



Infoshare+

Infoshare+ builds govtech platform with purpose

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About this report

This report analyses Infoshare+'s disciplined buy-and-build strategy following Omni Partners' acquisitions.

We examine how seven acquisitions in twelve months created a coherent govtech platform across social housing, social care, and local government. The analysis evaluates the company's rapid integration approach, assesses data as competitive advantage, and considers growth prospects amid UK public sector consolidation.



Infoshare+ builds govtech platform with purpose

A little over a year ago, Omni Partners acquired data management specialist Infoshare alongside software assets from CIPFA to create Infoshare+. What has followed is a demonstration of disciplined buy-and-build, with seven acquisitions completed in around twelve months and a unified operating platform already taking shape.

TechMarketView sat down with infoshare+ Executive Chairman Steve Thorn and Omni's Elissa von Broembsen-Kluever to understand what's been achieved and where the company is heading.

A deliberate approach to portfolio building

The acquisitions have been anything but opportunistic, and Thorn is emphatic about the selection criteria: the businesses concerned were profitable, established, and cash-generative... but, more importantly, they had to fit a coherent strategic vision.

That vision centres on the company's three interconnected sectors of interest – social housing and asset management, social care, and local government – with each acquisition chosen for its adjacency to existing capabilities and its potential for cross-sell. For example, Thorn reports that when the acquisition of social housing systems integrator Manifest Software Solutions was announced in November, he received emails from staff who had joined through the Sava Technology (energy analytics specialists) acquisition four months earlier, expressing genuine excitement about the synergies. That kind of internal validation suggests the strategy is landing with the people who understand these markets best, keen to make use of the opportunities that the bolstered portfolio presents as it grows.



The Infoshare+ offering now spans data quality and master data management (the original Infoshare ClearCore product), energy and housing analytics for social housing (Sava Technology), council tax fraud prevention (Datatank, acquired June 2025), social care assessment tools (Looking Local's BetterCare suite, acquired January 2025), welfare benefits guidance (LA Directories, acquired August 2025), systems integration (Manifest), asset management (CIPFA AssetManager.net) and performance benchmarking (CIPFAStats+). It's a collection that addresses multiple pain points across local public services whilst maintaining thematic coherence around data, efficiency, and improving citizen outcomes.

Integration as a competitive advantage

What distinguishes Infoshare+'s approach from many PE-backed portfolios is the speed and commitment to genuine integration. Within twelve months, five of the seven acquired businesses have been migrated onto a single business platform – one finance system, one HR system, one CRM, one marketing platform. The remaining two are in progress, even with the most recent acquisition being only weeks old.

This isn't about consolidating technical platforms (the company operates across both AWS and Azure, and sees no immediate pressure to standardise). Rather, it's about operating as one business with consistent processes, shared KPIs, and a unified go-to-market approach. The rationale is straightforward; close integration provides the foundation for organic growth through cross-sell and upsell, whilst also making the platform more attractive to future acquisition targets who can see immediate access to over 500 client organisations (significant scale-up from their current outlook). As von Broembsen-Kluever explained, the company can help “open the door to more



[relationships]" because it has clusters of customers that are already interested and engaged in other areas.

The emphasis on cohesion was a recurring theme throughout our conversation. As Thorn put it, numerous potential acquisitions have been declined because they would have created a "scattergun" portfolio rather than the "rifle shot" precision that Infoshare+ is pursuing. The team wants clusters of adjacent software that serve connected use cases within their chosen sectors, not a loose confederation of unrelated products that happen to serve the public sector.

Data as the connective tissue

Underpinning everything is a belief that data (its quality, integration, and intelligent use) represents both the biggest challenge and the biggest opportunity in local public services. Thorn estimates that a typical local authority runs between 25 and 35 separate software applications of the type that Infoshare+ provides. The fragmentation is endemic, and the consequences are significant (not just in terms of costs, inefficiencies, and a lack of joined-up services; but also with poor understanding of service delivery and citizen experience, because data is siloed and under-exploited for strategic planning purposes).

The company's work with Brighton & Hove Council and the Gwent Regional Partnership on "single view of children" initiatives illustrates the potential. By joining data across systems, councils can identify vulnerable children earlier and intervene more effectively. The value isn't always expressible in cash savings terms (it might be a child's wellbeing that's improved) but the impact is real.



Elsewhere, the value proposition is more directly financial, however. Datatank's council tax fraud detection capabilities are delivering what Thorn describes as “spectacular ROI” through improved accuracy in applying single-person discounts; and the same datasets can also support social care teams in recovering deferred fees when properties enter probate (a practical example of the cross-pollination that the integrated platform enables).

There's also an AI-readiness argument, since without the right foundations in place (data needing to be clean, integrated, and identifiable before it can be used effectively), artificial intelligence investments alone are unlikely to deliver on their promise. ClearCore's master data management capabilities, with its auditable track-and-trace approach to data cleansing, is therefore a key part of the Infoshare+ offer too – positioning customers for whatever AI applications emerge along the way.

Customer outcomes in focus

Infoshare+ is finding that the public sector's willingness to share experiences through user groups (with councils and housing associations generally open about what's working and what isn't) is proving valuable as it looks for where to focus and how to enhance its portfolio capabilities. The company is also leveraging its relationship with CIPFA (whose benchmarking tools enable organisations to compare performance with their nearest statistical neighbours); the next step being direct conversations between high and low performers to share practical approaches.

The benefits that Infoshare+'s customers are reporting span efficiency gains (better responses to FOI and subject access requests through



unified data), revenue improvements (more accurate council tax collection), and service outcomes (earlier identification of citizens who need support). However, perhaps most significantly, the data being gathered through products like BetterCare Support (an animation-led platform to assess multi-tiered care and support eligibility) is enabling councils to understand potential future demand, helping them plan for social care needs three to five years ahead rather than simply reacting to today's caseloads.

Looking ahead

Infoshare+'s immediate priority is continuing the acquisition strategy whilst driving organic growth from the existing portfolio. One further acquisition is anticipated before the financial year ends in March 2026, with the dual focus thereafter being cross-sell into the 500-plus customer base and selective further M&A. Sectorally, education might eventually be of interest; but health is explicitly ruled out, given its different dynamics around accreditation, compliance, and market liquidity (risking what von Broembsen-Kluever describes as Infoshare+'s "cohesion of service delivery").

Internationalisation isn't on the agenda either. Whilst the UK public sector opportunity is substantial and well-understood, Thorn doesn't think that Infoshare+'s software would easily translate to other jurisdictions with different legislative and regulatory frameworks without re-engineering that could prove to be a distraction from that cohesive core of the company.

The coming local government reorganisation, with district councils consolidating into larger unitaries, is seen by Infoshare+ as an opportunity rather than a threat. Data will be essential to making those



consolidations work effectively, and Infoshare+'s focus as a *data* and software business, and its experience helping housing associations integrate disparate systems, positions it well to support councils through similar transitions.

What's striking about Infoshare+ is the clarity of purpose. In a market where PE-backed platforms can feel like financial engineering exercises, this one appears genuinely focused on building something coherent, focused on specific areas that deliver value in a sector that needs it. The proof will come in the execution over the next two to three years, but the foundations feel solid.



About the author



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Craig joined TechMarketView in April 2023. As Principal Analyst, he launched the SustainabilityViews research stream and now leads it as Research Director, also serving as a member of the PublicSectorViews team, with a focus on Education and Local & Regional Government.

With over 30 years of experience in technology and change across commercial and public sectors, Craig has held a broad range of roles including analyst research, consultancy, technology strategy, innovation, and service delivery. Before joining TechMarketView, he ran the UK-based analyst firm Independent Thought, focusing on blockchain, IoT, AI, and innovation. His career also includes analyst positions at IDC, MWD Advisors, and Ovum, as well as nearly 20 years in UK Education sectors—working in universities and national bodies, managing IT services, and leading large-scale national innovation programmes.

Craig leads the research for TechMarketView 's Sustainability Technology Activity Index, which tracks supplier activity across environmental sustainability use cases from a watchlist of over 1,800 organisations worldwide.

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