

FTV CAPITAL CASE STUDY



FTV CAPITAL HARNESSSES THE POWER OF THEIR DATA AND RELATIONSHIPS WITH AN INTEGRATED SOLUTION FROM ALTVIA

CLIENT:

FTV Capital

CHALLENGE:

Integration of FTV's contact and data management system with their communication network and LP portal for a customized, flexible PE solution.

SOLUTION:

AIM, Altvia Correspond Investor Edition, and ShareSecure.

RESULTS:

Greater operational efficiency, more organized data, easy reporting, and a stronger investor communication platform.

SYNOPSIS

FTV Capital is able to harness the power of their data and better compete in a crowded market by leveraging their cloud-based solution from Altvia. This solution provides FTV a seamless integration of their contact and data management system with their communication network and LP portal to deliver greater operational efficiency and transparency to stakeholders and investors.

THE CHALLENGE

FTV is a leading growth equity investment firm based in San Francisco and New York that partners with proven management teams at fast-growing companies to accelerate growth. With significant momentum, FTV required a customized private equity solution based on the Salesforce platform to better manage its network of relationships as well as increasing amount and complexity of data.

While FTV had an existing system in place for its data and contact management, the PE firm outgrew the system's capabilities after several years of accumulating data and expanding into more sophisticated workflows. This legacy system, which was a customized solution on the Salesforce platform, was difficult to maintain and became rather rigid over time with the inability to update the system to a more modern application.

Additionally, there was a degree of duplication in relation to contact and account records between the legacy system and FTV's separate investor communication tool. This tool did not integrate with Salesforce causing a number of swivel chair activities in order to maintain data integrity and not duplicate records. As such, the business challenge of monitoring and updating records between the tool and legacy system was inefficient and time-consuming.



With the need for a more relevant and future-focused system that integrates with investor communications and document management, there was a clear business case for FTV to consider a new solution. The evaluation process was rigorous to ensure that the system could support and expand upon business and technical requirements for the business development/investor relations and deal teams. The decision-making process considered a variety of private equity solutions but opted for a Salesforce-based platform as FTV did not want to switch to a completely new platform.

“There was a significant amount of complexity and data from our legacy systems. Data was housed in disparate systems requiring clean-up and consolidation for greater data integrity going forward. The Altvia team was responsive and thoughtful, and demonstrated a clear understanding of what we wanted to do and brought best practices to the table... Overall, the implementation and onboarding was on schedule and exceeded our expectations.”

Rob Kaufman
FTV Capital

During this evaluation process, there were several key considerations in order to arrive at a final decision. First, FTV narrowed in on Salesforce-based solutions that could provide a high level of customization to ensure that the system could really work for its team and support its processes. Second, integration capabilities were essential. FTV sought a solution that could not only integrate with investor communication tools, but also an online portal for document management and sharing. Third, FTV conducted due diligence on their list of potential providers with reference calls, and heard first-hand from colleagues about the breadth and depth of each candidate’s industry, business, and technical expertise. Lastly, it was important that the go-forward solution could be maintained and upgraded by the provider so that the system was continually advanced to embrace technological innovations as well as new industry specific applications.

THE SOLUTION

After careful consideration, FTV selected Altvia as its provider for a customized private equity solution on the Salesforce platform with seamless integration of an investor communication tool and LP portal. AIM by Altvia serves as the central system for FTV’s contact and data management and is tailored to FTV’s everyday workflows for its business development/investor relations and deal teams. As FTV’s investor communication tool, Altvia Correspond Investor Edition enables document creation, distribution, and tracking of official investor documents. Additionally, ShareSecure by Altvia gives FTV a convenient and secure portal to post, track, and share documents with stakeholders and investors. All of these products are seamlessly integrated giving FTV a more fluid and easy user experience.

And for private equity firms, this user experience extends to investors. Now more than ever, fund managers are concentrating on investor perception and how to best service increasing investor demands. For FTV, the combination of Investor Edition and ShareSecure provides the path forward to improve both the experience and ease of access to important information for investors. For example, Investor Edition enables FTV to quickly send official correspondence to investors for capital call notices, distribution notices, quarterly reports, capital statements, and tax documents and do so in a way that’s custom to them. They

CONTACT:

James Kroeker
james@altvia.com



“Even after the initial roll out, we were able to make some further enhancements to the platform. This additional flexibility helped to ensure the system was designed and deployed to really work for our team. And as a result, we were able to hit the ground running.”

Rob Kaufman
FTV Capital

can check and validate investor documents before distribution. They can link to tax documents posted on ShareSecure instead of sending the actual file to ensure security and avail tracking reports. And for stakeholders and investors, they can easily access these documents anytime, anywhere – at their convenience, no waiting – using ShareSecure and have a high touch investor experience. “One of the key benefits of the investor portal [ShareSecure] is the straightforward user interface. It’s intuitive, easy, and fast to navigate. I can easily put myself into the investor’s seat and find what I need,” comments Rob Kaufman, Vice President, Investor Relations and Communications at FTV.

Implementation of the Altvia solution and onboarding of FTV’s team was paramount to overall success. “There was a significant amount of complexity and data from our legacy systems. Data was housed in disparate systems requiring clean-up and consolidation for greater data integrity going forward. The Altvia team was responsive and thoughtful, and demonstrated a clear understanding of what we wanted to do and brought best practices to the table. After the implementation, the Altvia team conducted on-site training that was tailored for our users and provided a bridge for our team between the old and new systems. With a phased rollout, our team was able to more easily adopt the new system and tools. Overall, the implementation and onboarding was on schedule and exceeded our expectations,” shares Kaufman.

THE RESULTS

The key benefits FTV gained from their Altvia solution include greater operational efficiency, more organized data, easy reporting, and a stronger investor communication platform. Operational efficiency is directly connected with the user experience and this includes a number of important pieces, such as: customization of a system to FTV’s team and process thereby simplifying daily workflows; easy-to-use tools that accelerate productivity and remove redundancy; and an intuitive investor portal that provides stakeholders and investors with what they need, when they need it. “We’re happy with ShareSecure and find it useful in several ways. For instance, during our most recent fundraise, we were able to grant permission to existing and prospective investors access to a data room via ShareSecure so they could easily access our due diligence materials,” comments Kaufman. And these components are in no way static or a one-time setup; rather, they’re flexible and can be adjusted over time to ensure relevance and alignment with FTV’s goals as the organization grows and evolves.

Having all of the investor information as well as portfolio and deal information in the same system solves one of FTV’s pain points. By integrating the investor data, such as communications and fund documents, with the account and deal pipeline activity, FTV gained significant operational efficiency, data integrity, and a centralized database. Instead of sending investor documents through one system and having duplicate data in another, now this data is consolidated

CONTACT:

James Kroeker
james@altvia.com



“One of the key benefits of the investor portal [ShareSecure] is the straightforward user interface. It’s intuitive, easy, and fast to navigate. I can easily put myself into the investor’s seat and find what I need.”

Rob Kaufman
FTV Capital

and easier to manage. For example, when an investor retains a new consultant, FTV now saves 50% of the time it used to take to provide access to historical investor documents. With ShareSecure, FTV can provide secure access to this information, control who sees which documents, set access expiration dates, and get real-time activity reports.

Lastly, there’s a practical side when considering the benefits of FTV’s solution from Altvia: maintaining the solution over time and providing readily available technical expertise to build more customization for new applications. While FTV team members are very knowledgeable and well versed in using the system and tools, the time and technical knowledge to dive deep into new developments require additional resources. Altvia can easily provide this maintenance and customization of the system to ensure FTV’s solution continues to be current and expandable. “Even after the initial roll out, we were able to make some further enhancements to the platform. This additional flexibility helped to ensure the system was designed and deployed to really work for our team. And as a result, we were able to hit the ground running,” shares Kaufman.

CONTACT:

James Kroeker
james@altvia.com

Altvia Solutions is the leading provider of flexible web-based solutions for Alternative Asset Fund Managers, Institutional Investors, and Impact Investors. **Altvia Solutions** is headquartered outside of Denver.

For more information visit www.altvia.com.