



Case Study

Eloquent Technologies

A Seamless Business Sale

Background

Founded in 2009, Eloquent Technologies grew to become a trusted MSP, specialising in IT services, cloud and security solutions for UK SMEs. With a strong client base and reputation for reliability, the business reached a natural inflection point after nearly two decades. Founder David Ford decided the time was right to explore a sale and focus on family and personal interests. A referral from a previous customer of Kite Advisory, led David to get in touch and John Pett became his lead advisor.

About Kite Advisory

Kite Advisory supports UK SME owners in the telecoms and technology sectors through every stage of the M&A journey, from valuation to completion. Headed by John Pett, the business is known for deep industry insight and calm professionalism.

“John’s calm, transparent style gave us confidence from day one. He managed expectations perfectly and always kept the conversation moving. John was always available whenever needed, day or night, providing constant reassurance and support throughout. I would highly recommend John Pett and the services of Kite Advisory for anyone looking to sell their business”
David Ford, Eloquent Technologies



Objectives

- Understanding the business culture, their people and business performance
- Create an Information Memorandum that summaries the business to date
- Achieve a fair valuation reflecting over 15 years of growth
- Identifying a buyer aligned in values and culture
- Ensure a smooth handover for their people and customers
- Assist all aspects of the sale from Heads of Terms all the way through to the completion of the sale
- Complete efficiently with minimal disruption

Challenges

The telecoms, cloud, cyber security and IT sectors are highly fragmented, with many potential acquirers but varying motives. As an MSP, Eloquent needed to find the right, buyer capable of integrating the business successfully, whilst maintaining the culture that had been built over 15 years and ensuring that the acquiring company would be able to continue the growth journey that the business had embarked upon.

“Eloquent Technologies had exactly the products and portfolio to both complement and enhance our offering to customers, along with being a great cultural fit and they displayed the customer ethos we look for. Working with John Pett at Kite Advisory made the process run smoothly and ensured clear lines of communication, his input and guidance ensured the deal met both parties objectives”
Malek Rahimi, BDR Group



Kite Advisory's Approach

John Pett and the team at Kite Advisory are highly experienced and specialists in this sector. They designed a structured, people led and data-driven sale process, tailored to the telecoms sector:

1. Strategic Positioning – Clarified Eloquent's business portfolio, USP's and position within the current market place
2. Buyer Engagement – Utilised Kite Advisory's extensive network to approach select acquirers with synergy potential
3. Negotiation & Facilitation – Ensured open, respectful communication with all parties throughout the process
4. Deal Execution – Coordinated and managed both financial and legal due diligence
5. Post-sale Support – Ensuring a smooth handover and transition



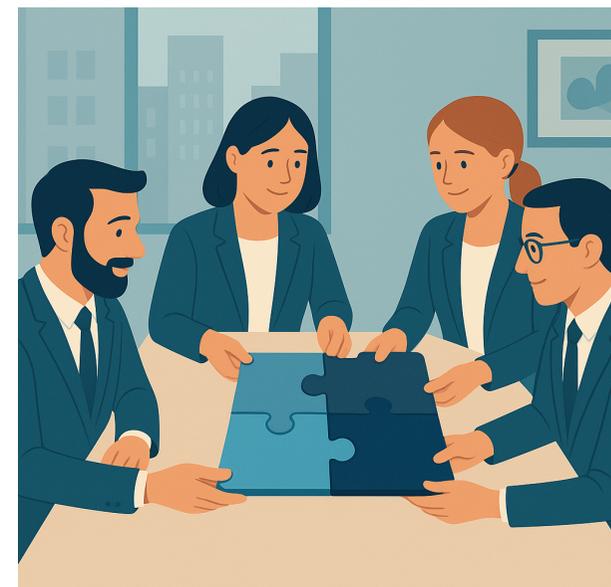
Outcome Highlights

- ✓ Successful sale to a strategic buyer
- ✓ Strong cultural alignment
- ✓ Seamless transition for people and customers
- ✓ Positive experience for both buyer and seller



The Result

After discussions with potential acquirers, BDR Group emerged as the ideal fit. BDR are a well-established telecoms and IT provider with complementary offerings, and their business culturally aligned, in particular the family ethos both companies possess. The acquisition was successfully completed in September 2025, ensuring continuity for their people and customers.



"It's certainly an active market right now, but the real skill lies in finding the right fit between buyer and seller, aligning expectations, in order for both to achieve genuine value. Finding the right companies is about utilising a network that has taken me over 30 years to build. For me, the most rewarding parts are seeing successful outcomes and hearing from sellers who come to us through recommendation, as Eloquent did, it tells me that we're delivering exactly what we set out to do"
John Pett, Kite Advisory

To find out more about our services go to:
www.kiteadvisory.com or call 0333 091 2960

