Oakley Capital partners with Groupe Senef, a French provider of cloud vertical software solutions

Oakley Capital ("Oakley"), a leading European mid-market private equity investor, has agreed to invest in Groupe Senef ("Senef"), a provider of cloud vertical software solutions in France. As part of the transaction Isatis Capital, a minority shareholder since 2023, is fully exiting its stake in the business.

Founded in 2010 by Momar Mbaye and Tariq Hamadouch, Senef develops mission-critical software solutions for people-intensive services businesses, including commercial cleaning, home care services, security and hospitality. The company supports c.2,000 clients with software that is central to their daily operations, covering back-office administration, workforce management, payroll, compliance and invoicing.

These sectors are characterised by labour-intensive, on-site operations and complex regulatory environments, where deeply embedded systems of record remain critical to coordinating daily activities, and where artificial intelligence is increasingly augmenting existing workflows. This creates significant opportunities for modern vertical software platforms such as Senef that sit at the centre of operational data and compliance.

From the outset, Senef has been built around a clear purpose: to put technology at the service of its customers, simplifying complex and highly regulated operational environments while remaining intuitive for teams working in the field, in markets where labour shortages, regulatory complexity and non-discretionary demand are accelerating the adoption of modern software solutions.

Oakley's investment will support Senef's next phase of growth while preserving the company's entrepreneurial DNA, culture and values. In line with its long-standing founder-first approach, Oakley partners closely with entrepreneurs to help scale their businesses sustainably. This will enable Senef to continue investing in product innovation, including the integration of advanced automation and AI capabilities into its solutions, while also pursuing selective strategic acquisitions to broaden its product capabilities and market reach.

Jim Darragh, former CEO of TotalMobile, a leading provider of field service management software, will join the board as part of the transaction, bringing significant experience in developing and scaling mission-critical software businesses.

This investment also reflects Oakley Capital's growing momentum in France. In recent years, Oakley has backed leading French technology businesses including customer engagement platform Brevo and cybersecurity services provider I-Tracing, reinforcing its long-term commitment to supporting founder-led companies across the French market.

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Peter Dubens, Oakley Capital co-Founder and Managing Partner, said: “Senef is a great example of the type of founder-led business we seek to partner with. Momar and Tariq have built a company that is firmly rooted in the realities of its customers and the industries they serve. Our role is to support their ambition and long-term vision, while preserving the entrepreneurial culture and values that have been central to Senef’s success.”

Senef Co-Founders Momar Mbaye and Tariq Hamadouch said: “Oakley Capital is an ideal partner for Senef as we enter the next stage of our journey. Their founder-first philosophy and long-term mindset strongly align with our own values and ambitions. This partnership allows us to move forward with confidence, while remaining true to what defines Senef: high standards, a strong entrepreneurial spirit and a clear focus on delivering real impact for our customers and their teams.”

Bénédicte Laurioz, Investment Director at Isatis Capital, said: “Senef has built a strong position through a clear focus on customer needs, product quality and long-term value creation. We are proud to have supported the company during an important phase of its development and wish the team continued success as Senef enters its next chapter.”