

# Anju Software Acquired by Valsoft Corporation to Grow eClinical and Commercialization Capabilities

The Anju logo features the word "anju" in a lowercase, bold, sans-serif font. The letter "a" is stylized with a circular dot.

Acquired by

The Valsoft logo consists of a stylized "V" made of several small triangles, followed by the word "VALSOFT" in a bold, uppercase, sans-serif font.

135th

Pharma  
Services Deal

95th

Clinical Trials  
Deal

29th

eClinical  
Deal

*Anju Software Acquired by Valsoft Corporation to Grow eClinical and Commercialization Capabilities*

**The clinical trials technology landscape is rapidly** evolving, driven by regulatory changes, technological advancements, and an increased focus on operational efficiency. As the industry embraces innovations like eClinical platforms, AI-driven data analysis, and decentralized trials, there has been significant consolidation. Mergers and acquisitions are on the rise, with companies investing in cutting-edge tools to streamline clinical operations, improve patient recruitment, and enhance trial data management. This shift is expected to accelerate as organizations seek strategic partnerships to expand their technology offerings and better position themselves in the market.

**Anju Software, headquartered in the United States,** is a customer-focused organization that offers advanced technology solutions that enhance clinical research, medical affairs and data science workflows. With industry-leading products like TrialMaster, IRMS MAX and TA Scan, Anju supports pharmaceutical and biotech companies by simplifying complex clinical

development & commercialization processes, driving data-driven insights and ensuring overall compliance. Valsoft Corporation ("Valsoft") partners with software companies to assist in growing their specialized capabilities, making them the ideal partner for Anju. Through this partnership, Valsoft will use its resources to champion Anju's business goals of enhancing the quality of patients' lives through application of eclinical & medical affairs solutions.

**Crosstree played a pivotal role in facilitating the** transaction between Anju and Valsoft by effectively highlighting Anju's unique value proposition to ensure an optimal outcome. The team conducted a thorough evaluation of potential financial and strategic partners to identify the right partner for Anju. Crosstree's expertise allowed them to navigate the complexities of the deal, ensuring a swift and efficient closing process from IOI to LOI to closing. This resulted in a successful closing in less than 45 days from signing the LOI, positioning both companies for future growth.



**SHANE SENIOR**

*Managing Director & Co-Founder*

[shane.senior@crosstreecapital.com](mailto:shane.senior@crosstreecapital.com)

813-391-5246



**JASON LAYTON**

*Managing Director*

[jason.layton@crosstreecapital.com](mailto:jason.layton@crosstreecapital.com)

813-578-7109

Crosstree's experts are specialists in the nuances of the health sciences, prioritizing corporate core values and providing:

Deep analytics of capabilities and gaps

Systemized tactical strategies and a road map to success

Engaged experts in market analysis, financials, and premium valuations

Targeted and qualified prospects

Up-to-date industry trend analysis and forecasting

Meeting the needs of both the buyer and the seller by the numbers and beyond is Crosstree's specialty.



### About Anju Software

Anju Software is a customer-first organization providing adaptable life science solutions for clinical research, medical affairs, and data science. TrialMaster, IRMS MAX, and TA Scan, the company's flagship products, lead the way in reducing complexities in the drug and device discovery and commercialization process. Anju is a portfolio company of Valsoft Corporation serving the worldwide pharmaceutical, biotech and contract research Life Sciences markets.

### About Valsoft Corporation

Valsoft acquires and develops vertical market software companies that deliver mission-critical solutions. A key tenet of Valsoft's philosophy is to invest in established businesses and foster an entrepreneurial environment that shapes a company into a leader in its respective industry. Unlike private equity and VC firms, Valsoft does not have a predefined investment horizon and looks to buy, hold, and create value through long-term partnerships with existing management and customers.



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