

Case Study: Private Equity Administrators (PEA)

Delivering a seamless automated solution to increase efficiency

The challenge

Private Equity Administrators (www.peadm.com), founded in 2003, are a European Administration House who focus on delivering robust operating models and expert technical execution for some of Europe's most highly regarded Private Equity, Real Estate and Infrastructure fund managers and their stakeholders.

The key to PEA's complex governance, risk and control frameworks are the advanced use of a number of technologically efficient platforms and workflows. Utilising this technology to stand side by side with a culture of high end service has ensured PEA are directly aligned to their clients in the delivery of value creation to the underlying investment portfolios and ultimately the fund manager's investors. Prior to technology providers




manipulate our investor records is paramount to the reinforcement and continued development of our governance, risk and control framework. We need to be able to deliver reporting on thousands of investors to multiple stakeholders, with differing requirements. Our culture of service, speed and accuracy can only exist if we have a platform which is flexible enough to hold and extract the information we need and that can grow, as our clients and industry requirements change.

The solution

"We evaluated a number of products and shortlisted Blueprint and Viewpoint", explains James, "We chose Blueprint for two reasons; in our opinion, the user interface is clearer and, significantly, more user-friendly. Ease of use is paramount when rolling out new platforms to our client service teams. Their days are spent guiding and executing complex investment processes and new technology needs to be on-board quickly and seamlessly.

In addition, ICSA Software offered us a competitive package of services and add-on products from which we are able to develop our own bespoke reporting needs for items such as complex carried interest registers.

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James Orrick, Director, Private Equity Administrators

specialising in the delivery of solutions to this complex group of fund managers, PEA conducted one aspect of their administration of multi-jurisdictional corporate entities through registers and spreadsheets. As a firm who continually strive for operational efficiency to reduce client risk exposure, this was an area which was immediately prioritised to collate and deliver corporate reporting to their clients.

James Orrick, Director of PEA, comments, "The administration of alternative investment funds has become considerably more complex with the introduction of game changing regulation. The ability to accurately disseminate, look through and

BP Blueprint OneWorld has standardised and streamlined important aspects to our company secretarial process which form a large part of our governance framework. It has also enhanced security with the ability to track the history of inputs with Blueprint's audit trail functionality.

PEA and ICSA Software worked together to develop a seamless automated solution that coincided with the data migration of the corporate registers onto Blueprint OneWorld. This resulted in PEA having the ability to generate bespoke reports as well as allowing



As a web-based system, Blueprint OneWorld offers 24/7/365 access from any location. James concludes:

BP The ability to access the system remotely would not only assist in working remotely and our disaster recovery procedures, but it meant that our clients are now experiencing 24/7/365 access to query resolution without having to contact their dedicated Client Relationship Manager.

The conclusion

Partnering with Blueprint OneWorld has delivered an outstanding solution for PEA which has resulted in a risk free framework for investors' data, established in a stable and controlled environment, with significant usability and flexibility on report delivery and bespoke development needs.

"I would recommend Blueprint OneWorld. It is a very tidy system, easy to establish and easy for users to understand. Differing functionality can be added to suit any type of organisation in order to enable them to store huge quantities of data in an organised and uniform manner. Blueprint OneWorld supported our vision to control risk and increase productivity by delivering true operation efficiency.

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Kate Stallard, Consultant, Private Equity Administrators

clients direct access to the platform. These efficiency improvements have kept their teams focussed on delivering high-end value around the more complex matters concerning their clients and frees up a little time to keep innovating!

One area which most businesses can improve upon, is the ability to quickly access the most current version of scanned documents. Data Libraries were developed with Blueprint to store copies of all investor information and transfer documentation, also made available to clients 24/7/365 through the Blueprint portal. James explains, "The automation of the reports and approval process has saved both PEA and the Advisers a significant amount of man hours and given PEA and the client significant comfort over the control of static data held in the registers."

For more information about Blueprint, please contact us:

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