



A FINANCIAL SERVICES COMPANY

**Transforming
private equity
administration
with blockchain technology**

CONTEXT

ABOUT THE CLIENT

A leading global financial services company headquartered in the US

- **Products:** Wealth management, Asset Servicing, Asset Management, and Banking
- **Customers:** Corporations, Institutions, and High Net-worth Individuals
- **Countries:** US, Canada, Europe, Middle-East, and Asia-Pacific

125

YEARS OF SERVICE
as an industry leader
for exceptional service

22

INTERNATIONAL LOCATIONS
in US, Canada, Europe,
Middle-East & Asia-Pacific

PARTNER ON-BOARDING FOR A NEW PE FUND



Investment Advisor

Issues a call request
for the fund



Administrator

Validates and
checks the call



General Partners

Reviews and
approves the call



Regulators

Carries out
compliance checks



Limited Partners

Gets the call notice
for investment



Limited Partners' Banks

Get linked and advised
for payments

CHALLENGES



Multi-party off-line data sharing



Longer settlement duration



Lengthy manual processes



Manual tracking methods



Duplicate data and effort



Costly regulatory compliance

“Current legal and administrative processes that support private equity are time consuming and expensive. Lack of transparency and efficient market practices lead to lengthy, duplicative and fragmented investment and administration process

- President of Corporate & Institutional Services at client organization

GOALS

Rapidly launch private equity funds

Reduce the administrative cost of managing partners

Provide trust & real-time visibility to partners & regulators

SOLUTION HIGHLIGHTS



DISTRIBUTED LEDGER

Seamless and simultaneous integration of transactions and settlements between multiple parties



SHARED UPDATES

Secured way to share information and conduct transactions without the need for single central party to approve



PRIVATE ACCESS

Authorized network members can only see the details of their own transactions which provides confidentiality and privacy



TRANSPARENT CHANGES

All updates are validated and recorded on all participants shared ledgers which drives accuracy and transparency



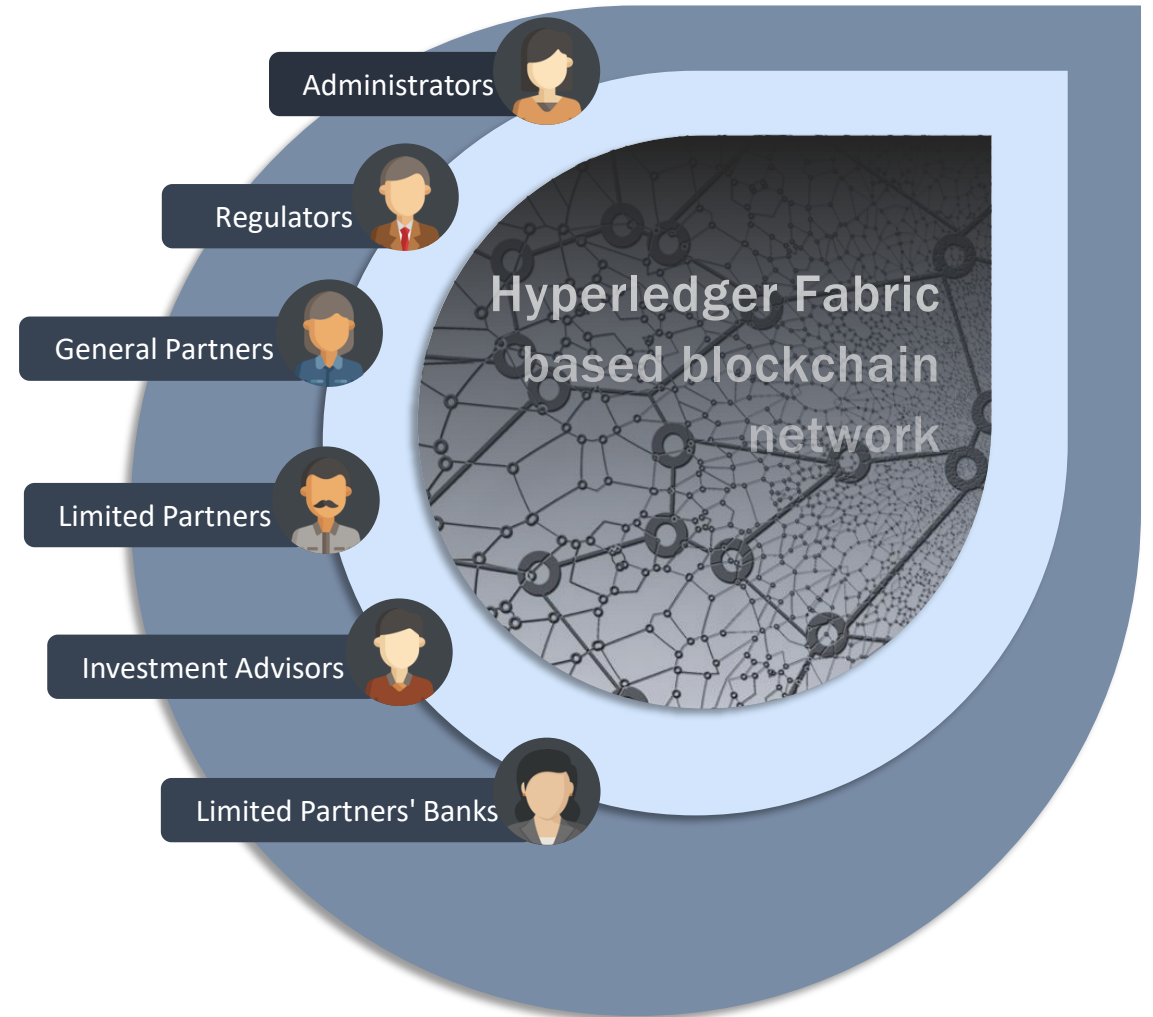
IMMUTABILITY AND PROVENANCE

Updates are permanent and auditable allowing network members to trace their past activities



SMART CONTRACTS

Perform a set of pre-determined rules and recognize certain triggering events to self-execute multi-party transactions



OUTCOMES

Created a platform to rapidly launch private equity funds and got a competitive advantage in the operating markets

4

MONTHS

SYSTEM GO-LIVE FOR THE FIRST INVESTOR



OPERATIONAL EXPENSES

50%

REDUCED

80%

FASTER

ON-BOARDED PARTNERS

STAKEHOLDERS

100%

BUY-IN

OUTCOMES

Created a platform to launch private equity funds in under 4 months to gain a competitive advantage in the operating markets

RAPID LAUNCH



80% faster to on-board new funds

ELIMINATED CHURN

50% reduction in operational expenses



STAKEHOLDER ALIGNMENT



100% buy-in from all stakeholders

TESTIMONIALS

CUSTOMER TESTIMONIAL

We anticipate substantial opportunities to bring improvements to the private equity market by using blockchain technology. This is an important first step to connecting participants much more effectively, including investors, managers, administrators, regulators, advisors and auditors.

Global head of market advocacy and research at client organization

END-USER TESTIMONIAL

By utilizing blockchain technology, Client has us with an infrastructure which will enable the fund to be serviced in a digital environment, introducing a new collaborative ecosystem to the private equity market where all actions are undertaken on a common, open and transparent platform. It is exciting to be at the forefront of this new development for private equity

Key stakeholder, General Partner Board

SUMMARY

True to its reputation of using technology for enhancing customer experiences and delivering leading capabilities, the company leveraged the true potential of blockchain technology in one of its markets, and is exploring expansion of the new solution into other asset classes and jurisdictions.

