



Oddball Announces Acquisition of Synaptic

TYSONS, Va. Oct. 28, 2026 -- Oddball, a Federal digital services provider, today announced its acquisition of the Salesforce Technology and Services Business of Synaptic Era, Inc. ("Synaptic"). This acquisition marks a significant investment in the Salesforce ecosystem and adds a proven Salesforce and Agentforce delivery practice to Oddball's expertise in custom software, cloud, data, and AI. This is Oddball's first acquisition since its December 2024 strategic investment from Falfurrias Management Partners.

A Salesforce partner since 2008 and a former Crest Consulting Partner, Synaptic has completed more than 600 Salesforce projects. It brings specialized expertise in Public Sector Solutions, OmniStudio, and Agentforce 360, Salesforce's AI agent platform. Since Agentforce launched in 2024, Synaptic has delivered more than a dozen AI-production deployments, including the deployment for Salesforce's first Federal Agentforce customer.

The acquisition gives Federal agencies greater choice in how they modernize. Oddball builds human-centered digital platforms for clients, including the Department of Veterans Affairs, the Centers for Medicare & Medicaid Services, the U.S. Air Force, the Defense Health Agency, and the Securities and Exchange Commission. Synaptic adds configurable AI-driven platform delivery for healthcare, grants management, licensing and permitting, and constituent-facing Digital Door programs. Together, Oddball and Synaptic help agencies put trusted AI agents to work alongside public servants.

"Government customers should not have to choose between a partner that understands their mission and one that understands the platform," said Marybeth Wootton, Chairwoman of the Board of Oddball. "Our mission is simple: we put humans at the center of technology. Synaptic brings unique Salesforce and Agentforce credentials, strong customer outcomes, and a team that shares that commitment. Together, we are helping customers move faster, make better use of the technology they already own, and bring new capabilities to the people who depend on government services."

About Oddball

Oddball is a digital services company supporting Federal agencies with technology purpose-built for the citizens they serve and the workforces they enable. Guided by its mission to put humans at the center of technology, Oddball combines human-centered design, custom software, cloud, data, AI, and configurable platforms. Oddball Labs, its applied research and development arm, prototypes and validates emerging technologies so agencies can adopt them confidently. Learn more at www.oddball.io.

About Falfurrias

Falfurrias Capital Partners is an operationally focused middle-market private equity fund investing in high-growth companies across sectors including business, government, and



financial services; marketing and information services; food manufacturing; and industrial technology. The team is comprised of experienced investors and operators, supported by in-house resources spanning strategy & market insights, finance & integration, human capital, and technology. The fund is managed by Falfurrias Management Partners, a Charlotte-based private equity firm founded in 2006 by Hugh McColl Jr., former Chairman and CEO of Bank of America; Marc Oken, former CFO of Bank of America; and Managing Partner Ed McMahan. The firm has raised approximately \$4.0 billion across eight funds and invests in growing middle-market businesses in sectors where the firm's operational resources, relationships, and sector expertise can complement portfolio company executive teams in support of long-term growth objectives. Learn more at www.falfurrias.com