

A Global Custodian Bank Enhanced its Business with Preqin

Introduction

This case study of a global custodian bank 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.



“Best source of data in private equity / private capital, really easy to use.”

Challenges

With a global reach in over 90 countries, this custodian bank was experiencing significant challenges developing new business for its suite of investor services in a heavily relationship-driven industry.

Requirements

To overcome these issues and improve their familiarity with key stakeholders, the bank needed access to a data provider with **‘comprehensive coverage of the alternative assets industry’**, providing granular insight into the markets the firm was interested in. More importantly, the data available needed to be **‘easy to find and actionable’** to allow the firm to quickly source the information required.

Additionally, the firm needed a data provider with accurate, reliable data on:

- Fund managers
- Fund allocators
- Fund and fundraising activity
- Fund performance
- Firm profile and contact details

With these requirements in mind, the bank chose to engage Preqin.

Results

With Preqin data, this global custodian bank improved several key core competencies throughout its business, including:

- Investor analysis for subscription facilities
- Due diligence, manager and fund evaluation
- Benchmarking and peer analysis
- Mapping private markets

After using Preqin data, solutions and insights alongside another provider, the firm ranked Preqin’s **fund managers, fund and fundraising, performance, firm profiles, and contact details as superior if not best in class** compared to other data providers.

As a result, a key VP within the firm agreed with the following statement: **‘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.’**

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:
Large Enterprise

Industry:
Banking

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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