

Coverage Report

Mphasis acquires Blink UX for \$94 million

September 22, 2021



Print
The Economic Times

Mphasis Acquires Blink UX for \$94 million

Blink's leadership to join IT services firm following acquisition

Our Bureau

Pune: IT solutions provider Mphasis has acquired Blink UX, a user experience research, strategy, and design firm, for about \$94 million in an all-cash deal.

Seattle-based Blink has additional studios in Austin, Boston, San Diego, and San Francisco. It employs 130 people. Founded in 2000, Blink has over two decades of expertise in defining digital user experiences for clients.

The Blink leadership will join Mphasis following the acquisition.

"The acquisition of Blink, consistent with our M&A focus, is at the forefront of providing well-researched design and high-impact digital experiences to our clients and their end customers," said Nitin Rakesh, CEO and executive director, Mphasis.

Rakesh said the Total Addressable Market for upstream user research, strategy and design is growing by 25-30% a year, or about 4-5x the overall IT Services market.

The acquisition is expected to boost Mphasis' competencies with end-to-end capabilities in user experience re-



arch, strategy, design, and implementation.

The company has a set of established customers with an average 10-year relationship in the technology and consumer industries, with a strong synergy potential for the high-tech vertical.

"There is significantly increased focus on customer/user centred design in the current environment. The synergy opportunity set will revolve around product, experience and service design, as well as the end-to-end implementation services across the spectrum of clients and industries we service together," Rakesh said.

Blink has been growing at a Compounded Annual Growth Rate of over 40% in the last three years and has strong market synergies from

MERGER BENEFIT



The acquisition is expected

to boost Mphasis' competencies with end-to-end capabilities in user experience research, strategy, design and implementation

an increased total addressable market in Mphasis direct accounts.

"Knowing what motivates a product's customers, including their context of use, mental model, needs and opportunities, allows us to design experiences that are intuitive, innovative, useful, and usable," said Karen Clark Cole, chief executive at Blink.

"Designing products that meet user needs, and are friction free, is how we delight customers and enrich their lives through technology," she added.

Portfolio expansion to aid Mphasis' revenue growth

Near-term returns may be muted

RAM PRASAD SAHU

The stock price of Mphasis, India's eighth largest software services company by market capitalisation, rose about 1.8 per cent in trade on Wednesday after it announced the acquisition of US-based Blink Interactive. The stock ended the session at ₹3,253 apiece, a rise of 1.7 per cent.

Mphasis acquired the company, which offers design consultancy services around User Experience (UX) research based software

product design strategy, for \$94 million.

The acquisition offers twin benefits for Mphasis. It increases the total addressable market (TAM) in this segment to \$24 billion by calendar year 2024 (CY24) and growth rates in upstream user research, strategy and design to 25-30 per cent, which is 4-5 times the overall IT services market growth, according to the management.

While the company had registered a revenue growth of over 40 per cent during

the CY17-20 period, revenues in CY21 are expected to be in the \$33-35 million range.

There is, however, a negative impact on the margins prior to interest and taxes of 100 basis points because of performance-based retention and amortisation costs. Margins are expected to stabilise by financial year 2022-23 (FY23). Analysts expect synergy on the revenue front to flow from the end of FY22 with the deal turning earnings accretive from FY24.

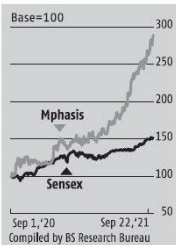
Suyog Kulkarni of Reliance Securities says the

biggest positive for Mphasis is higher TAM opportunity and expanded relationship with large US-based technology clients. Its 65 customers include companies like Facebook, Amazon, T-Mobile, Microsoft, Google, and Dell with little overlap among clients between Blink and Mphasis.

"Mphasis deserves multiple rerating considering the industry leading revenue growth expected over FY21-24 period of 20 per cent in the direct business segment, expanding margins and

attractive dividend yield," says Kulkarni. The brokerage has a 'buy' recommendation with a two-year target price of ₹3,470.

Given the current market price (₹3,253 apiece) and the 60 per cent run-up in the stock price over the last three months, the stock factors in most of the positives. A sharp correction in the stock price could be a good buying opportunity with momentum in deal flows in the September quarter and growth guidance important triggers going ahead.



Mphasis acquires US-based Blink for \$94 million

PRESS TRUST OF INDIA

New Delhi, September 22

IT services firm Mphasis on Wednesday announced the acquisition of US-based Blink for up to \$94 million (about ₹694.3 crore).

Seattle-headquartered Blink provides design consultancy services around user experience (UX), user research-based software product design and strategy, and customer experience (CX) design for marquee brands.

With over 130 employees, Blink has additional studios in

Austin, Boston, San Diego, and San Francisco.

“The acquisition closed on September 21, 2021 (PST) consequent to signing of the definitive agreement in nature of agreement for Plan of Merger between Mphasis Corporation, a wholly-owned subsidiary of the company; a subsidiary of Mphasis Corporation; and Blink Interactive Inc,” a regulatory filing said.

Total consideration of the transaction is up to \$94 million, including earnouts, it added.

The acquisition is expected to provide access marquee logos, strengthen experience business and is leadership and revenue growth accretive, it said.

Mphasis CEO and Executive Director Nitin Rakesh said, “Customer centricity is foundational to Mphasis and is reflected in its Front2Back Transformation approach.”

“The acquisition of Blink, consistent with our M&A focus, is in the forefront of providing well researched design and high impact digital experi-

ences to our clients and their end customers,” he added.

The Total Addressable Market (TAM) for the upstream user research, strategy and design is growing 25-30 per cent per annum ie, 4-5x the overall IT services market, he noted.

Blink CEO Karen Clark Cole said, “We are thrilled to now have Mphasis’ engineering skills as part of our core, providing end-to-end services for our clients and following our designs through to launch,”

The Times of India

Mphasis buys US design firm Blink UX for \$94mn

TIMES NEWS NETWORK

Bengaluru: IT services provider Mphasis has bought Blink UX, a US-based company which is into user experience, research, strategy and design, for \$94 million in an all-cash deal.

Blink, founded in 2000, has about 130 employees and studios in Seattle, Austin, Boston, San Diego, and San Francisco. "The total addressable market for upstream user research, strat-

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egy and design is growing 25-30% per annum. that is, 4-5x the overall IT services market. There is significantly increased focus on customer/ user centered de-

sign in the current environment," said Nitin Rakesh, CEO of Mphasis.

Blink, which counts Amazon, Apple and Nike among its clients, has been growing at a CAGR of more than 40% in the last three years. "We are so thrilled to now have Mphasis' engineering skills as part of our core, providing end-to-end services for our clients and following our designs through to launch" said Blink CEO Karen Clark Cole.

Live Mint

Mphasis acquires US-based Blink Interactive in \$94 million deal

Bengaluru: Mid-sized IT services firm Mphasis Ltd said on Wednesday that it has acquired Blink Interactive Inc., a US-based design consultancy services firm, for a total consideration of \$94 million. Blink provides design consultancy services around user experience (UX), user research-based software product design and strategy, and customer experience (CX) design for marquee brands.

AYUSHMAN BARUAH

Live Mint

Mphasis investors don't mind margin dilution due to Blink

HarshaJethmalani
 harsha.j@livemint.com

IT services provider Mphasis' latest acquisition of US-based Blink seems to have cheered investors. The firm's shares hit a new record of ₹3,394 on Thursday. As such, the optimism around the IT sector has kept Mphasis shares on a steady climb this year.

On Wednesday, Mphasis said it would buy Blink Interactive, a user experience research and design firm, for \$94 million. The deal involves cash along with talent retention costs over the next two years.

This acquisition is attractively valued and Blink's cross-sell synergies would accelerate growth within Mphasis' BFSI and high-tech verticals, analysts said. "Acquisition of Blink provides Mphasis an opportunity to add to its front-end design capabilities and engineering-related work, and also capture more downstream revenue opportunities, which in many cases are around 10 times of upstream revenue. This perfectly aligns with Mphasis' Front 2 Back transformation strategy," analysts at Motilal Oswal Financial Services Ltd said in a report on 22 September.

Blink's cross-sell synergies would accelerate growth within the BFSI and high-tech verticals of Mphasis

Robust growth

Mphasis' revenue growth* has picked up pace since FY21 and is likely to get a further boost with the new acquisition.



*Revenue growth figures do not include contributions from the company's DXC account.

Source: Kotak Institutional Equities

SATISH KUMAR/MINT

It should be noted that Blink has a marquee customer base in the high-tech industry; its client list includes Facebook, Amazon, Microsoft and Google. "Though Blink's revenue is currently only 2.7% of Mphasis' revenue, this acquisition offers significant growth opportunities," said analysts at Prabhudas Lilladher. "Revenue growth is accretive given Blink has grown

at over 42% CAGR over FY17-20 and strong market synergies with Blink will expand Mphasis' addressable market share," added the broker's report. CAGR is short for compounded annual growth rate. Blink's estimated revenue for the calendar year 2021 is \$30-35 million.

Of course, the new acquisition may lead to some impact on the company's margins. Given the higher amortization and retention costs, the Mphasis management has guided for an impact of around 100 basis points (bps) on its margin. One basis point is a hundredth of a percentage point.

The management expects early realization of revenue synergies to pare margin headwinds. However, even after taking into account this acquisition, the Mphasis Ebit margin guidance of 15.5-17% remains unchanged. Ebit is short for earnings before interest and tax. Analysts say the management's confidence to protect margins is impressive and bodes well for investors' sentiment towards the stock.

The integration of the two businesses would be key for realizing revenue synergies, say analysts at Kotak Institutional Equities. "Integration of creative agencies with services firms is tricky and requires care due to differences in cultures," the analysts said a report dated 23 September.



Mphasis acquires US-based Blink for ₹694.3 crore

IT SERVICES FIRM Mphasis on Wednesday announced the acquisition of US-based Blink for up to \$94 million (about ₹694.3 crore). "The acquisition closed on September 21, 2021 (PST) consequent to signing of the definitive agreement in nature of agreement for Plan of Merger between Mphasis Corporation, a wholly-owned subsidiary of the company; a subsidiary of Mphasis Corporation; and Blink Interactive," a regulatory filing said.

Mphasis buys US co Blink for \$94 million

AGENCIES
Mumbai



IT services firm Mphasis on Wednesday announced the acquisition of US-based Blink for up to USD 94 million (about Rs 694.3 crore).

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Online

The Economic Times

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“The acquisition of Blink, consistent with our M&A focus, is at the forefront of providing well-researched design and high-impact digital experiences to our clients and their end customers,” said Nitin Rakesh, CEO and executive director, Mphasis.

Rakesh said the Total Addressable Market for upstream user research, strategy and design is growing by 25-30% a year, or about 4-5x the overall IT Services market.

The acquisition is expected to boost Mphasis’ competencies with end-to-end capabilities in user experience research, strategy, design, and implementation.

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Blink has been growing at a Compounded Annual Growth Rate of over 40% in the last three years and has strong market synergies from an increased total addressable market in Mphasis direct accounts.

“Knowing what motivates a product’s customers, including their context of use, mental model, needs and opportunities, allows us to design experiences that are intuitive, innovative, useful, and usable,” said Karen Clark Cole, chief executive of Blink. “Designing products that meet user needs, and are friction free, is how we delight customers and enrich their lives through technology.”

CNBC TV18

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"The acquisition of Blink, consistent with our M&A focus, is in the forefront of providing well-researched design and high impact digital experiences to our clients and their end customers, he added. The Total Addressable Market (TAM) for the upstream user research, strategy and design is growing 25-30 per cent per annum ie, 4-5x the overall IT services market, he noted.

"There is significantly increased focus on customer/ user-centred design in the current environment. The synergy opportunity set will revolve around the product, experience and service design, as well as the end-to-end implementation services across the spectrum of clients and industries we service together, Rakesh said.

Blink CEO Karen Clark Cole said designing products that people use, love and remember is always the company's mission. "We are so thrilled to now have Mphasis' engineering skills as part of our core, providing end-to-end services for our clients and following our designs through to launch," Cole added.

MoneyControl

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Bloomberg Quint

[Mphasis - Blink Acquisition To Expand User Experience Capabilities: Motilal Oswal](#)

BQ Blue's special research section collates quality and in-depth equity and economy research reports from across India's top brokerages, asset managers and research agencies.

Mphasis Ltd. has acquired Blink Interactive, a Seattle-based user experience research and design firm.

Blink operates in the high growth customer experience/user experience segment and works with marquee clients in the U.S.

The purchase consideration stands at \$94 million, along with talent retention cost over the next two years.

Acquisition is margin dilutive by 100 basis points due to higher amortisation and retention cost.

Around 2.8 times CY21 revenue, valuations are reasonable, given Mphasis' robust growth and strong synergies

The Hindu

[Mphasis acquires Seattle-based Blink Interactive for \\$94 mn](#)

Mphasis acquired Blink Interactive, a U.S. firm that offers design consultancy services, for financial consideration of \$94 million, said the company in a regulatory filing on Wednesday.

Blink provided design consultancy services around user experience (UX), user research-based software product design and strategy, and customer experience (CX) design for clients including Amazon, Microsoft, Google and Facebook, as per the filing.

From the U.S. markets alone, Blink was expected to earn revenues in the range of \$33 million to \$35 million in calendar 2021, it further said. Seattle-based Blink employs 130 employees and has studios in Austin, Boston, San Diego, and San Francisco.

YourStory

[Mphasis acquires Blink Interactive for \\$94 million](#)

Mphasis, a business process management firm, acquired Blink Interactive for \$94 million, including earnouts, on Wednesday.

Blink reported revenue of \$29 million in 2020, and has grown at a compounded rate of 42 percent between 2017 and 2020. A bulk of its revenue comes from research and design of hardware and software services or products.

"This acquisition aligns with our strategy to be a trusted partner to our clients in the digital transformation journey," said Nitin Rakesh, CEO and Executive Director of Mphasis, in an investor call on Wednesday.

"The acquisition helps significantly expand our total addressable market (or TAM), while shifting left to the forefront of customer experience, in alignment with our Front2Back transformation model," he added.

Mphasis' Front2Back (F2B) approach is focused on harnessing cloud and cognitive to provide hyper-personalised digital experiences to clients and end customers. (The 'front' in F2B transformation reflects the client-centric approach.)

Seattle-headquartered Blink Interactive has conducted UX research studies, and been involved in the development of evidence-driven products and services, including Amazon Alexa, Microsoft Xbox, and the Starbucks mobile app.

Its client base includes technology firms such as Microsoft, Amazon, Google and Facebook among others with tenure of around 10 years. Blink uses user research sessions, combined with quantitative statistical and survey work.

"We work with tech; we also work with traditional companies whose industries are being transformed by technology, but what all of our clients have in common is a desire to increase their impact through better products, smarter technology and a relentless focus on the user experience," said Kelly Franznick, Chief Innovation Officer & Co-founder, Blink Interactive, in the investor call.

Mphasis clocked revenue of Rs 9855.3 crore (\$1.3 billion) in financial year 2020-21, growing 9.2 percent over the previous year.

The acquisition closed on September 21 after Mphasis signed a definitive agreement in nature for the merger plan. "Apart from expanding our TAM within our existing clients and second, Blink takes the company into a segment of customers that the company has not worked with," Nitin Rakesh told analysts, in the investor call.

Blink works by addressing the strategy, research and design needs of its clients. The company expects significant uplift from the acquired company to its BFSI (banking, financial services, and insurance) and hi-tech verticals, and significant growth potential by leveraging their strategic account model to Blink's marquee client base.

With Blink, Mphasis will shift and engage with clients in their digital journey – in a way moving upstream by addressing the strategy, research and design needs of clients. Mphasis' previous use-cases in the upstream phase have been more consultative in nature revolving around strategy, marketing, customer management, and employee management.

This acquired upstream capabilities will give Blink scope to participate in larger, full stack, digital transformation-based constructs using Mphasis's teams and account-mining methodologies, Rakesh explained.

LiveMint

[Mphasis acquires US-based Blink Interactive for \\$94 million](#)

Mid-sized IT services firm Mphasis Ltd said on Wednesday that it has acquired Blink Interactive Inc., a US-based design consultancy services firm, for a total consideration of \$94 million.

Blink provides design consultancy services around user experience (UX), user research-based software product design and strategy, and customer experience (CX) design for marquee brands. Headquartered in Seattle, with over 130 employees, Blink has additional studios in Austin, Boston, San Diego, and San Francisco.

“The acquisition of Blink, consistent with our M&A focus, is in the forefront of providing well researched design and high impact digital experiences to our clients and their end customers,” said Nitin Rakesh, chief executive officer and executive director, Mphasis.

“The total addressable market for the upstream user research, strategy and design is growing 25-30% per annum, which is 4-5x the overall IT services market. There is significantly increased focus on customer/ user-centred design in the current environment. The synergy opportunity set will revolve around product, experience and service design, as well as the end-to-end implementation services across the spectrum of clients and industries we service together,” Rakesh added.

Analysts believe the acquisition of Blink will boost Mphasis's experience competencies with end-to-end capabilities in user experience research, strategy, design, and implementation. “The acquisition is expected to be revenue-accretive and in line with Mphasis's Front2Back transformation and growth strategy,” Emkay Research said.

The brokerage firm added that the acquisition will help Mphasis expand the addressable market in its direct accounts, which augurs well for growing revenue from these accounts. “The integration of Blink's leadership team will further strengthen Mphasis's leadership team as well.”

Blink is expected to post revenues of \$33-35 million for CY21. It has been growing at a CAGR of 42% over 2017-20, partly aided by small acquisitions.

LiveMint

[Mphasis stock hits new high as Street cheers Blink acquisition](#)

The Street has given a thumbs-up to Mphasis' new acquisition even though it may lead to some impact on the company's margins.

Continuing its up move, shares of the tier-II IT services provider hit a new record high of ₹3,324 in Thursday's opening trade on the NSE. The Mphasis stock has been rising after it announced the acquisition of US-based Blink Interactive, a user experience research and design firm, on Wednesday. The consideration for this transaction stands at \$94 million to be paid in cash, along with talent retention costs over the next two years.

This acquisition is attractively valued and Blink's cross-sell synergies would accelerate growth within Mphasis' BFSI and hi-tech verticals, analysts said.

"Acquisition of Blink provides Mphasis an opportunity to add to its front-end design capabilities and engineering-related work, and also capture more downstream revenue opportunities, which in many cases is around 10 times of upstream revenue. This perfectly aligns with Mphasis' Front2Back transformation strategy," analysts at Motilal Oswal Financial Services Ltd said in a report on 22 September.

It should be noted that Blink has a marquee customer base in the Hi-Tech industry; its client list includes Facebook, Amazon, Microsoft, and Google.

"Though Blink's revenue is currently only 2.7% of Mphasis revenue, this acquisition offers significant growth opportunities," said analysts at Prabhudas Lilladher. "Revenue growth is accretive given Blink has grown at over 42% CAGR over FY17-20 years and strong market synergies with Blink will expand Mphasis addressable market share," added the report. CAGR is short for compounded annual growth rate. Blink's estimated revenue for CY21 is USD30-35 million.

On the flipside, given the higher amortisation and retention costs, the Mphasis management has guided for an impact of around 100 basis points (bps) on its margin. One basis point is one-hundredth of a percentage point.

The management expects early realization of revenue synergies to pare margin headwinds. However, even after taking into account this acquisition, the Mphasis Ebit margin guidance of 15.5-17% remains unchanged. Ebit is short for earnings before interest and tax. Analysts say, the management's confidence to protect margins is impressive and bodes well for investors' sentiment towards the stock.

That said, analysts at Kotak Institutional Equities highlight that successful integration of the two businesses would be key to realizing revenue synergies. "Integration of creative agencies with services firms is tricky and requires care due to differences in cultures," said the Kotak report dated 23 September.

Meanwhile, in the last year, the Mphasis stock has jumped 135%, significantly outperforming benchmark index Nifty IT, which has given returns of 84% in the same span. This sharp rally has been driven by the company's robust earnings performance and strong growth momentum in its organic business. In the June quarter, Mphasis signed net new deals worth \$505 million, the highest ever in Q1.

Business Standard

[Acquisition, portfolio expansion to aid revenue growth for Mphasis](#)

The stock of India's eighth largest software services company by market capitalisation, Mphasis, was up about 1.8 per cent in trade after it announced the acquisition of US-based firm, Blink Interactive. Mphasis acquired the company, which offers design consultancy services around User Experience (UX) user research based software product design strategy, for \$94 million.

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There is however a negative impact on the margins prior to interest and taxes of 100 basis points due to performance based retention and amortisation costs. Margins are expected to stabilise by FY23. Analysts expect synergy on the revenue front to flow from the end of FY22 with the deal turning earnings accretive from FY24.

Suyog Kulkarni of Reliance Securities says that the biggest positive for Mphasis is higher TAM opportunity and expanded relationship with large US-based technology clients. Its 65 customers include top companies such as Facebook, Amazon, T-Mobile, Microsoft, Google and Dell with little overlap among clients between Blink and Mphasis.

"Mphasis deserves multiple re-rating considering the industry leading revenue growth expected over FY21-24 period of 20 per cent in the direct business segment, expanding margins and attractive dividend yield," says Kulkarni of Reliance Securities. The brokerage has a buy recommendation with a two-year target price of Rs 3,470.

Given the current market price (Rs 3,256) and the 60 per cent run up in the stock price over the last three months, the stock factors in most of the positives. A sharp correction in the stock price could be a good buying opportunity with momentum in deal flows in the September quarter and growth guidance important triggers going ahead.

Business Standard

[Mphasis acquires US-based Blink UX for \\$94 mn in an all cash deal](#)

Blackstone-backed IT services player Mphasis announced the acquisition of Blink UX, a user experience research, strategy, and design firm headquartered in Seattle, with over 130 employees for a consideration of \$94 million (over Rs 680 crore) in an all cash deal. This will boost Mphasis' experience competencies with end-to-end capabilities in UX experience.

"Customer centricity is foundational to Mphasis and is reflected in Mphasis' Front2Back Transformation approach. The acquisition of Blink, consistent with our M&A focus, is in the forefront of providing well researched design and high impact digital experiences to our clients and their end customers," said Nitin Rakesh, CEO and executive director, Mphasis.

"The total addressable market for the upstream user research, strategy and design is growing 25-30 per cent p.a. i.e., 4-5x the overall IT Services market. There is significantly increased focus on customer/ user centered design in the current environment. The synergy opportunity set will revolve around Product, Experience & Service design, as well as the end-to-end implementation services across the spectrum of clients & industries we service together," he added.

Founded in 2000, Blink has over two decades of expertise using its evidence-driven Design SM process to define digital user experience for clients. The company also has additional studios in Austin, Boston, San Diego, and San Francisco.

"Designing products that meet user needs, and are friction free, is how we delight customers and enrich their lives through technology. We are so thrilled to now have Mphasis' engineering skills as part of our core, providing end-to-end services for our clients and following our designs through to launch," said Blink CEO, Karen Clark Cole.

Business Standard[Mphasis acquires Blink UX for \\$94 million](#)

The IT company on Tuesday announced that it has acquired Blink UX, a user experience research, strategy and design firm for a total consideration of up to \$94 million, including earnouts.

Mphasis said the acquisition is expected to provide access marquee logos, strengthen experience business and is leadership and revenue growth accretive. The IT company said Blink will bring a marquee client list in technology and consumer industries with average 10-year relationship and strong synergy potential for Hi-Tech vertical.

Nitin Rakesh, CEO and executive director of Mphasis said, Customer centricity is foundational to Mphasis and is reflected in Mphasis' Front2Back Transformation approach. The acquisition of Blink, consistent with our M&A focus, is in the forefront of providing well researched design and high impact digital experiences to our clients and their end customers.

He further added, The total addressable market for the upstream user research, strategy and design is growing 25-30% p.a. i.e., 4-5x the overall IT Services market. There is significantly increased focus on customer/ user centered design in the current environment. The synergy opportunity set will revolve around Product, Experience & Service design, as well as the end-to-end implementation services across the spectrum of clients & industries we service together.

Blink Interactive, Inc, a US based corporation was founded in 2000, which provides design consultancy services around User Experience (UX), User research based software product design and strategy, and Customer Experience (CX) design for marquee brands.

Mphasis applies next-generation technology to help enterprises transform businesses globally. The IT firm reported a 7.17% jump in consolidated net profit to Rs 339.68 crore in Q1 June 2021 (Q1 FY22) over Rs 316.93 crore in Q4 March 2021 (Q4 FY21).

Shares of Mphasis were trading 0.43% higher at Rs 3,212.65 on BSE.

The Free Press Journal

[Mphasis acquires US-based UX firm, Blink Interactive](#)

Mphasis, an Information Technology (IT) solutions provider specializing in cloud and cognitive services, announced today, its acquisition of Blink UX , a User Experience research, strategy, and design firm that works with leading enterprises to create transformative digital products, brands, and experiences.

Headquartered in Seattle, with over 130 employees, Blink has additional studios in Austin, Boston, San Diego, and San Francisco. Founded in 2000, Blink has over two decades of expertise using their Evidence-driven Design SM process to define digital user experiences for clients, according to a press release.

"The acquisition of Blink, consistent with our M&A focus, is in the forefront of providing well researched design and high impact digital experiences to our clients and their end customers," said Nitin Rakesh, CEO and Executive Director, Mphasis.

"The Total Addressable Market for the upstream user research, strategy and design is growing 25-30 percent p.a. i.e., 4-5x the overall IT Services market. There is significantly increased focus on customer/ user centered design in the current environment. The synergy opportunity set will revolve around product, experience and service design, as well as the end-to-end implementation services across the spectrum of clients and industries we service together," Rakesh said.

"We are so thrilled to now have Mphasis' engineering skills as part of our core, providing end-to-end services for our clients and following our designs through to launch" said Blink CEO, Karen Clark Cole.

Yahoo Finance

[Mphasis Acquires Blink UX - a User Experience Research, Strategy, and Design firm](#)

Mphasis, (BSE: 526299; NSE: MPHASIS), an Information Technology (IT) solutions provider specializing in cloud and cognitive services, announced today, its acquisition of Blink UX (<https://blinkux.com>), a User Experience research, strategy, and design firm that works with some of the world's leading enterprises to create transformative digital products, brands, and experiences. Headquartered in Seattle, with over 130 employees, Blink has additional studios in Austin, Boston, San Diego, and San Francisco. Founded in 2000, Blink has over two decades of expertise using their Evidence-driven Design SM process to define digital user experiences for clients.

The acquisition of Blink is part of providing well researched design and high impact digital experiences to our clients.

"Customer centricity is foundational to Mphasis and is reflected in Mphasis' Front2Back™ Transformation approach. The acquisition of Blink, consistent with our M&A focus, is in the forefront of providing well researched design and high impact digital experiences to our clients and their end customers," said Nitin Rakesh, CEO and Executive Director, Mphasis. He also added "The Total Addressable Market for the upstream user research, strategy and design is growing 25-30% p.a. i.e., 4-5x the overall IT Services market. There is significantly increased focus on customer/ user centered design in the current environment. The synergy opportunity set will revolve around Product, Experience & Service design, as well as the end-to-end implementation services across the spectrum of clients & industries we service together."

"Designing products that people use, love and remember is always our mission. Understanding user behavior, through qualitative research is the foundation of our product strategy and experience design work. Knowing what motivates a product's customers, including their context of use, mental model, needs and opportunities, allows us to design experiences that are intuitive, innovative, useful, and usable. Designing products that meet user needs, and are friction free, is how we delight customers and enrich their lives through technology. We are so thrilled to now have Mphasis' engineering skills as part of our core, providing end-to-end services for our clients and following our designs through to launch," said Blink CEO, Karen Clark Cole.

Business Today

[Mphasis acquires US-based Blink Interactive for \\$94 mn](#)

Bengaluru-based IT services company Mphasis has acquired US-based design consultancy Blink Interactive Inc for a total consideration of \$94 million, including earnouts. In a filing, Mphasis said that the acquisition is expected to provide access to marquee logos, strengthen experience business and will be revenue growth accretive.

The deal was sealed on September 21 after the signing of a definitive agreement between Mphasis Corporation and Blink Interactive Inc.

“The Total Addressable Market for the upstream user research, strategy and design is growing 25-30 per cent p.a. i.e., 4-5x the overall IT Services market. There is significantly increased focus on customer/ user centered design in the current environment. The synergy opportunity set will revolve around product, experience and service design, as well as the end-to-end implementation services across the spectrum of clients and industries we service together,” said Nitin Rakesh, CEO and Executive Director at Mphasis.

Design consultancy Blink Interactive was founded in 2000, and provides services around UX, user research-based software product design and strategy and experience design. It is headquartered in Seattle and has over 130 employees. It has additional studios in Austin, Boston, San Diego, and San Francisco.

Blink CEO Karen Clark Cole said, “Understanding user behaviour through qualitative research is the foundation of our product strategy and experience design work. Knowing what motivates a product’s customers, including their context of use, mental model, needs and opportunities, allows us to design experiences that are intuitive, innovative, useful, and usable.”

Shares of Mphasis rose 2 per cent to hit an intraday high of Rs 3,267.95 on BSE on Wednesday. The stock opened 0.19 per cent higher at Rs 3,205.15 against the previous close of Rs 3,199.00. With a market capitalisation of Rs 60,871 crore, the shares stand higher than 5 day, 20 day, 50 day, 100 day and 200 day moving averages.

NDTV[Mphasis Shares Hit Record High On Acquiring US-Based Blink UX](#)

Shares of the Bengaluru-based information technology company - Mphasis - rose as much as 3.2 per cent to hit record high of ₹ 3,301 on the BSE after the company informed exchanges that it acquired US-based Blink UX, a user experience research, strategy, and design firm. Mphasis acquired 100 per cent stake in Blink UX for a total consideration of \$94 million.

Blink's acquisition is expected to provide access marquee logos, strengthen experience business and its leadership and revenue growth accretive, Mphasis said in an exchange filing.

Mphasis cited access to Blink's marquee client base, strong tenured leadership and expansion of total addressable market (TAM) as some of the factors behind its acquisition of Blink.

Blink has a marquee customer base wherein it counts Facebook, Amazon, T-Mobile, Google, Dell, NASA, ebay and Edelman Financial among others as its clients.

Headquartered in Seattle, with over 130 employees, Blink has additional studios in Austin, Boston, San Diego, and San Francisco. Founded in 2000, Blink has over two decades of expertise using their Evidence-driven Design SM process to define digital user experiences for clients, Mphasis said in a press release.

As of 11:48 am, Mphasis shares traded 1.91 per cent higher at ₹ 3,260, outperforming the Sensex which was trading on a flat note.

India Infoline

[Mphasis acquires Blink UX - a user experience research, strategy, and design firm](#)

Mphasis Ltd Mphasis Limited, an Information Technology (IT) solutions provider specializing in cloud and cognitive services, announced today, its acquisition of Blink UX (<https://blinkux.com>), a User Experience research, strategy, and design firm that works with some of the world's leading enterprises to create transformative digital products, brands, and experiences.

Headquartered in Seattle, with over 130 employees, Blink has additional studios in Austin, Boston, San Diego, and San Francisco, the IT company said.

Founded in 2000, Blink has over two decades of expertise using their Evidence-driven Design SM process to define digital user experiences for clients.

"Customer centricity is foundational to Mphasis and is reflected in Mphasis' Front2Back Transformation approach. The acquisition of Blink, consistent with our M&A focus, is in the forefront of providing well researched design and high impact digital experiences to our clients and their end customers," said Nitin Rakesh, CEO and Executive Director, Mphasis.

He also added "The Total Addressable Market for the upstream user research, strategy and design is growing 25-30% p.a. i.e., 4-5x the overall IT Services market. There is significantly increased focus on customer/ user centered design in the current environment. The synergy opportunity set will revolve around Product, Experience & Service design, as well as the end-to-end implementation services across the spectrum of clients & industries we service together."

"Designing products that people use, love and remember is always our mission. Understanding user behavior, through qualitative research is the foundation of our product strategy and experience design work. Knowing what motivates a product's customers, including their context of use, mental model, needs and opportunities, allows us to design experiences that are intuitive, innovative, useful, and usable.

Designing products that meet user needs, and are friction free, is how we delight customers and enrich their lives through technology. We are so thrilled to now have Mphasis' engineering skills as part of our core, providing end-to-end services for our clients and following our designs through to launch" said Blink CEO, Karen Clark Cole.

At around 9.42 am, Mphasis Ltd was trading at Rs3,200.25 per piece up by Rs1.25 or 0.04% from its previous closing of Rs3,199 per piece on the BSE.

Outlook

[Mphasis acquires US-based Blink for USD 94 mn](#)

IT services firm Mphasis on Wednesday announced the acquisition of US-based Blink for up to USD 94 million (about Rs 694.3 crore).

Founded in 2000, Seattle-headquartered Blink provides design consultancy services around user experience (UX), user research-based software product design and strategy, and customer experience (CX) design for marquee brands.

With over 130 employees, Blink has additional studios in Austin, Boston, San Diego, and San Francisco.

"The acquisition closed on September 21, 2021 (PST) consequent to signing of the definitive agreement in nature of agreement for Plan of Merger between Mphasis Corporation, a wholly-owned subsidiary of the company; a subsidiary of Mphasis Corporation; and Blink Interactive Inc," a regulatory filing said.

Total consideration of the transaction is up to USD 94 million, including earnouts, it added.

The acquisition is expected to provide access marquee logos, strengthen experience business and is leadership and revenue growth accretive, it said.

Mphasis CEO and Executive Director Nitin Rakesh said customer centricity is foundational to Mphasis and is reflected in its Front2Back Transformation approach.

"The acquisition of Blink, consistent with our M&A focus, is in the forefront of providing well researched design and high impact digital experiences to our clients and their end customers," he added.

The Total Addressable Market (TAM) for the upstream user research, strategy and design is growing 25-30 per cent per annum ie, 4-5x the overall IT services market, he noted.

"There is significantly increased focus on customer/ user centered design in the current environment. The synergy opportunity set will revolve around Product, Experience and Service design, as well as the end-to-end implementation services across the spectrum of clients and industries we service together," Rakesh said.

Blink CEO Karen Clark Cole said designing products that people use, love and remember is always the company's mission.

"We are so thrilled to now have Mphasis' engineering skills as part of our core, providing end-to-end services for our clients and following our designs through to launch," Cole added. PTI SR

Data Quest

[Mphasis acquires user experience research, strategy, and design firm Blink UX](#)

Mphasis has acquired Blink UX, a user experience research, strategy, and design firm that works with some of the world's leading enterprises to create transformative digital products, brands, and experiences. Headquartered in Seattle, with over 130 employees, Blink has additional studios in Austin, Boston, San Diego, and San Francisco. Founded in 2000, Blink has over two decades of expertise using their Evidence-driven Design SM process to define digital user experiences for clients.

"Customer centricity is foundational to Mphasis and is reflected in Mphasis' Front2Back Transformation approach. The acquisition of Blink, consistent with our M&A focus, is in the forefront of providing well researched design and high impact digital experiences to our clients and their end customers," said Nitin Rakesh, CEO and executive director, Mphasis. He also added "The Total Addressable Market for the upstream user research, strategy and design is growing 25-30% p.a. i.e., 4-5x the overall IT Services market. There is significantly increased focus on customer/ user centered design in the current environment. The synergy opportunity set will revolve around Product, Experience & Service design, as well as the end-to-end implementation services across the spectrum of clients & industries we service together."

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BusinessWorld

[IT Services Firm Mphasis Acquires US-Based Blink For \\$94 Million](#)

IT services firm Mphasis on Wednesday announced the acquisition of US-based Blink for up to \$94 million (about Rs 694.3 crore).

Founded in 2000, Seattle-headquartered Blink provides design consultancy services around user experience (UX), user research-based software product design and strategy, and customer experience (CX) design for marquee brands.

With over 130 employees, Blink has additional studios in Austin, Boston, San Diego, and San Francisco. "The acquisition closed on September 21, 2021 (PST) consequent to the signing of the definitive agreement in nature of agreement for Plan of Merger between Mphasis Corporation, a wholly-owned subsidiary of the company; a subsidiary of Mphasis Corporation; and Blink Interactive Inc," a regulatory filing said.

The total consideration of the transaction is up to \$94 million, including earnouts, it added. The acquisition is expected to provide access marquee logos, strengthen experience business and is leadership and revenue growth accretive, it said.

Mphasis CEO and executive director Nitin Rakesh said customer-centricity is foundational to Mphasis and is reflected in its Front2Back Transformation approach.

"The acquisition of Blink, consistent with our M&A focus, is in the forefront of providing well-researched design and high impact digital experiences to our clients and their end customers, he added. The Total Addressable Market (TAM) for the upstream user research, strategy and design is growing 25-30 per cent per annum ie, 4-5x the overall IT services market, he noted.

"There is significantly increased focus on customer/ user-centred design in the current environment. The synergy opportunity set will revolve around the product, experience and service design, as well as the end-to-end implementation services across the spectrum of clients and industries we service together, Rakesh said.

Blink CEO Karen Clark Cole said designing products that people use, love and remember is always the company's mission. "We are so thrilled to now have Mphasis' engineering skills as part of our core, providing end-to-end services for our clients and following our designs through to launch," Cole added.

VCCircle

[Blackstone backed Mphasis to buy US-based Blink for \\$94 mn](#)

Mphasis Ltd, an Indian software services company backed by global private equity major The Blackstone Group, has announced the acquisition of US-based Blink Interactive Inc for a total consideration of \$94 million (around Rs 694.3 crore).

"The acquisition closed on September 21, 2021 (PST) consequent to signing of the definitive agreement in nature of agreement for Plan of Merger between Mphasis Corporation, a wholly-owned subsidiary of the company; a subsidiary of Mphasis Corporation; and Blink Interactive Inc," Mphasis said in a regulatory filing.

The acquisition is expected to provide access marquee logos, strengthen experience business and its leadership as well as the revenue growth accretive, it said adding that the total consideration of up to \$94 million includes earnouts.

The announcement pushed Mphasis stock up to hit a new high of Rs 3,392.35 apiece on BSE and Rs 3,324 per share on the National Stock Exchange.

Founded in 2000, Seattle-headquartered Blink is a User Experience research, strategy, and design firm that provides design consultancy enterprises to create transformative digital products, brands and experiences for marquee brands.

With over 130 employees, Blink has additional studios in Austin, Boston, San Diego and San Francisco.

Mphasis CEO and executive director Nitin Rakesh said the acquisition of Blink, consistent with our M&A focus, is in the forefront of providing well researched design and high impact digital experiences to our clients and their end customers.

"The total addressable market for the upstream user research, strategy and design is growing 25-30% p.a. i.e., 4-5x the overall IT (information technology) services market," he said.

According to him, there is significantly increased focus on customer/ user centered design in the current environment.

"The synergy opportunity set will revolve around product, experience and service design, as well as the end-to-end implementation services across the spectrum of clients & industries we service together," Rakesh added.

"Understanding user behaviour, through qualitative research is the foundation of our product strategy and experience design work. Knowing what motivates a product's customers, including their context of use, mental model, needs and opportunities, allows us to design experiences that are intuitive, innovative, useful, and usable...We are so thrilled to now have Mphasis' engineering skills as part of our core, providing end-to-end services for our clients and following our designs through to launch," Blink CEO, Karen Clark Cole, said.

CXO Outlook

[Mphasis Acquires Blink UX – a User Experience Research, Strategy, and Design firm](#)

Mphasis, (BSE: 526299; NSE: MPHASIS), an Information Technology (IT) solutions provider specializing in cloud and cognitive services, announced today, its acquisition of Blink UX (<https://blinkux.com>), a User Experience research, strategy, and design firm that works with some of the world's leading enterprises to create transformative digital products, brands, and experiences. Headquartered in Seattle, with over 130 employees, Blink has additional studios in Austin, Boston, San Diego, and San Francisco. Founded in 2000, Blink has over two decades of expertise using their Evidence-driven Design SM process to define digital user experiences for clients.

“Customer centricity is foundational to Mphasis and is reflected in Mphasis’ Front2Back™ Transformation approach. The acquisition of Blink, consistent with our M&A focus, is in the forefront of providing well researched design and high impact digital experiences to our clients and their end customers,” said Nitin Rakesh, CEO and Executive Director, Mphasis. He also added “The Total Addressable Market for the upstream user research, strategy and design is growing 25-30% p.a. i.e., 4-5x the overall IT Services market. There is significantly increased focus on customer/ user centered design in the current environment. The synergy opportunity set will revolve around Product, Experience & Service design, as well as the end-to-end implementation services across the spectrum of clients & industries we service together.”

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India Education Diary

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Financial IT

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Digital First Magazine

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BizNext

[Mphasis acquires Blink UX for USD 94 million](#)

IT Services firm Mphasis, on Wednesday announced its acquisition of Blink UX, a User Experience research, strategy, and design firm for a cash consideration of USD 94 million.

Headquartered in Seattle, with over 130 employees, Blink has additional studios in Austin, Boston, San Diego, and San Francisco. Founded in 2000, Blink has over two decades of expertise using their Evidence-driven Design SM process to define digital user experiences for clients.

The acquisition closed on 21st September 2021 (PST) consequent to signing of the definitive agreement in nature of agreement for Plan of Merger between, Mphasis Corporation, a wholly owned subsidiary of the Company; a subsidiary of Mphasis Corporation and Blink Interactive Inc.

“Customer centricity is foundational to Mphasis and is reflected in Mphasis’ Front2Back™ Transformation approach. The acquisition of Blink, consistent with our M&A focus, is in the forefront of providing well researched design and high impact digital experiences to our clients and their end customers,” said Nitin Rakesh, CEO and Executive Director, Mphasis.

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Business Journal

[Mphasis acquires US-based Blink UX for \\$94 mn in an all cash deal-Business Journal](#)

Blackstone-backed IT services player Mphasis announced the acquisition of Blink UX, a user experience research, strategy, and design firm headquartered in Seattle, with over 130 employees for a consideration of \$94 million (over Rs 680 crore) in an all cash deal. This will boost Mphasis' experience competencies with end-to-end capabilities in UX experience.

"Customer centricity is foundational to Mphasis and is reflected in Mphasis' Front2Back Transformation approach. The acquisition of Blink, consistent with our M&A focus, is in the forefront of providing well researched design and high impact digital experiences to our clients and their end customers," said Nitin Rakesh, CEO and executive director, Mphasis.

"The total addressable market for the upstream user research, strategy and design is growing 25-30 per cent p.a. i.e., 4-5x the overall IT Services market. There is significantly increased focus on customer/ user centered design in the current environment. The synergy opportunity set will revolve around Product, Experience & Service design, as well as the end-to-end implementation services across the spectrum of clients & industries we service together," he added.

Founded in 2000, Blink has over two decades of expertise using its evidence-driven Design SM process to define digital user experience for clients. The company also has additional studios in Austin, Boston, San Diego, and San Francisco.

"Designing products that meet user needs, and are friction free, is how we delight customers and enrich their lives through technology. We are so thrilled to now have Mphasis' engineering skills as part of our core, providing end-to-end services for our clients and following our designs through to launch," said Blink CEO, Karen Clark Cole.

PR NewsWire[Mphasis Acquires Blink UX - a User Experience Research, Strategy, and Design firm](#)

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GeekWire

[Seattle UX company Blink acquired by India-based IT services giant Mphasis](#)

Seattle-based UX and design firm Blink has been acquired by Mphasis, a publicly-traded IT services giant based in Bangalore, India. The all-cash deal is valued at \$94 million.

Founded 21 years ago, Blink works with companies such as Amazon, Apple, Microsoft, NASA, and Starbucks. The firm employs more than 130 people across offices in Seattle, Austin, Boston, San Diego, and San Francisco. It has earned \$34 million in revenue so far this year, according to CEO and co-founder Karen Clark Cole.

Blink will retain its name following the acquisition, and all employees are staying aboard.

Clark Cole and her co-founder Kelly Franznick said the deal helps Blink continue being a UX “on a new global stage.”

“We will continue to offer our core UX services, and we will now begin to offer back-end engineering, for complete end-to-end digital product services,” she said. “We are so thrilled to have Mphasis’s engineering skills as part of our expertise, allowing us to follow our strategy and designs through to launch.”

Founded in 1998, Mphasis reported revenue of more than \$1.3 billion for its fiscal year ending March 31. It reached a market capitalization of \$4.5 billion last year. The company employs more than 20,000 people.

In 2016, Blackstone Group acquired a majority stake in the company from Hewlett Packard.

“The acquisition of Blink, consistent with our M&A focus, is in the forefront of providing well researched design and high impact digital experiences to our clients and their end customers,” Mphasis CEO Nitin Rakesh said in a statement.

Blink grew slowly for years before ramping up. Big corporations recently began knocking on the door, interested in buying Blink. Instead, the firm launched a strategy to themselves acquire smaller companies, aiming to become the biggest UX business around, Cole told GeekWire last year.

Blink did not raise any outside capital, Cole said.

“Create big, bold and clear vision and never give up believing in it,” Cole said when asked for advice for other entrepreneurs. “Take it one day and one step at a time and walk with your head up looking for new opportunities and ways to pivot and always stay relevant.”

London News Today

[Mphasis acquires Blink UX](#)

Mphasis (BSE: 526299; NSE: MPHASIS), an information technology (IT) solution provider specializing in cloud and cognitive services, has announced the acquisition of BlinkUX, a user experience research, strategy and design company. A world-leading company that creates innovative digital products, brands and experiences.

Headquartered in Seattle and with more than 130 employees, Brink has additional studios in Austin, Boston, San Diego and San Francisco. Founded in 2000, Blink has over 20 years of expertise in defining the client's digital user experience using an evidence-driven Design SM process.

“Customer centricity is the basis of Mphasis and is reflected in Mphasis’ Front2Back™ conversion approach. The acquisition of Blink, which is in line with the focus of M & A, provides clients and their high-impact digital experiences with a well-studied design. We are at the forefront of delivering to our end customers,” said Nitin Rakesh, CEO and Executive Director of Mphasis. He also said, “The total addressable market for upstream user research, strategy, and design is growing at a pay of 25-30%, which is 4-5 times the total IT services market. In the current environment. The focus on customer / user-centric design has increased significantly. Synergistic opportunity sets are end-to-end across products, experiences, service designs, and the various clients and industries we serve together. It will be revolved around the implementation service of.”

“Designing products that people use, love and remember is always our mission. Understanding user behavior through qualitative research is the foundation of our product strategy and experience design work. By knowing what motivates your product’s customers, such as usage, mental models, needs, and opportunities, you can design an intuitive, innovative, convenient, and easy-to-use experience for a product that meets your needs and is frictionless. Designing is a way for us to please our customers and enrich their lives through technology. Blink CEO Karen Clark Cole has Mphasis engineering skills as part of its core and end-to-one with our clients. We are very excited to serve the end and launch according to the design.

Finextra

[Mphasis acquires Blink UX](#)

Mphasis, (BSE: 526299; NSE: MPHASIS), an Information Technology (IT) solutions provider specialising in cloud and cognitive services, announced its acquisition of Blink UX, a User Experience research, strategy, and design firm that works with some of the world's leading enterprises to create transformative digital products, brands, and experiences.

Headquartered in Seattle, with over 130 employees, Blink has additional studios in Austin, Boston, San Diego, and San Francisco. Founded in 2000, Blink has over two decades of expertise using their Evidence-driven Design SM process to define digital user experiences for clients.

“Customer centricity is foundational to Mphasis and is reflected in Mphasis’ Front2Back™ Transformation approach. The acquisition of Blink, consistent with our M&A focus, is in the forefront of providing well researched design and high impact digital experiences to our clients and their end customers,” said Nitin Rakesh, CEO and Executive Director, Mphasis. He also added “The Total Addressable Market for the upstream user research, strategy and design is growing 25-30% p.a. i.e., 4-5x the overall IT Services market. There is significantly increased focus on customer/ user centered design in the current environment. The synergy opportunity set will revolve around Product, Experience & Service design, as well as the end-to-end implementation services across the spectrum of clients & industries we service together.”

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TechRegister

[Mphasis acquires Blink UX for \\$94 million](#)

IT solutions provider has acquired Blink UX, a user experience research, strategy, and design firm, for about \$94 million in an all-cash deal.

Seattle-based Blink has additional studios in Austin, Boston, San Diego, and San Francisco. It employs 130 people. Founded in 2000, Blink has over two decades of expertise in defining digital user experiences for clients.

The Blink leadership will join Mphasis following the acquisition.

“The acquisition of Blink, consistent with our M&A focus, is at the forefront of providing well-researched design and high-impact digital experiences to our clients and their end customers,” said Nitin Rakesh, CEO and executive director, Mphasis.

Rakesh said the Total Addressable Market for upstream user research, strategy and design is growing by 25-30% a year, or about 4-5x the overall IT Services market.

The acquisition is expected to boost Mphasis’ competencies with end-to-end capabilities in user experience research, strategy, design, and implementation.

The company has a set of established customers with an average 10-year relationship in the technology and consumer industries, with a strong synergy potential for the high-tech vertical.

“There is significantly increased focus on customer/ user centred design in the current environment. The synergy opportunity set will revolve around product, experience and service design, as well as the end-to-end implementation services across the spectrum of clients and industries we service together,” Rakesh said.

Blink has been growing at a Compounded Annual Growth Rate of over 40% in the last three years and has strong market synergies from an increased total addressable market in Mphasis direct accounts.

“Knowing what motivates a product’s customers, including their context of use, mental model, needs and opportunities, allows us to design experiences that are intuitive, innovative, useful, and usable,” said Karen Clark Cole, chief executive of Blink. “Designing products that meet user needs, and are friction free, is how we delight customers and enrich their lives through technology.”

AP News

[Mphasis Acquires Blink UX - a User Experience Research, Strategy, and Design firm](#)

Mphasis, (BSE: 526299; NSE: MPHASIS), an Information Technology (IT) solutions provider specializing in cloud and cognitive services, announced today, its acquisition of Blink UX (<https://blinkux.com>), a User Experience research, strategy, and design firm that works with some of the world's leading enterprises to create transformative digital products, brands, and experiences. Headquartered in Seattle, with over 130 employees, Blink has additional studios in Austin, Boston, San Diego, and San Francisco. Founded in 2000, Blink has over two decades of expertise using their Evidence-driven Design SM process to define digital user experiences for clients.

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Market Watch

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Seeking Alpha

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Markets Insider

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Benzinga

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Morning Star

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WFMZ TV News

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Finanzen

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| September 22, 2021 | Outlook | Mphasis acquires US-based Blink for USD 94 mn |
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| September 23, 2021 | BusinessWorld | IT Services Firm Mphasis Acquires US-Based Blink For \$94 Million |
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| September 22, 2021 | Infotech Lead | Mphasis buys User Experience firm Blink UX |
| September 22, 2021 | Financial IT | MPHASIS ACQUIRES BLINK UX - A USER EXPERIENCE RESEARCH, STRATEGY, AND DESIGN FIRM |
| September 22, 2021 | Digital First Magazine | Mphasis Acquires Blink UX – a User Experience Research, Strategy, and Design firm |
| September 22, 2021 | FlipBoard | Seattle UX company Blink acquired by India-based IT services giant Mphasis |
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