Stories from the Field:

The General Atlantic-iLEVEL Success Story

June 2018

MEET THE PRESENTERS

Tony McNulty, General Atlantic

Senior Vice President, General Atlantic
New York
Vintage 2012

Anthony Danzilo, IPREO

Director, Client Success
New York
Vintage 2010

INTERACT

VISION FOR iLEVEL

Reason for Selection

- The size and complexity of the portfolio has continued to evolve

- Increasing requests and requirements from both limited partners and regulators

- The ability to expand and improve portfolio management across all aspects

Usage Areas

Data Collection	Analysis	Reporting

INTERACT

IMPLEMENTATION/ROLLOUT TIMELINE

SIGNED ON WITH iLEVEL **6/30/12**

8/21/12 ASSET / STRUCTURE CREATION

FUNDAMENTAL DATA ITEMS
(Company overview, financials
and valuations) **9/27/12**

10/19/12 ALL USERS ADDED TO PLATFORM
BASIC DATA COLLECTION TEMPLATES

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LP MEMOS **7/31/13**

12/31/14 ANTI-TRUST FILINGS

D&O INSURANCE **6/30/15**

Ongoing WEEKLY, MONTHLY and QUARTERLY
INTERNAL REPORTING

CASH TRANSACTIONS **Ongoing**

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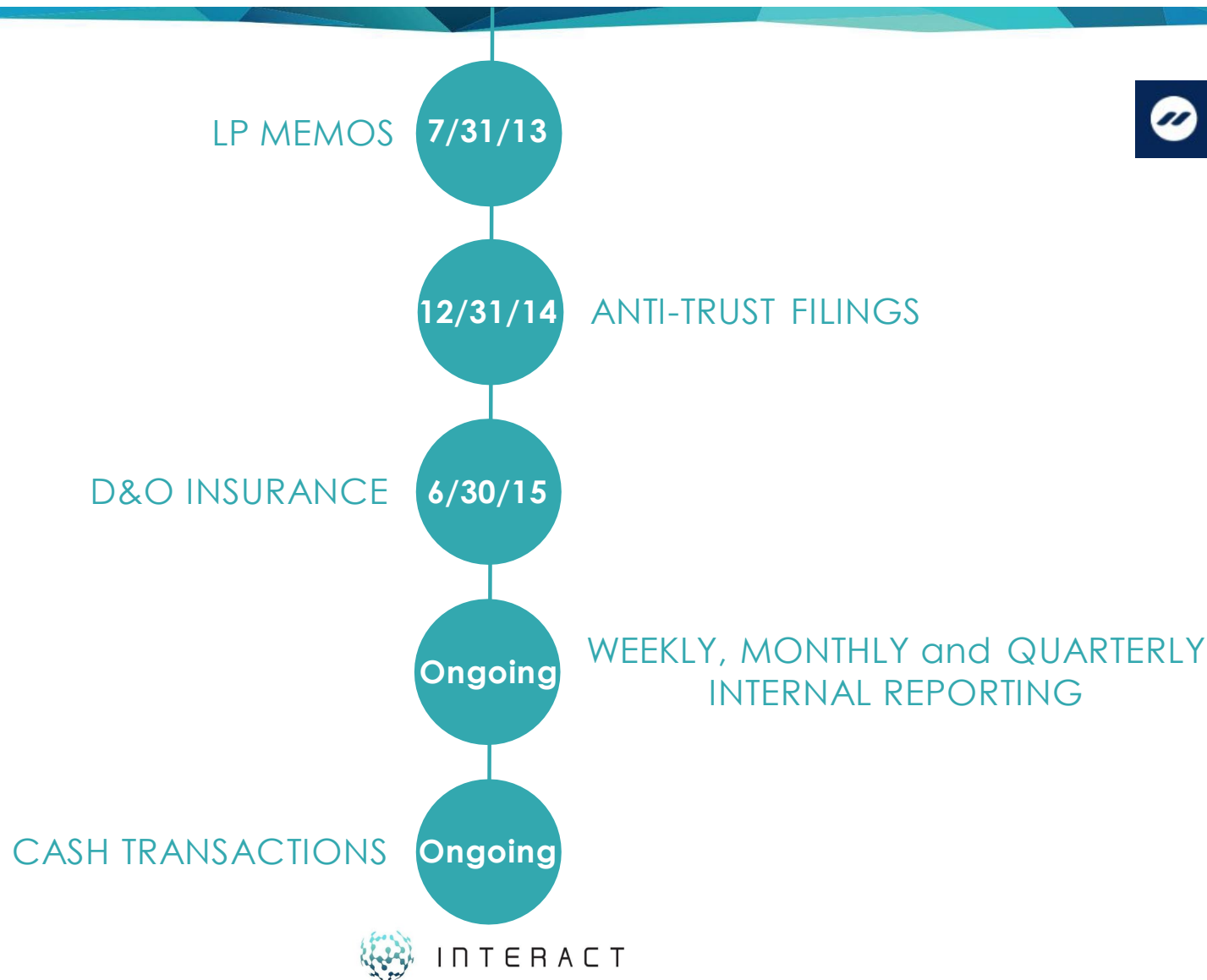
CHALLENGES / REMEDIES

CHALLENGES	REMEDIES
Team Bandwidth	Be realistic on scheduling and timing
Overly Optimistic	Focus on the most important areas and get those done before moving on
Lack of Integration/Alignment Across Teams	Communicate consistently and effectively with everyone involved

SUCCESS FACTORS FOR ADOPTION	
Management Backing	Prioritization
Realistic Expectations	Flexibility
Forward Looking	Strong Team
Transparency	

TYPE OF DATA ON iLEVEL TODAY

Portfolio Company Data

- **Dashboards** — Monthly financials and KPIs plus commentary

- **IC Case** — Company attributes, transaction details, historical and projected financials, valuation metrics, projected returns

- **5 Year Plans** — Projected financials, valuation metrics, investments, liquidity and returns plus commentary

- **Valuations** — Market data, financial data, fundamental valuation inputs / assumptions and outputs plus commentary

- **Other** – Revenue by county, regulatory data, LP memo commentary, audited financial data, executives and board members

Cash Transaction Data

- Specific transactions:

  - IPO, M&A, Private Sale, Open Market

  - Return of Capital, Dividends, Distributions

  - Debt Principal and Interest

- Quarterly Cash Outflow / Inflow

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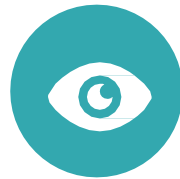
BENEFITS OF iLEVEL

Standardization/Centralization

Data is formally and easily defined, maintained in one location and available to anyone as needed

Management

The platform's workflow supports the monitoring and tracking of all data, and provides a full set of capabilities around scheduling and communicating

Insight

Being able to look through and analyze data both via excel and the portal

Efficiency

Data can be both collected or uploaded and then pulled quickly and easily

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BENEFITS OF iLEVEL (cont.)

Control Process

The platform's data audit trail assists in analysing the quality of inputs as well as supporting audit and regulatory needs

Flexibility

The platform provides significant breadth and depth in terms of data items and structure

Creativity

Efficiency, Flexibility and Insight supports the ability to generate new ideas

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