

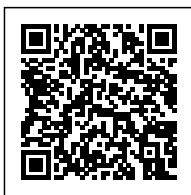
APPFIRE TECHNOLOGIES ACQUIRED BEECOM PRODUCTS: THE ADVISORS

Posted on 13 July 2020



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Beecom Products, a Zurich, Switzerland-based makers of JSU Automation Suite for Jira Workflows, [has been acquired](#) by **Appfire**, the Washington-based provider of apps for software development teams that is backed by **Silversmith Capital Partners**. Appfire will provide resources [into Beecom's key product](#) JSU Automation Suite for Jira Workflows, ensuring the Cloud and Data Center growth markets are served and supported at all times, to an outstanding quality. This is Appfire's second major acquisition following the recent private equity funding from Silversmith Capital Partners.

The advisors

Niederer Kraft Frey [acted as legal counsel to the selling shareholders](#). The team was led by Technology partner Clara-Ann Gordon (pictured left) and M&A partner Patrik Peyer, working with partner Daniela Schmucki (Tax), partner Andreas Casutt (Employment), senior associate Andrea Giger (M&A), associate Sven Kälin (Tax), associate Annina Fey (Employment) and junior associate Tanja Lutz (M&A/Technology).

Homburger [advised Silversmith Capital Partners and Appfire Technologies](#). The team was led by partner Andreas Müller (Corporate / M&A and Technology and Digital Economy - pictured right)) and included lead associate Anna Peter, junior associate Severin Egloff and paralegal Carolina Rodriguez (all Corporate | M&A), partner Luca Dal Molin and associate Kirsten Schmidt (both IP | IT and Technology and Digital Economy) as well as partner Stefan Oesterhelt, counsel Peter Müller and associate Marc Vogelsang (all Tax).

Homburger continues to advise beecom Products in connection with the post-closing integration.

Kirkland & Ellis acted as US counsel to Silversmith Capital Partners.