



Weekly Sales Update

28 November 2023



Bookings

	Q4					
	Allvue Budget	VP Forecast	Actuals	Actuals vs Allvue Budget	Actuals vs Prior Year (QTD)	VP Forecast +/- vs Prior Week
AM						
Enterprise						
<i>Credit</i>						
<i>Equity, GPs</i>						
<i>Fund Admins</i>						
Growth						
Sales VP Forecast Total						

Forecast Trending & Risks

- **AM**
 - Forecast increased **+\$21k** since prior week
 - Man Group closed won **+\$5k**
 - Neuberger Berman **+\$425k**, AEA **+\$185k** and Cambridge **+\$55k** moved in
 - Actis **(\$300k)** moved out and Orix **(\$400k)** moved to Q2 '24
 - Bain ARR increased by **+\$32k** and Audax ARR increased by **+\$25k**
- **Enterprise Credit**
 - Forecast decreased **(\$295k)** since prior week
 - Cain **(\$300k)** and Innovatus **(\$125k)** moved out
 - Guggenheim ARR increased by **+\$130k**
- **Enterprise Equity**
 - Forecast decreased **(\$211k)** since prior week
 - Blackbird **+\$169k** and Altum **+\$20k** moved in
 - Altum closed won **+\$20k**
 - Guggenheim **(\$350k)** moved out
 - JTC ARR decreased by **(\$50k)**
- **Growth Equity**
 - Forecast increased **+\$13k** since prior week
 - TFH Holland closed won **+\$46k**
 - OnePrime ARR increased by **+\$13k**

Recent Wins & Losses

Wins – \$71k

- **AM**
 - Man Group – \$5k
- **Enterprise Equity**
 - Altum – \$20k
- **Growth Equity**
 - TFH Holland – \$46k

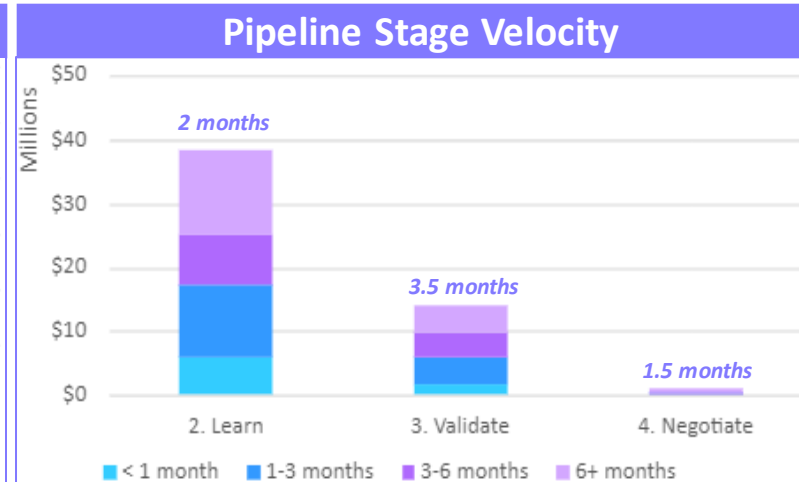
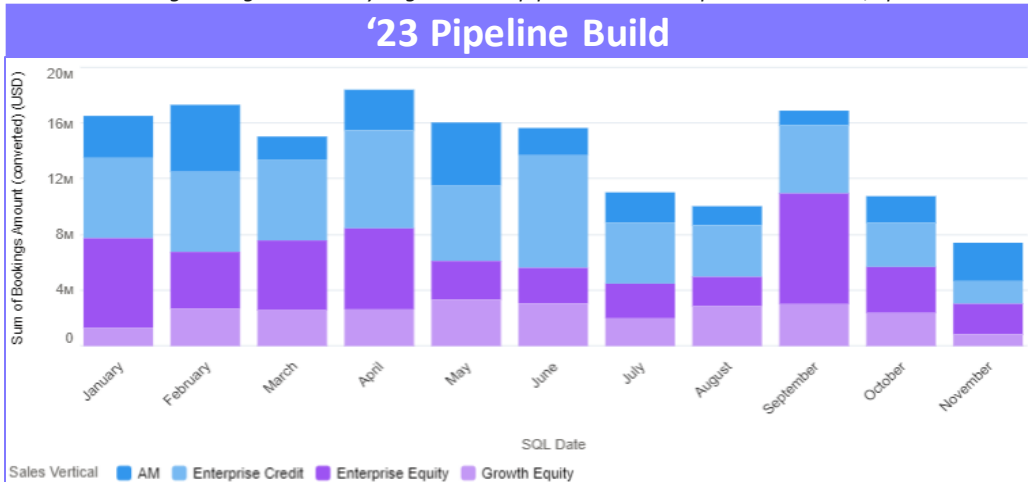
Losses – (\$245k)

- **Growth Equity**
 - Shasta – \$85k (Q2 – no need in full-fledged system)
 - McWin – \$85k (Q2 – lack of features)
 - Parallaxes – \$75k (Q1 – no budget)

Pipeline Outlook

	FY24-Q1				FY24-Q2				
	Bookings Outlook			Pipeline Coverage		Bookings Outlook		Pipeline Coverage	
	Allvue Budget	Existing Pipeline	*Projected Outcome	Total	Qualified	Allvue Budget	Existing Pipeline	Total	Qualified
AM		\$4.8M							
Enterprise		\$14.0M							
Credit		\$3.5M							
Equity, GPs		\$5.6M							
Fund Admins		\$4.9M							
Growth		\$2.6M							
Total		\$21.4M					\$34.3M		

*Calculated using our algorithm analyzing historical pipeline outcomes per sales vertical; updated each month

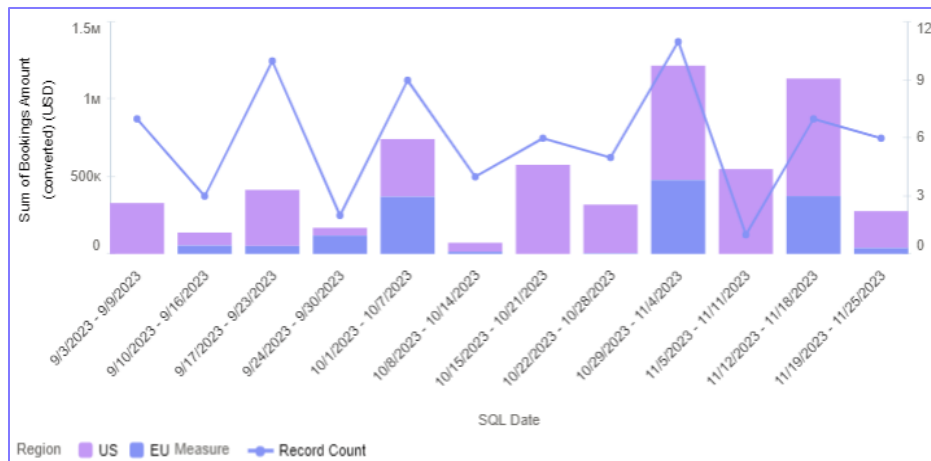


Insights/Trends

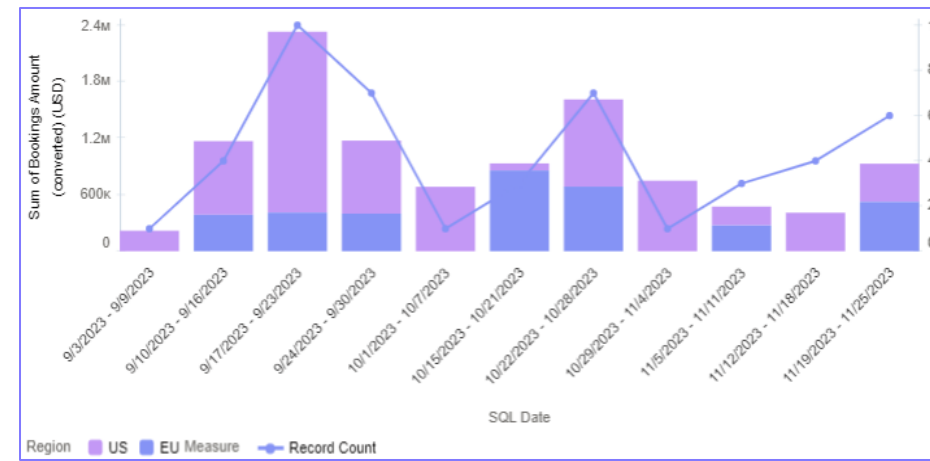
- ❖ **Pipeline Trending**
 - Q1
 - Total (2.1M):
 - Total decrease attributed to (\$1.8M) within enterprise and (\$0.3M) in AM
 - Q2
 - Total +2.2M; Qual. +1.3M:
 - Total increase attributed to +\$1.9M within enterprise and +\$0.4M in AM
- ❖ **Pipeline Health**
 - 63% of unqualified pipeline \$ is outside of healthy age (165 deals), no improvement BiW
 - 31% of qualified pipeline \$ beyond 6 months+ (32 deals), -4% decrease BiW
- ❖ **FY23 Pipeline Build**
 - \$156M of pipeline build YTD (1,115 deals)
 - \$88M remains open (538 deals)
 - \$8.4M still in play for this year (72 deals)
 - New biz lead-gen contribution - \$127M
 - Marketing – 33% (+3% of goal)
 - Inside Sales – 27% (+7% of goal)
 - Partner – 5% (-5% of goal)

Pipeline Build WoW (Trailing 12 Weeks)

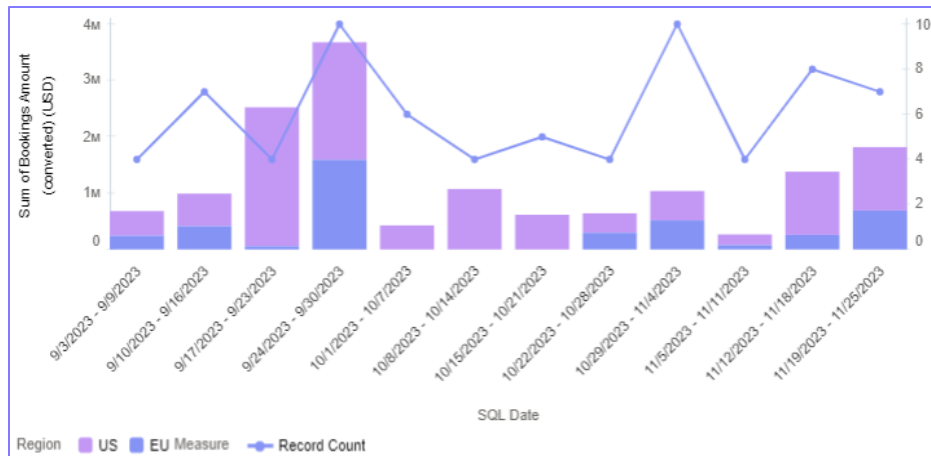
Account Management



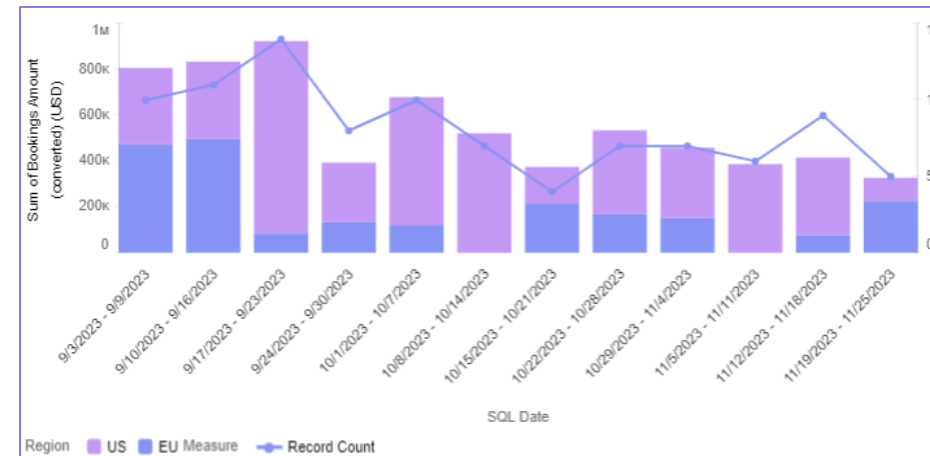
Enterprise Credit



Enterprise Equity



Growth Equity



Top Deals & Accounts

H1 Top Deals	
AM	[REDACTED]
Credit	[REDACTED]
Equity	[REDACTED]
Fund Admin	[REDACTED]
Growth	[REDACTED]

Top 10 Customers (\$25.7M in spend, \$3.1M in pipeline)				
Name	Health	Sales Owner	Current Spend	Pipeline \$
[REDACTED]	Amber	Machele Huckabee	[REDACTED]	\$41k
[REDACTED]	Green	Bernadette Wholey	[REDACTED]	\$737k
[REDACTED]	Red	Machele Huckabee	[REDACTED]	\$375k
[REDACTED]	Amber	Machele Huckabee	[REDACTED]	\$463k
[REDACTED]	Amber	Bernadette Wholey	[REDACTED]	\$0k
[REDACTED]	Amber	Tony O'Driscoll	[REDACTED]	\$569k
[REDACTED]	Red	Machele Huckabee	[REDACTED]	\$81k
[REDACTED]	Red	Jamie Hull	[REDACTED]	\$79k
[REDACTED]	Amber	Ellie Newell	[REDACTED]	\$500k
[REDACTED]	Amber	Joe Campbell	[REDACTED]	\$217k

Top 10 Prospects (\$12.4M in pipeline)				
Name	Sales Vertical	Pipeline \$	Last Touch	Activity
[REDACTED]	Enterprise Credit	\$3.6M (3 deals)	31 October	Q3-FY24 Deal Waiting on data from Blackstone
[REDACTED]	Enterprise Credit + Equity	\$2.5M (2 deals)	15 November	Q1-FY24 Deal Submit RFI response + schedule initial demo
[REDACTED]	Enterprise Equity	\$1.6M	8 November	Q1-FY24 Deal Executed NDA + RFP access
[REDACTED]	Enterprise Credit	\$860k	9 August	Q4-FY24 Deal Circle back and show the progress
[REDACTED]	Enterprise Equity	\$831k	20 November	Q1-FY24 Deal Scoping call + POC review
[REDACTED]	Enterprise Credit	\$775k (2 deals)	8 November	Q4-FY24 Deal Follow up with decision maker & catalyst re next steps
[REDACTED]	Enterprise Credit + Equity	\$767k (2 deals)	15 November	Q2-FY24 Deal Timeline conversation/budget approval timeline
[REDACTED]	Fund Admin	\$766k (2 deals)	15 November	Q2-FY24 Deal Reconnect + Team demo
[REDACTED]	Enterprise Credit + Equity	\$750k (2 deals)	31 October	Q2-FY24 Deal Understand EB and GS motivation around go/no-go criteria

ELT Meetings

Scheduled:

Date	ELT Attendees	Customer/Prospect	Purpose
Nov 29	Tarek, Aaron	[REDACTED]	
Nov 30	Brandon, Yuriy	[REDACTED]	

In Planning:

ELT Attendees	Customer	Purpose
Aaron (+Tarek, optional)	[REDACTED]	[REDACTED]

People

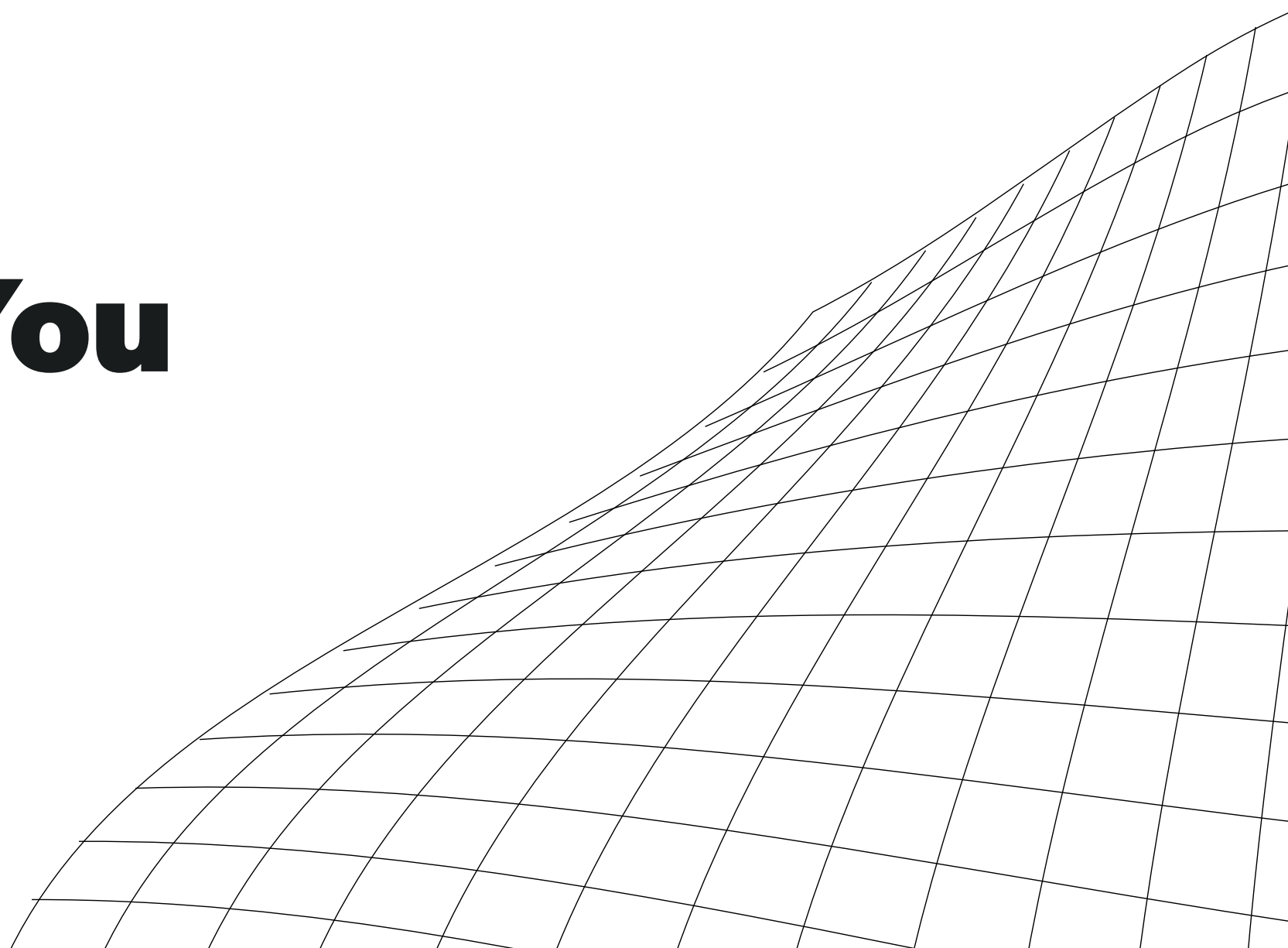
Team Productivity					
Sales Vertical	# Active Headcount	Avg Tenure (months)	H1 Bookings	Productivity/Rep	*Productivity/Rep Goal
AM	9	23			
Enterprise Credit	7	17			
Enterprise Equity	4	20			
Fund Admin	3	20			
Growth	9	16			
Sales Team	32	19			

*Based on H1 Active Rep Quota / # Headcount

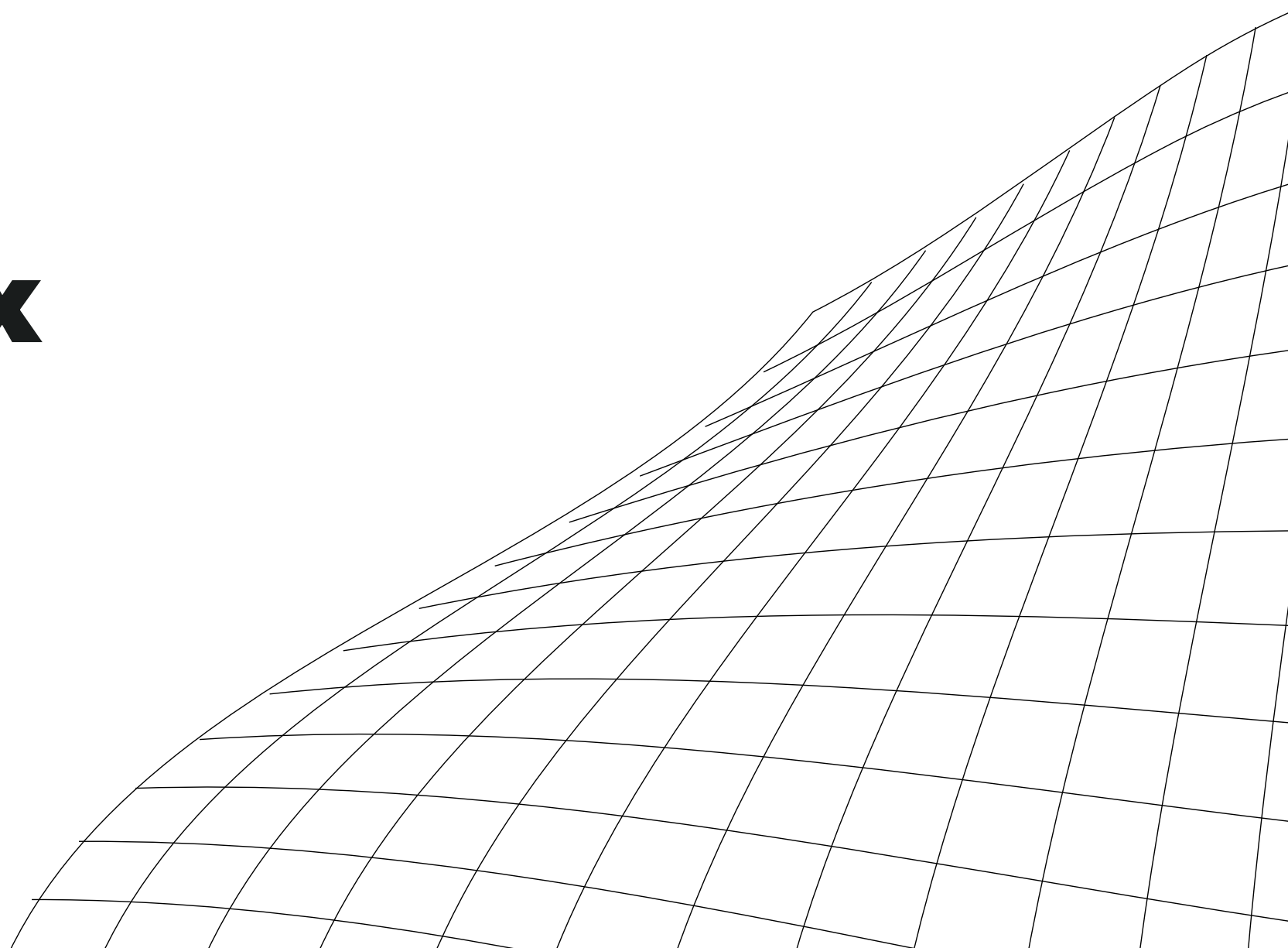
Open Headcount				
Sales Vertical	Region	Role	Manager	Comments
AM	EU	AM	Julien Vocat	• Awaiting to review candidates before setting up interviews
		AM		• Awaiting to review candidates before setting up interviews
	US	AM (backfill)	Jamie Hull	• Candidate moved to second stage (waiting for more candidates before proceeding further)
Enterprise Credit	EU	AE (backfill)	Jacqui Morcombe	• 1 candidate moved to second interview
		AE		• 1 candidate moved to offer
		AE		• Actively sourcing new candidates via agency and TA
	US	AE (backfill)	Brian Guarini	• The search being worked by TA and an external recruiter • 1 candidate moved to interview
Enterprise Equity	EU	AE	Trevor Chisholm	On hold
Growth	EU	AE	James DiCostanzo	On hold
	US	AE (backfill)		• The search being worked by TA and an external recruiter • 3 candidates moved to interviews with Trevor

Thank You

ALLVUE 



Appendix



Win/Loss: Prior 12 Months

	Enterprise Credit	Enterprise Equity	Growth Equity																																																																																														
Win Rate	<p>LTM 8 22 27% ↘</p> <p>Q2 1 8 11% ↗</p>	<p>LTM 15 23 39% →</p> <p>Q2 0 4 0% ↓</p>	<p>LTM 29 30 49% ↘</p> <p>Q2 4 12 25% ↗</p>																																																																																														
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Insights	<ul style="list-style-type: none"> No new CLO entrants; existing clients are waiting for Compliance onboarding improvements. Private Debt front office: <ul style="list-style-type: none"> Competitors are more active (Aladdin/eFront, Sentry, IVP/Internal), there is now visible pricing pressure Market is multi-strategy, need for additional functionality (collateral management) Front-2-Back is still USP and attractive Fund Finance is resonating for lenders. <ul style="list-style-type: none"> Compliance configuration is crucial 	<ul style="list-style-type: none"> eFront is vulnerable and we are seeing success; Investran is within reach in large deals. We are not successful yet when the sale is solely focused on deal team: <ul style="list-style-type: none"> 75% win rate for FA+FPPM 0% win rate when FPPM sold standalone Other competitors being discussed (LemonEdge, Dynamo, Backstop), not threat in back-office deals. FPPM – iLevel is vulnerable. 	<ul style="list-style-type: none"> Investran and Dynamo are becoming more aggressive in the Growth Equity space. Good traction with Fund Admins on our Co-Sourcing model (14 new clients, 9 implementations by 3 admins). FPPM to monitor portfolio companies continues to be a strong door opener for Fund Accounting proposition. Adding stand-alone Portal will attract more clients – use it as beach head against competitors. 																																																																																														