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**EMBARGOED UNTIL: May 4, 2026, at 9:00 AM ET**

# COEO SOLUTIONS ACQUIRES S-NET COMMUNICATIONS

Deepening network, security, and managed IT capabilities for mid-market businesses across the United States

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**Planned Release:** May 4, 2026

**Headquarters:** Schaumburg, IL

**Media Contact:** Frederick Weiss | [fweiss@snetconnect.com](mailto:fweiss@snetconnect.com)

## The Announcement

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COEO Solutions, a Riata Capital Group portfolio company, has acquired S-NET Communications, Inc., a Schaumburg, Illinois-based managed technology provider with a 20-year operating history serving multi-location businesses across hospitality, QSR and franchise, healthcare, financial services, and professional services.

The acquisition advances COEO's strategy of building a more complete platform for the segment of the market it calls the Forgotten 5000: multi-location, mid-market enterprises with real network and communications complexity that national carriers are not built to serve.

S-NET customers will experience no disruption to their service or support teams. The dedicated service model S-NET customers have relied on continues, now backed by COEO's national infrastructure, deeper engineering bench, and expanded portfolio.

## Why This Matters

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Mid-market businesses with 10 to 500 locations generate enterprise-level complexity without receiving enterprise-level attention from the large carriers that dominate the market. COEO was built specifically to close that gap, and S-NET has spent 20 years proving the same model works.

The acquisition adds meaningful new capabilities to COEO's platform:

- Managed IT services, managed firewall, and endpoint management, expanding beyond network and communications into a fuller managed technology offer
- An AI-powered contact center platform with conversational self-service, real-time agent guidance, and customer sentiment analysis, enabling COEO to serve mid-market customers who need intelligent customer experience tools alongside their network infrastructure
- Deep vertical expertise in hospitality, QSR and franchise, and healthcare built over two decades of focused delivery
- S-NET's fully integrated SD-WAN, SASE, UCaaS, CCaaS, and direct internet access platform, complementing COEO's existing strengths in managed networking

## Executive Statements

S-NET built their business the same way we did, with dedicated teams, engineering discipline, and a customer base that stays because the service delivers. Together, we are a more complete platform for mid-market businesses that need a partner who can handle complexity and stay accountable over the long term. S-NET customers gain access to a broader national platform and deeper technical resources, and our existing customers gain new capability in managed IT and vertical expertise we are proud to add.

**Frank Ruffolo, CEO, COEO Solutions**

We built S-NET around the belief that businesses deserve a technology partner that treats them like a priority and has the engineering depth to match their needs. Joining COEO means our customers keep the high-touch service experience they have come to expect, and gain access to a national platform with broader capabilities, more technical resources, and the financial strength to continue investing in their success. This is a tremendous outcome for our customers, our team, and our partners.



Alex Fayn, CEO, S-NET Communications

## Combined Company at a Glance

<b>390+</b> Active COEO Customers	<b>~97%</b> COEO Customer Retention	<b>3+</b> Avg. Contract Renewals
<b>20 Yrs</b> S-NET in Market	<b>100%</b> Uptime SLA Guarantee	<b>24x7x365</b> US-Based Support

## What Changes and What Does Not

### For S-NET customers and partners:

- Same account teams, same support contacts, same day-to-day service experience
- Existing agreements, pricing, and commission structures remain intact
- Access to COEO's expanded national portfolio now available through existing relationships
- No action required

### For COEO customers and partners:

- Expanded portfolio now includes managed IT, endpoint management, managed firewall, and S-NET's AI-powered CCaaS platform
- New vertical expertise in hospitality, QSR and franchise, and healthcare
- Deeper engineering resources available across all accounts
- No changes to existing agreements, pricing, or account team assignments

## Channel Partner Statement



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COEO goes to market through a channel-first model, working with a national network of technology solutions distributors and advisor partners including Sandler Partners, Intelysis, Avant, TBI, AppDirect, Bridgepointe, GTS, Upstack, and BlueWave, among others. COEO offers competitive commissions, dedicated channel support, and a partner-first sales model built around faster time to commission and long-term account growth.

For channel partners who have represented S-NET, this transaction opens access to COEO's full portfolio and established channel program. Partners who have been selling S-NET solutions are encouraged to contact COEO's channel team to discuss how the expanded platform creates new revenue opportunities for their customers.

## Verticals Served

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The combined company now delivers end-to-end managed network, communications, security, and IT solutions across:

- Hospitality: hotels, extended-stay properties, resort and casino properties
- QSR and franchise: multi-unit restaurant operators, franchise systems
- Healthcare: regional health systems, physician groups, specialty care networks
- Financial services: regional banks, credit unions, insurance providers
- Professional services: legal, accounting, and consulting firms with distributed locations

## About COEO Solutions

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COEO Solutions is a leading managed network and cloud communications partner for multi-location mid-market enterprises across the United States. Founded in 2014 and headquartered in Schaumburg, Illinois, COEO provides a full suite of managed network and cloud communications services including SD-WAN, SASE, UCaaS, CCaaS, SIP Trunking, Microsoft Teams Direct Routing, and dedicated internet access, backed by 24x7x365 US-based support and a dedicated team assigned to every customer account. COEO is a portfolio company of Riata Capital Group. For more information, visit [www.coeosolutions.com](http://www.coeosolutions.com).



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## About S-NET Communications

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S-NET Communications is a Schaumburg, Illinois-based managed technology provider offering fully integrated voice, internet, security, and cloud solutions to small and mid-sized businesses. Founded in 2005, S-NET serves customers across hospitality, QSR and franchise, healthcare, financial services, and professional services. For more information, visit [www.snetconnect.com](http://www.snetconnect.com).

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## About Riata Capital Group

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Riata Capital Group is a leading Dallas-based private equity investment firm that partners with seasoned management teams to invest in growing, profitable, privately held companies with a focus on business services, consumer, and healthcare services. Over the course of their careers, the principals of Riata Capital Group have deployed over \$2 billion of capital into more than 47 platforms and 400 add-on acquisitions totaling over \$7.6 billion in transaction value. For more information, visit [www.riatacapital.com](http://www.riatacapital.com).

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## Transaction Advisor

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Q Advisors, a global TMT investment banking boutique, acted as exclusive financial advisor to S-NET Communications in connection with this transaction.

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## Looking Ahead

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COEO's growth strategy is built on organic expansion, channel scale, and targeted acquisitions of companies that share its service philosophy and customer focus. The S-NET acquisition is the first step in a deliberate program to build the most capable managed network and communications platform for mid-market enterprises in the country. COEO is actively evaluating additional acquisition opportunities aligned to this strategy.



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## Notes for Media

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**Interview requests:** Contact Jordan Pioth at [jpioth@coeosolutions.com](mailto:jpioth@coeosolutions.com)

**High-resolution images:** Available upon request

**COEO website:** [www.coeosolutions.com](http://www.coeosolutions.com)

**S-NET website:** [www.snetconnect.com](http://www.snetconnect.com)

**Announcement date:** April 30, 2026

Note: COEO does not publicly disclose specific revenue figures. Customer retention, contract renewal, and service metrics referenced in this document are verified company figures available for attribution.