

## **Shore Points Capital Acquires GenAlpha Technologies**

### *Another Shore Points Enterprise Software Investment*

NEW YORK ([PRWEB](#)) November 16, 2017 -- Shore Points Capital ([www.shorepointscapital.com](http://www.shorepointscapital.com)), a private equity firm based in New York, NY, is pleased to announce that it has led the acquisition of GenAlpha Technologies, LLC ([www.genalpha.com](http://www.genalpha.com)) in partnership with Greyrock Capital Group ([www.greyrockcapitalgroup.com](http://www.greyrockcapitalgroup.com)). Stan Eames, a member of Shore Points' Board of Advisors, has assumed the position of CEO of GenAlpha in conjunction with the acquisition.

Headquartered in Brookfield, Wisconsin, GenAlpha offers a comprehensive suite of software and services with a complete aftermarket solution for original equipment manufacturers. The Company's GenSuite software provides its customers with a unique platform including eCommerce, data conversion, eCatalogs with 2D and 3D interactive technology and data analytics.

GenAlpha represents the sixth software investment sponsored by the principals of Shore Points Capital and the third in partnership with Greyrock. "We are excited to bring our software experience and an accomplished technology executive like Stan Eames to a dynamic growing Company," said Walt Bellingham, principal of Shore Points. "GenAlpha has unmatched domain expertise in parts, a strong base of anchor customers, and has the opportunity to be a real game changing technology partner for OEMs who are looking to capture a greater share of the aftermarket for their products."

"I am thrilled to be joining the GenAlpha team, and look forward to furthering the market penetration of GenAlpha's best-of-breed offerings in eCatalog and eCommerce software for manufacturers," said Stan Eames. "The senior staff of GenAlpha, particularly Kris Harrington and Bob Zastrow, offer unmatched experience and knowledge in the aftermarket parts arena, and their vision has created a fantastic opportunity that I am proud to be a part of."

The selling shareholders of GenAlpha were represented by Promontory Point Capital ([www.promontorypointcapital.com](http://www.promontorypointcapital.com)) based in Milwaukee, WI.

#### About Shore Points Capital

Shore Points Capital is a NY-based private equity firm focusing on equity investments in lower middle market businesses. Until 2006, the principals of Shore Points Capital operated as the North American private equity arm of BNP Paribas, a multinational bank based in Europe. Shore Points Capital has significant experience and track record investing across a variety of industries, with a particular emphasis on business-to-business/enterprise software companies. [www.shorepointscapital.com](http://www.shorepointscapital.com)

#### About Greyrock Capital Group

Greyrock Capital Group provides mezzanine debt and equity to finance buyouts, recapitalizations and internal growth needs of middle-market companies. Further information on Greyrock is available at [www.greyrockcapitalgroup.com](http://www.greyrockcapitalgroup.com)



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