



Managed Services for Private Equity Firm Involving Data Capture and Standardization on Chronograph

Private Equity Firm

Established a unified data environment in Chronograph by implementing robust data standardization processes, ensuring a consistent and comprehensive foundation for data analytics and reporting solutions

Managed Services for a Private Equity Firm with AUM greater than USD 100Bn

Situation

- The sponsor was facing challenges in maintaining and supporting the data collection and storage of Monthly Reporting Packs (MRPs) of PortCos in Chronograph due to varying data reporting templates which resulted in bandwidth utilization and error-prone unconsolidated reporting structure
- Partnered with the client to set up standardized process of capturing MRPs and identify any non-standard reporting templates on an ongoing basis to take appropriate actions before capturing them on Chronograph. This enabled consolidation of standard and reliable data, facilitating generation of valuable insights for improved decision-making and value creation

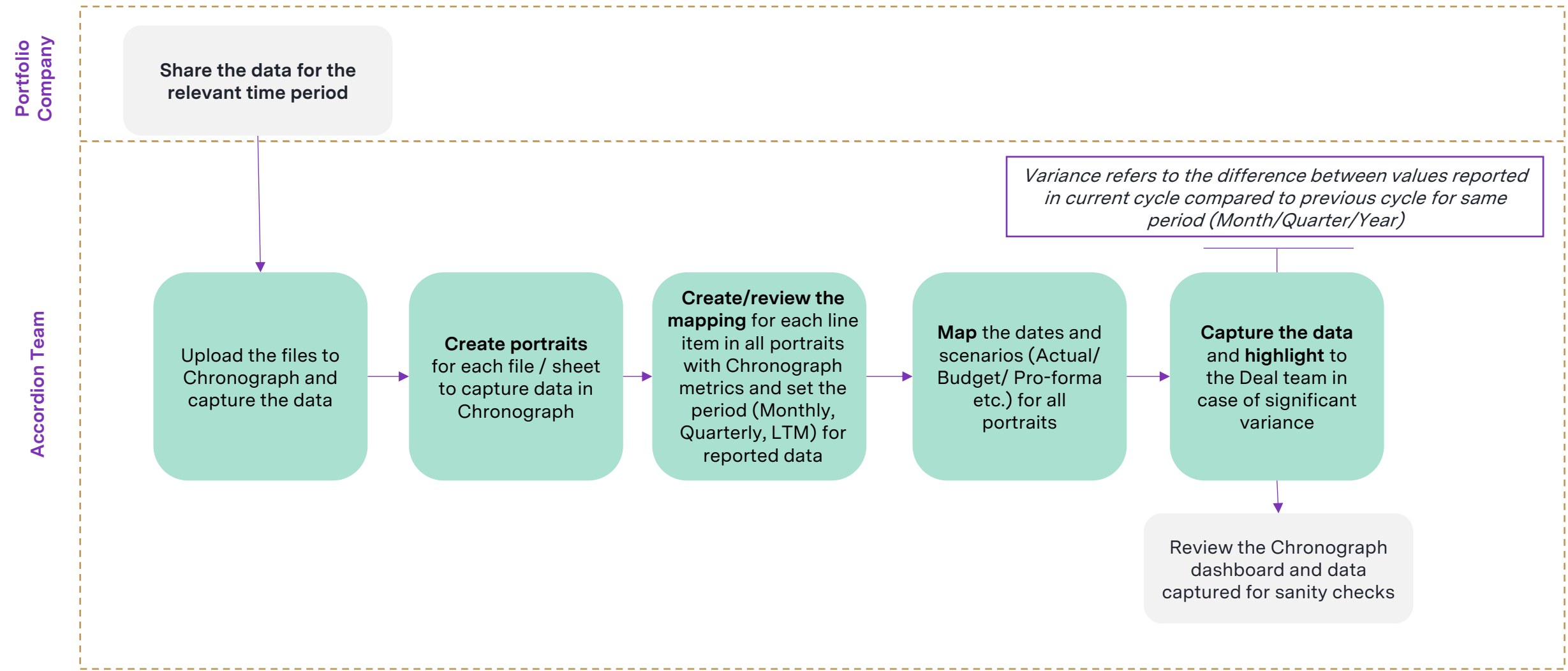
Accordion Value Add

- Established robust data validation process to identify anomalies in the Monthly Reporting Packs data, Investment Committee data, and Go-To-Market data before capturing in Chronograph, offering stakeholders convenient access to a diverse range of accurate financial information
- Captured non-standard MRPs shared by PortCos by standardizing the metrics and mapping those metrics to appropriate Global Metrics present in Chronograph. Additionally, created new metrics in Chronograph to map any new KPIs reported by PortCos as per reporting requirement
- Set up automatic reminders for deadlines and approvals while also maintaining a comprehensive audit history for accountability. This approach also allows direct input with the ability to engage in interaction through comments for user-friendly collaboration

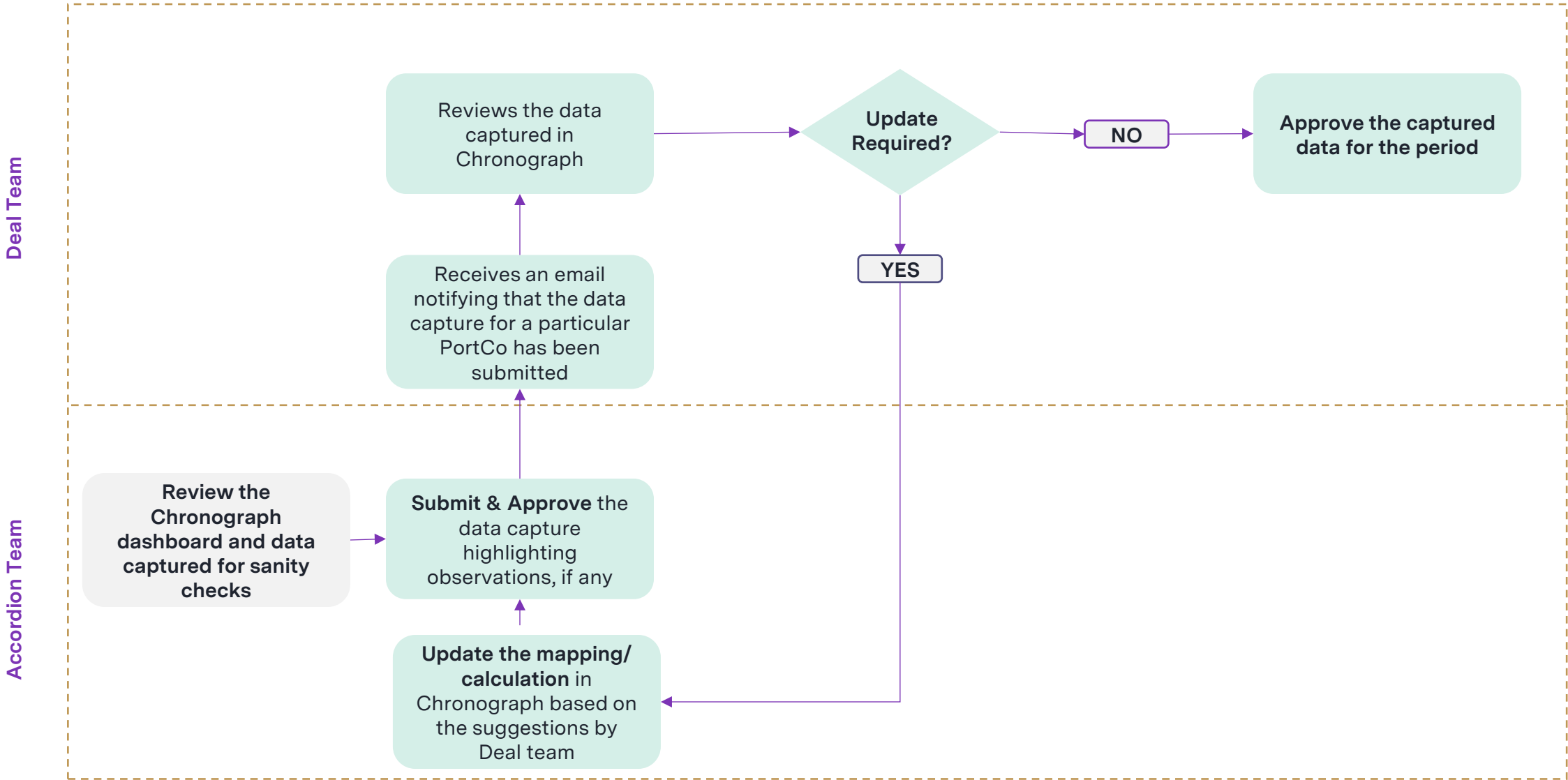
Impact

- Improved data quality through robust and automated process enabling more informed decision-making based on accurate Chronograph data portraits
- The approach focused on providing a structured framework for future financial reporting, ensuring long-term efficiency and effectiveness
- Achieved a ~75% reduction in the entire process of data collection and storage, saving approximately ~180 – 200 manhours monthly

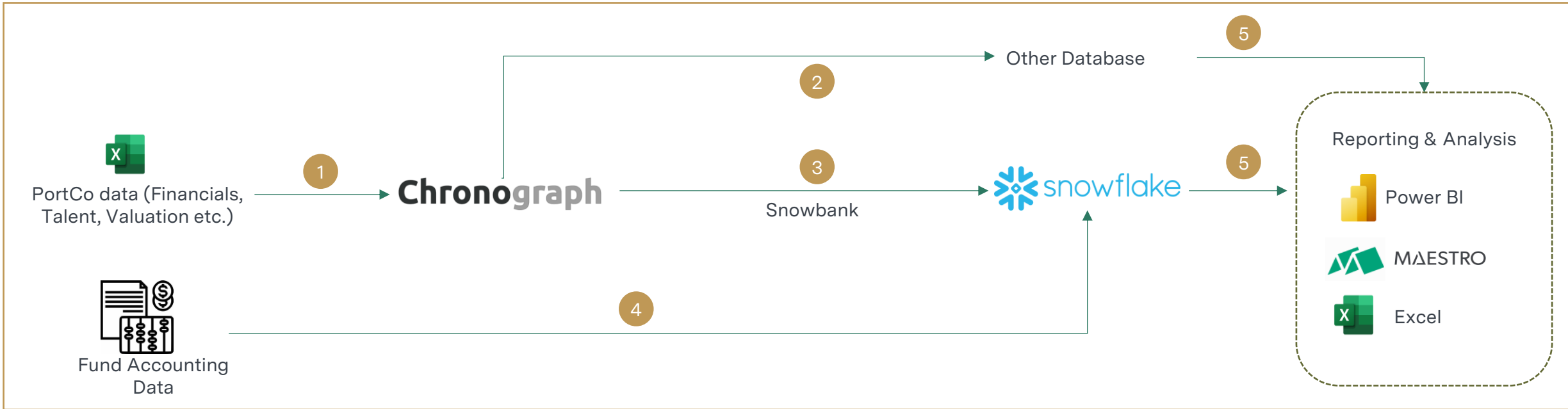
Data Extraction, Portrait Creation and Capturing Data in Chronograph



Multi Step Validation of Captured Chronograph Data



Data Architecture Integrating Chronograph with Data Platform



- 1 Portfolio Companies Data are uploaded / pushed and stored in Chronograph
- 2 Data Stored on Chronograph can be integrated to any other database through API
- 3 Data Stored on Chronograph can also be integrated through Chronograph Snowflake Plug-and-Play feature '**Snowbank**'
- 4 Fund Accounting Data is uploaded in Snowflake Database through MDM
- 5 Data on Snowflake DB or any other DB leveraged to build various reports and BI dashboards

Exhibit #1 – Creation And Capturing Of Portrait From Reporting Files

ILLUSTRATIVE

Scenarios for Metrics like Actual, Budget, etc

Metrics to be mapped in spreadsheet/pdf containing PortCo data

Chronograph metrics to be mapped

Financial statement/ Sheets in reporting pack

			1/31/2022	2/28/2022	3/31/2022	4/30/2022	5/31/2022	6/30/2022	7/31/2022	8/31/2022	9/30/2022	10/31/2022	
			Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	
			At-Entry	×	×	×	×	×	×	×	×	×	
			Budget										
			Calibration Event										
			Combo Model										
			IC Model										
		3. IS - Natural											
		Home Page	300										
		Revenue											
		Recurring Revenue											
	Revenue - Subscription Revenue	✓ X SaaS Revenue	Recurring	✓ \$634,642,185	✓ \$630,924,405	✓ \$637,397,100	✓ \$635,869,026	✓ \$634,620,351	✓ \$638,860,476	✓ \$655,648,065	✓ \$653,526,246	✓ \$656,628,372	✓ \$657,111,111
	Revenue - Total Recurring Revenue	✓ X Total Recurring Revenue		✓ \$634,642,185	✓ \$630,924,405	✓ \$637,397,100	✓ \$635,869,026	✓ \$634,620,351	✓ \$638,860,476	✓ \$655,648,065	✓ \$653,526,246	✓ \$656,628,372	✓ \$657,111,111
	Revenue - Total Recurring Revenue as a % of Total Revenue	✓ X % of Total Revenue		✓ 96.7%	✓ 95.3%	✓ 96.5%	✓ 97.4%	✓ 98.5%	✓ 96.9%	✓ 98.3%	✓ 94.5%	✓ 95.5%	✓ 95.5%
	Revenue - Professional Services Revenue	✓ X Services Revenue	Services	✓ \$21,891,549	✓ \$31,603,374	✓ \$22,671,315	✓ \$16,218,945	✓ \$9,217,770	✓ \$17,053,356	✓ \$9,977,442	✓ \$37,132,950	✓ \$30,272,370	✓ \$41,111,111
	Revenue - Other, Non Recurring Revenue 1	✓ X Other Revenue	Other	✓ (203,364)	✓ (223,614)	✓ 600,000	✓ 660,750	✓ 600,000	✓ 3,588,780	✓ 1,325,220	✓ 1,007,790	✓ 487,509	✓ 1,111,111
	Revenue - Total Non-Recurring Revenue	✓ X Total Non-Recurring Revenue		✓ 21,688,185	✓ 31,379,760	✓ 23,271,315	✓ 16,879,695	✓ 9,817,770	✓ 20,642,136	✓ 11,302,662	✓ 38,140,740	✓ 30,759,879	✓ 42,222,222
	Revenue - Total Revenue	✓ X Total Revenue		✓ \$656,330,370	✓ \$662,304,165	✓ \$660,668,415	✓ \$652,748,721	✓ \$644,438,121	✓ \$659,502,612	✓ \$666,950,727	✓ \$691,666,986	✓ \$687,388,251	✓ \$699,333,333
	Revenue Growth, Period YoY Gr...			--	1%	0%	-1%	-1%	2%	1%	4%	-1%	
	COGS												
	Recurring COGS												
	ISN COS - Subscription COS	✓ X SaaS COGS	Saas	✓ \$81,157,497	✓ \$77,658,984	✓ \$78,317,763	✓ \$87,998,736	✓ \$82,757,559	✓ \$80,339,586	✓ \$73,397,268	✓ \$64,161,414	✓ \$65,101,941	✓ \$71,111,111
	ISN COS - Total Recurring COS	✓ X Total Recurring COGS		✓ \$81,157,497	✓ \$77,658,984	✓ \$78,317,763	✓ \$87,998,736	✓ \$82,757,559	✓ \$80,339,586	✓ \$73,397,268	✓ \$64,161,414	✓ \$65,101,941	✓ \$71,111,111
	ISN COS - Recurring COS % of Recurring Revenue	✓ X % of Recurring Revenue		✓ 12.8%	✓ 12.3%	✓ 12.3%	✓ 13.8%	✓ 13.0%	✓ 12.6%	✓ 11.2%	✓ 9.8%	✓ 9.9%	✓ 11.1%
	ISN COS - Professional Services COS	✓ X Services COGS	Services COGS	✓ \$1,135,431	✓ \$2,606,109	✓ \$1,279,518	✓ \$3,431,103	✓ \$2,230,476	✓ \$2,530,506	✓ \$2,404,881	✓ \$18,585,681	✓ \$18,629,781	✓ \$16,111,111
	ISN COS - Other, Non-Recurring Revenue 1 COS	✓ X Other COGS		✓ -	✓ -	✓ -	✓ -	✓ -	✓ -	✓ -	✓ -	✓ -	✓ -
	ISN COS - Total Non-Recurring COS	✓ X Total Non-Recurring COGS	Total Non-Recurring COGS	✓ 1,135,431	✓ 2,606,109	✓ 1,279,518	✓ 3,431,103	✓ 2,230,476	✓ 2,530,506	✓ 2,404,881	✓ 18,585,681	✓ 18,629,781	✓ 16,111,111
	ISN COS - Total COS	✓ X Total COGS		✓ \$82,292,928	✓ \$80,265,093	✓ \$79,597,281	✓ \$91,429,839	✓ \$84,988,035	✓ \$82,870,092	✓ \$75,802,149	✓ \$82,747,095	✓ \$83,731,722	✓ \$87,222,222
	ISN COS - Total COS % of Total Revenue	✓ X % of Total Revenue		✓ 12.5%	✓ 12.1%	✓ 12.0%	✓ 14.0%	✓ 13.2%	✓ 12.6%	✓ 11.4%	✓ 12.0%	✓ 12.2%	✓ 12.5%
	Grace Profit												
	TOC	1. Summary Results	2. IS - Functional	✓ 3. IS - Natural	4. Balance Sheet	5. Cash Flow	6. Bookings	7. Headcount	8. Attrition	9. Cash			

Exhibit #2 – Approval Workflow

ILLUSTRATIVE

Investment Fund

Select companies

Active Investments

All Companies

MARCH 2024

Data Collection Summary

Select a status to filter

- / 19

Complete

Submitted

Draft

PortCo Logo

PortCo Name

Task Name

Assigned to

Monthly Reporting Pack

GTM Insights

Deal Team

AP

BB

Close task settings

+ Add collection task

Edit: Company Details | Investment Details | Users | Collection Definitions | Investment Metrics

Task Name

Assigned to

Monthly Reporting Pack

Deal Team

NG

MW

BB

Edit: Company Details | Investment Details | Users | Collection Definitions | Investment Metrics

Task Name

Assigned to

+ Add collection task

Deal Team

Monthly Reporting Pack

March 2024

Pending

Due in 19 days

Task Description

Monthly Company Financials Collection

Monthly

30

days after month-end

Show Email Reminder Settings

View Email History

ASSIGNED TO

SG

PJ

AM

AM

SJ

VN

SB

RA

VL

IM

Remind

MERILYTICS REVIEWER

UK

MG

ANALYTICS TEAM

WD

ST

DEAL TEAM ASSOCIATE

RP

Using Monthly Reporting Pack Review Approval Workflow.

Change

SAVE

Each PortCo could have distinguish number of tasks to capture & review the financials

Assignee who would capture financials for a Task and would receive a notification at a defined cadence

Layer of various reviewers for each Task