

## ADAMS STREET PARTNERS

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**AN ADVANCED ANALYTICS SYSTEM, INCORPORATING COMPLEX ENTITY AND TRANSACTION LOGIC, IMPROVES RESPONSIVENESS AND INSIGHT.**

### ADAMS STREET PARTNERS.

Adams Street Partners LLC is one of the largest global managers of private equity investments in the world. Together with its predecessor organizations, Adams Street Partners has been investing in private equity fund-of-fund partnerships since 1979 and managing direct investments in private equity since 1972.

### ANALYSIS NEEDS GROW IN VOLUME, COMPLEXITY.

As Adams Street Partners' private equity funds grew in size and number, so too did its volume of data and its users' analysis requirements. The company's investment system, however, had limited reporting capabilities, and analysts spent a significant amount of time evaluating data and directly querying the source system.

Adams Street Partners sought an automated solution that would enable its analysts to devote more time to value-added activities. In addition, the company wanted to:

- ◆ Establish standards for processes and documentation.
- ◆ Systematize certain analysis approaches, such as bottom up, top down, and commitment allocation.
- ◆ Improve investment insight by reporting on allocation, performance or cost by factors such as region, vintage year, or fund family.
- ◆ Equip users to perform ad-hoc analyses efficiently.
- ◆ Provide a workflow solution for deal tracking.
- ◆ Provide user-centric functional modules by displaying data from multiple systems, including the General Ledger and CRM systems.

For assistance in building these capabilities, the company turned to West Monroe Partners, which paired private equity knowledge with technical expertise in systems architecture and integration, data management, and .NET custom application development. In addition, West Monroe Partners offered the ability to develop the application in short iterations, allowing constant feedback and the ability to adapt quickly to changing requirements.

### A DYNAMIC SOLUTION MEETS CHANGING NEEDS.

West Monroe Partners created a service oriented architecture-based web application that meets Adams Street Partners' complex analytics needs. The project team worked closely with stakeholders from many different departments in order to capture the complex logic involved with the organization's diverse entities, including clients, fund investments, and portfolio companies, as well as transactions such as commitments, cash flows, and asset valuations. In addition, West Monroe Partners integrated the application with several other systems to track customer information, download exchange rates, and import information about entities, relationships, and transactions throughout the enterprise.

Initially, the project team established a suite of analytical tools to address portfolio analytics requirements. Over subsequent iterations, the team worked with Adams Street Partners to evolve this solution into a robust application that, today, comprises hundreds of screens and reports and encompasses deal tracking, client analytics, and client reporting capabilities. West Monroe Partners has worked with Adams Street Partners to enhance and maintain the application as the company's needs change. In addition, the project team has updated the application continuously to ensure that it uses the most current and powerful technologies available.

Today, Adams Street Partners maintains a dynamic performance analytics system that effectively captures the organization's diverse entities and transactions.

- ◆ Its ability to automate portfolio and client analysis frees up substantial analyst time by providing instant access to advanced analytics and hundreds of reports.
- ◆ The company can respond to customers' information requests in minutes rather than days or weeks.
- ◆ The application, developed using Microsoft .NET, Web services, and Microsoft SQL Server, is easy to maintain and update.

West Monroe Partners is an international, full-service business and technology consulting firm focused on guiding organizations through projects that fundamentally transform their business. With the experience to create the most ambitious visions as well as the skills to implement the smallest details of our clients' most critical projects, West Monroe Partners is a proven provider of growth and efficiency to large enterprises, as well as more nimble middle-market organizations. Our more than 300 consulting professionals drive better business results by harnessing our collective experience across a range of industries, serving clients out of offices across the United States and Canada.