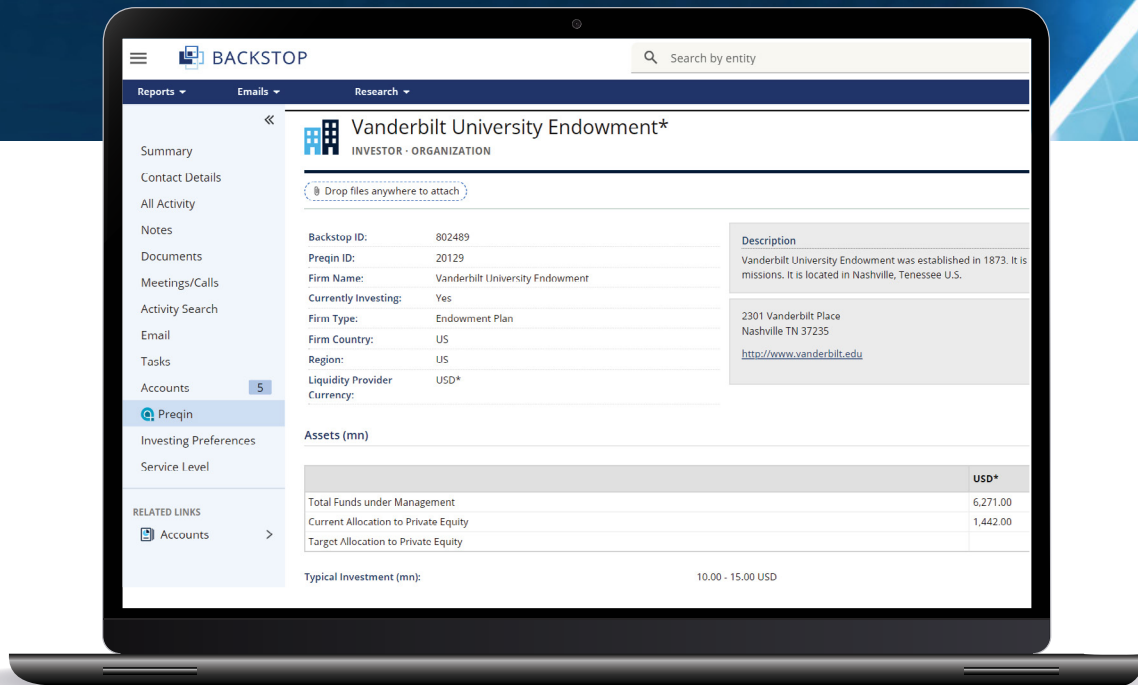


# BACKSTOP AND PREQIN INTEGRATION

For Preqin data subscribers, Preqin investor data is seamlessly integrated into the Backstop CRM. This allows Backstop clients to discover prospective investors, understand their needs, build strong relationships and close deals. The integration also helps to stay up-to-date with the changes in investor organizations so that our clients are always prepared for the next opportunity to serve their investors better.



## SEARCH PREQIN DATA FROM BACKSTOP

Find the prospects that are relevant to your offering, identify the decision-makers and points of influence. Keep up with your clients and the changes within their organization.



## IMPORT WHAT YOU NEED

Easily import Preqin data into Backstop to start developing your relationship with a prospect, and have access to all up-to-date Preqin data from your Backstop contact card.



## HAVE A HOLISTIC VIEW OF YOUR REPORTING

With our Report Builder, have a holistic view of your reporting by combining Preqin fields together with Backstop standard and custom fields for review and monitoring purposes.



## FOCUS ON DATA THAT MATTERS

With Preqin data integration, you can give your team the ability to focus on the most important data at the right time and provide clarity as to the status/promise of an investor contact.



## MASS UPLOAD PREQIN DATA INTO BACKSTOP

With one single upload operation, you can leverage uploads to link and create Preqin contacts en masse. Have more comprehensive Reporting by linking multiple existing Contacts and Organizations in Backstop to Preqin.

► **LEARN MORE:** To schedule a demo, contact a Backstop Sales Representative at (312) 277-7701 or email [info@backstopsolutions.com](mailto:info@backstopsolutions.com).