

A Global Placement Agent Firm Raising Capital Exclusively For Alternative Investment Funds Across Multiple Strategies

Introduction

This case study of a global placement agent is based on a September 2020 survey of Preqin customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.



Compared to other private markets data providers, Preqin provides a more comprehensive coverage and more reliable data than any other solutions available in the market.

Challenges

For this global placement agent, raising private capital for funds with different strategies (Buyout, Distressed Debt, Real Estate, Growth, etc.) and regional focus (North America, Asia, Europe, Africa, etc.) presented many challenges, particularly when it came to sourcing data on allocators and fund managers active in alternative assets.

Requirements

To overcome these challenges, the placement agent needed access to a data provider with a *'comprehensive coverage of the alternative assets industry'*, providing granular insight into the markets the firm was interested in. This needed to be packaged in an intuitive solution allowing the firm to easily source the information required.

In addition, the firm also needed a data provider with accurate, reliable information on:

- Fund allocators
- Fund managers
- Fund performance

Results

Using Preqin, the global placement agent improved the following core competencies within its business:

- Due diligence, manager and fund evaluation
- Fundraising
- Benchmarking and peer analysis
- Business development
- Mapping private markets

After experiencing Preqin data, solutions and insights alongside another provider, the firm ranked Preqin's **investors, fund managers, fund performance, benchmarking and cash flow datasets as best in class** compared to other data providers.

Additionally, the firm also ranked Preqin's regional coverage of **North America, Western Europe and Asia as at least better if not superior** when compared to other data providers.

As a result, the global placement agent reported **making a return on investment within the first 12 months** of their Preqin subscription.

A senior key stakeholder in this firm would be very likely to recommend Preqin for the following reason:

"[Preqin is] the best in the industry at PE stats and investor information."

Company Profile

The company featured in this case study asked to have its name publicly blinded because publicly endorsing vendors is against their policies.

TechValidate stands behind the authenticity of this data.

Company Size:
Small Business

Industry:
Financial Services

About Preqin

Preqin is The Home of Alternatives™, the foremost provider of data, analytics, and insights to the alternative assets community

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