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Press Release

Waterland portfolio company Enreach acquires cloud software provider DSD Europe

Almere, Rosmalen, The Netherlands / Hamburg, Germany, 25 August, 2021 – With support from Waterland Private Equity (“Waterland”), Enreach, a fast-growing provider of Unified Communications Solutions (UCaaS) active throughout Europe, acquires the Dutch cloud software provider and Microsoft partner DSD Europe and its sister company CloudLand (“DSD”), thereby continuing its long-term buy-&-build strategy. Through the partnership, Enreach acquires additional expertise and reach for equipping digital workplaces with Microsoft software solutions.

DSD, founded in 2009, is a fast-growing provider of IT, security and other cloud products and services. Through its market-leading cloud marketplace, DSD’s services enable more than 5,000 active re-sellers in Europe to easily and quickly acquire, activate and manage various cloud services and software solutions with a focus on Microsoft cloud productivity solutions.

Enreach was formed in 2018 with Waterland’s support from the merger of the companies Swyx (Germany), Voiceworks (Netherlands) and Centile Telecom Applications, rebranded to Enreach for Service Providers (France), each of them leading in their respective markets. Waterland has since supported Enreach’s growth, which included targeted acquisitions of best-in-class technologies and their subsequent roll-out across the Enreach platform as well as now fifteen international add-on acquisitions, five of which in the current year alone.

The partnership with DSD is the next step in Enreach’s long-term buy-&-build strategy to become a pan-European market leader in unified communications and cloud products & services.

“As an established and well-known own-IP cloud marketplace, re-sellers across Europe rely on our expertise and product portfolio. For some time, we have been looking for a strong player in the market to jointly drive our vision of digital transformation. We are convinced that with Enreach, we are ideally positioned for further growth”, says Thijs van de Moosdijk, CEO of DSD.

“With support from Waterland, we have been able to accelerate our growth even further in recent months, and for our upcoming steps, we aim to expand our service portfolio with a modern one-stop shop offering for all digital transformation requirements. With DSD, the chemistry was there right from the start and by partnering with its team of professionals, we are a big step closer to our goal of becoming the leading provider of integrated unified communications and cloud productivity solutions for the European market”, says Stijn Nijhuis, CEO of Enreach.

“Enreach has achieved a very positive development over the past few years. DSD is very well positioned in the market and is one of the first choices for re-sellers throughout Europe when it comes to software and cloud solutions. Consequently, this acquisition opens up new, attractive synergies for both companies, particularly in the field of cross-selling Enreach’s own-IP unified communications solutions as well as Microsoft’s cloud productivity solutions –



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another important building block in our long-term buy-&-build strategy”, says Dr. Carsten Rahlf, Managing Partner at Waterland.

Waterland has extensive experience in the fields of digitalization and integration of ICT service providers through its investments in several European countries. In the German-speaking region, Waterland has already invested in companies such as netgo (IT system house), Serrala Group (payment software), Tineo (enterprise IT) and Skylink (managed enterprise service platform).

About Waterland

Waterland is an independent private equity investment group that supports businesses in realizing their growth ambitions. With substantial financial resources and industry expertise, Waterland enables its portfolio companies to achieve accelerated growth both organically and through acquisitions. Waterland has offices in the Netherlands (Bussum), Belgium (Antwerp), France (Paris), Germany (Hamburg and Munich), Poland (Warsaw), the UK (Manchester), Ireland (Dublin), Denmark (Copenhagen), and Switzerland (Zurich), and currently manages more than eight billion Euro of investor commitments.

Since its founding in 1999, Waterland has consistently achieved above-average investment performance with its investments. Globally, Waterland holds rank four in the HEC/Dow Jones Private Equity Performance Ranking (December 2019) and ranked eighth in the Preqin Consistent Performers in Global Private Equity & Venture Capital Report among global private equity firms. In addition, Real Deals has awarded Waterland the title “Pan-European House of the Year 2020”.

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