturing workflows and guide continuous improvement through industry best practices.

By combining Zaptic's real-time execution tools with Intellect's AI-powered QMS, the two companies are building a unified intelligent system that connects the factory floor to enterprise-level decision-making.

How We Helped

Preparation:

- Worked closely with Zaptic's leadership to craft a compelling equity story, highlighting the strategic value of their platform and its impact on operational performance and growth potential.
- Identified strategic opportunities and potential acquirers, positioning Zaptic's operational capabilities to maximise interest from potential counterparties.

Marketing:

- Developed high impact materials and messaging that showcased Zaptic's technology, strong financial performance and customer success stories to potential buyers.
- Communicated the strategic fit of Zaptic within Intellect's own business, emphasising operational synergies and future growth opportunities.

Negotiation:

- Advised on deal structuring, shaped key negotiations and managed communication with shareholders to ensure value was maximised.
- Supported leadership in navigating discussions with multiple stakeholders, balancing commercial objectives with long term strategic considerations.

Closing:

- Coordinated the acquisition process end-to-end, overseeing due diligence to ensure a seamless transaction.
- Supported negotiation of key legal clauses in the SPA, aligning stakeholders and resolving issues efficiently throughout the closing phase.



Why This Matters

This acquisition reflects a shift in how manufacturers build and manage their digital operations stack:

- **From fragmented tools to a unified stack:** Bringing quality management and frontline execution together reduces the complexity created by separate QMS, MES, and frontline systems.
- **From integration gaps to better visibility:** Integrated platforms deliver cleaner data flow, smoother workflows, and more consistent visibility, though with the trade-off of greater vendor lock-in.
- **From category silos to industry consolidation:** As quality, operations, and analytics converge, more vendors are likely to build or acquire to keep pace.
- **From unmanaged risk to early detection:** The biggest value lies in catching issues faster. Connecting quality and operations reduces compliance incidents, recalls, and audit failures, especially critical in regulated industries.

Deal Team



Stephen Moore

Managing Director
stephen@princelet.com
+44 7971 528477



Megan Hall

Associate, M&A
megan@princelet.com
+44 7784 370699



Harry Brown

Analyst, M&A
harry@princelet.com
+44 7860 222023



+44 2031 264907



info@princelet.com



www.princelet.com