EPiServer receives growth equity investment from Accel-KKR

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EPiServer, a leading provider of digital marketing and e-commerce solutions, today announced that Accel-KKR (AKKR), a technology-focused private equity firm specialising in software and IT-enabled businesses, has made a majority investment in the company. This investment will enable the company to continue accelerating its growth and market share.

As demand to improve experiences for the omni-channel customer grows, EPiServer has successfully traversed industry challenges by offering the first combined e-commerce and web content management platform that blends marketing and sales processes. Now, as part of the Accel-KKR family, EPiServer will have access to a broader network of industry expertise, which will help it with the next phase of its growth trajectory and so enable it to deliver far reaching benefits for its customers.

In EPiServer, Accel-KKR sees tremendous potential to help leading organizations provide effective customer experiences through the seamless combination of digital marketing and e- commerce. Under new ownership, the company will scale up the investment in sales and marketing, research and development, as well as customer service, to solidify their position as the preferred choice for digital leaders globally.

â€œAccel-KKRâ€™s strategy to invest in and build leading technology companies to further their success will ensure far reachin benefits for EPiServer customers and partners alike,â€œ said Martin Henricson, CEO at EPiServer. â€œThis is a perfect next step to ensure that we can continue to execute on our strategic initiatives in all regions. I and the rest of the team at EPiServer are excited to be partnering with such a strong collaborative entity that can help us execute our near and long-term business objectives.â€•

Terms of the deal were not disclosed.