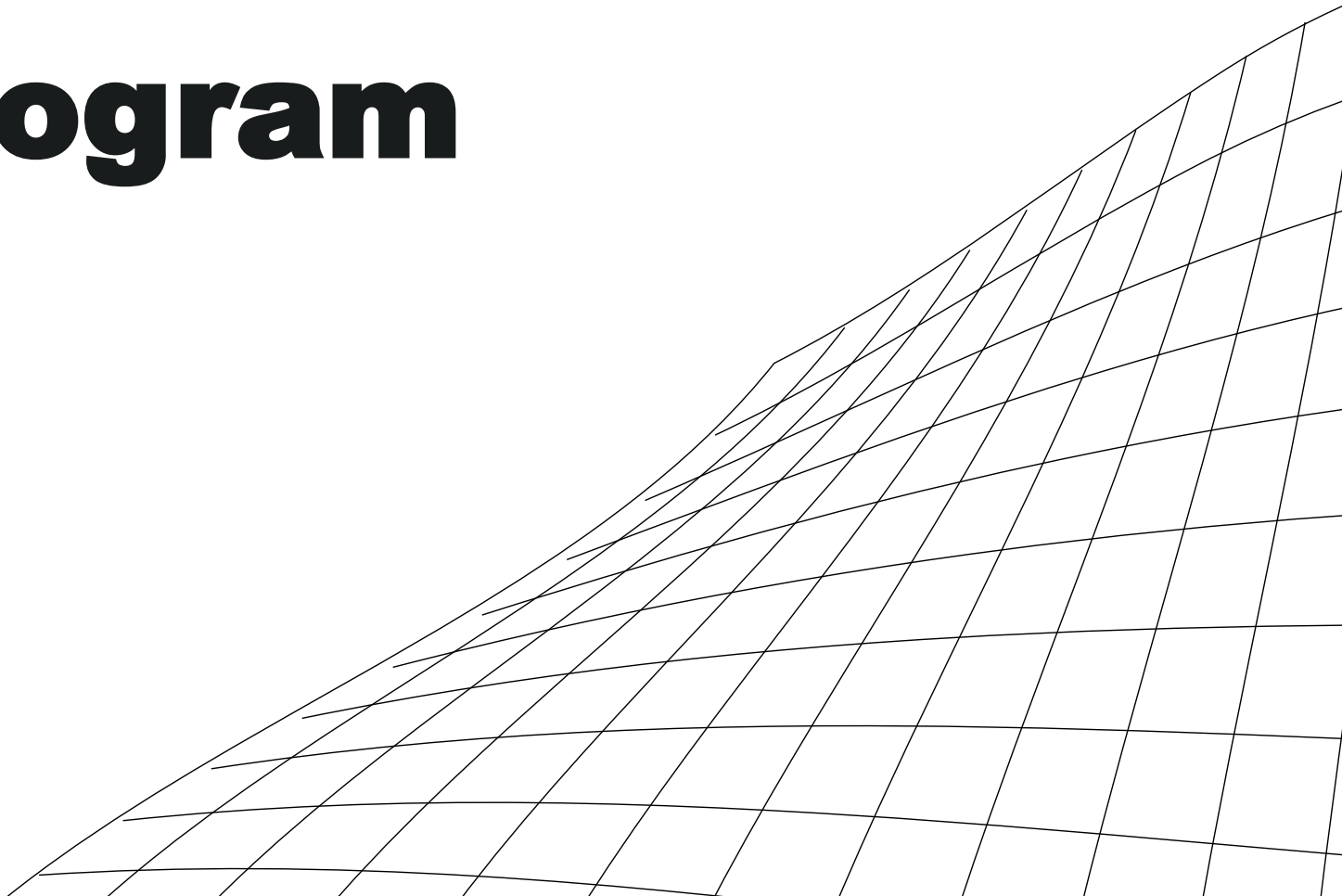




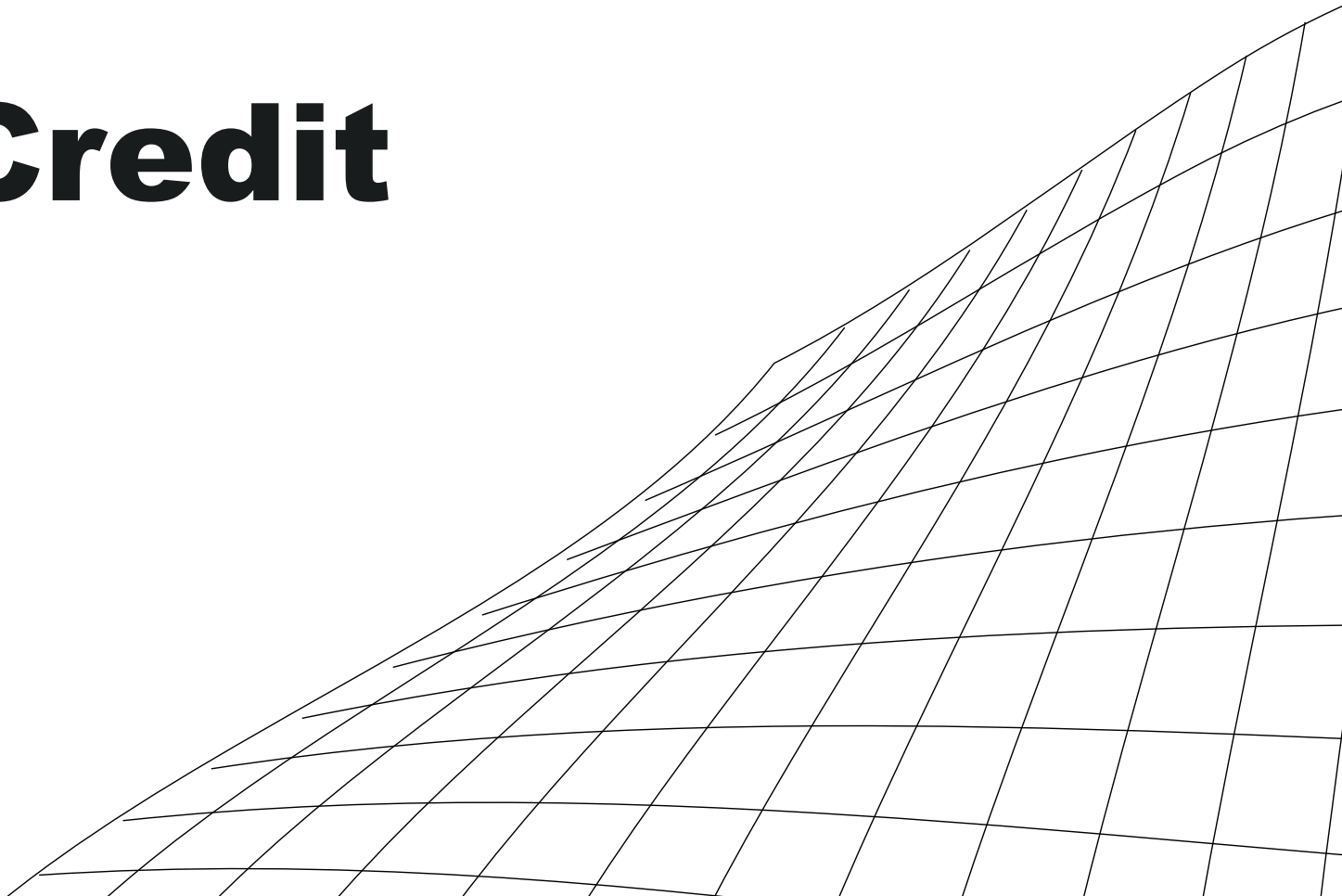
Win:Loss Program Insights

Sales Operations

October 2023



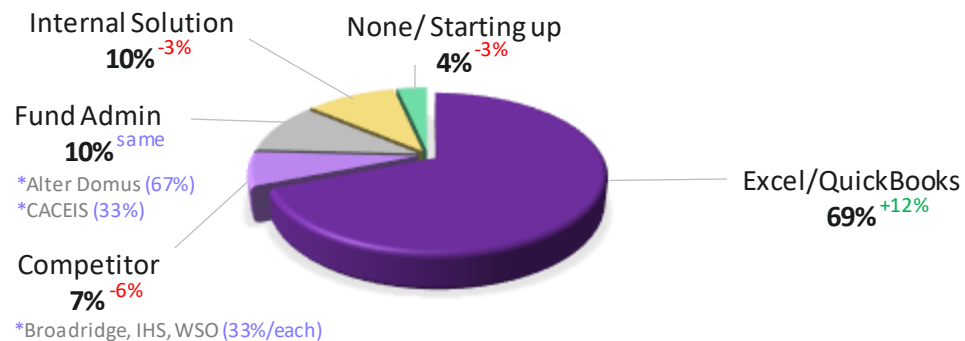
Enterprise Credit



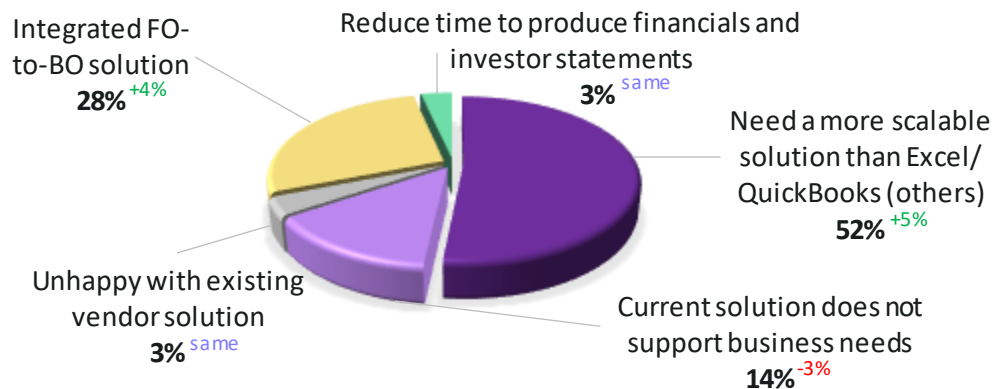
Enterprise Credit Overview

Insights presented below are based on **new name opportunities over the trailing 12 months**

We know **WHERE** our prospects are coming from:



We know **WHY** our prospects are coming to us:



	Won, #/\$	Lost, #/\$
2023		
2022		



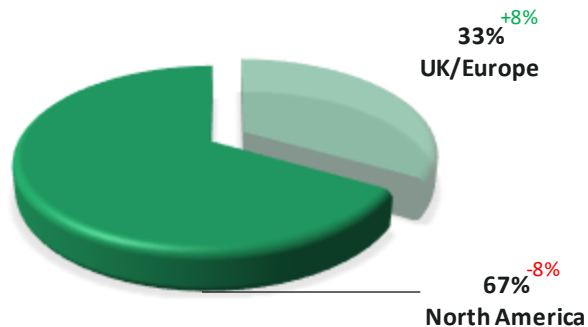
So, if we know who our ideal client is, then **how can we leverage this information and win more deals?**

Enterprise Credit Win Insights

Insights below are based on Sales & Solutions Engineering interviews from our Win:Loss Interview Program across 6 Wins ⁺²

Opportunity Source

Which regional market is Allvue dominating?



How did our new logos originate?

50%	same	Sales
17%	-8%	Marketing
17%	-8%	InsideSales
16%	+16%	Partner



What differentiated Allvue from competitors?

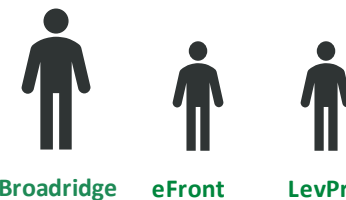
34%	-16%	Scalable & customizable consolidated Front-to-Back Office platform (allocations methodology, systems integration, Fund Finance solution)
31%	+11%	Team professionalism & meetings in person
17%	+2%	Positive organic references
10%	+5%	Pricing flexibility
8%	+3%	Very detailed & structured demo calls

Primary reason for winning (6 Win interviews):

* Perceived product value (83%) -17%

Allvue Strengths

How Often Does Allvue Win Against & Replace Competitors?



	Broadridge	eFront	LevPro
Won	2 ^{same}	1 ^{same}	1 ^{same}
Replaced	0 ^{same}	0 ^{same}	0 ^{same}

How Do We Keep Winning?

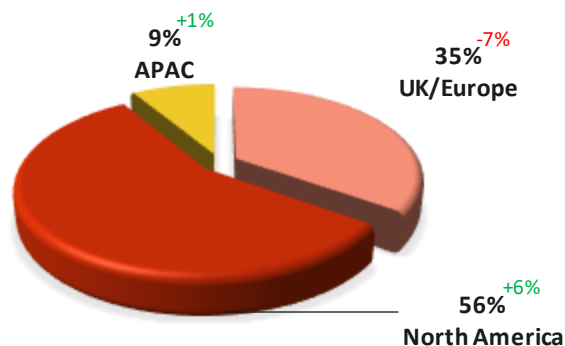
- Proactive leads origination:**
 - Follow the market news
 - Take proactive approach in prospecting and targeting key personas within TAM
- Building trust & rapport:**
 - Meet in person (if possible)
 - Provide the prospects with positive customer references
- Provide commercial flexibility:**
 - Discuss revision of the Deal Desk discount policy (~10%-30%)/ Product pricing strategies

Enterprise Credit Loss Insights

Insights below are based on **Sales & Solutions Engineering** interviews from our Win:Loss Interview Program across 23 Losses⁻³

Opportunity Source

Which region is presenting **challenges**?



How did those prospects **originate**?

44%	+9%	Marketing
35%	+11%	Sales
17%	+2%	Inside Sales
4%	same	Partner



Out of 23 Loss Interviews, **39%**^{-3%} were primarily due to:

Perceived product value or cost

How did it happen?

89%	-2%	Allvue is too expensive
11%	+2%	Inability to integrate with Alter Domus/shorter speed of integration through the incumbent

39%^{+4%} were primarily due to:

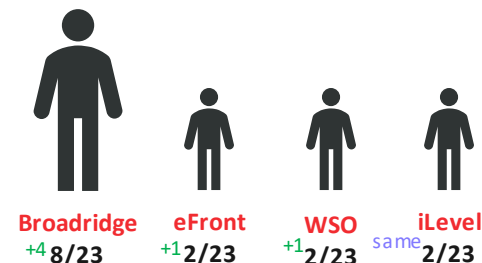
No decision / project canceled

What was the prospect's feedback?

44%	-1%	Disengaged and became unresponsive
33%	same	Deferred project to later in the year or next year
23%	+1%	Cancelled and decided to use existing tool/solution

Allvue Weaknesses

Who are we going against?
More affordable pricing, incumbent, stronger relationships



How Do We Move The Needle?

1. Funding qualification:

- Do you have a stable relationship with the anchor investor/ fundraiser? Is there any possibility they could stop funding?
- What's your budget? What's your recent AUM?

2. Current vendor qualification:

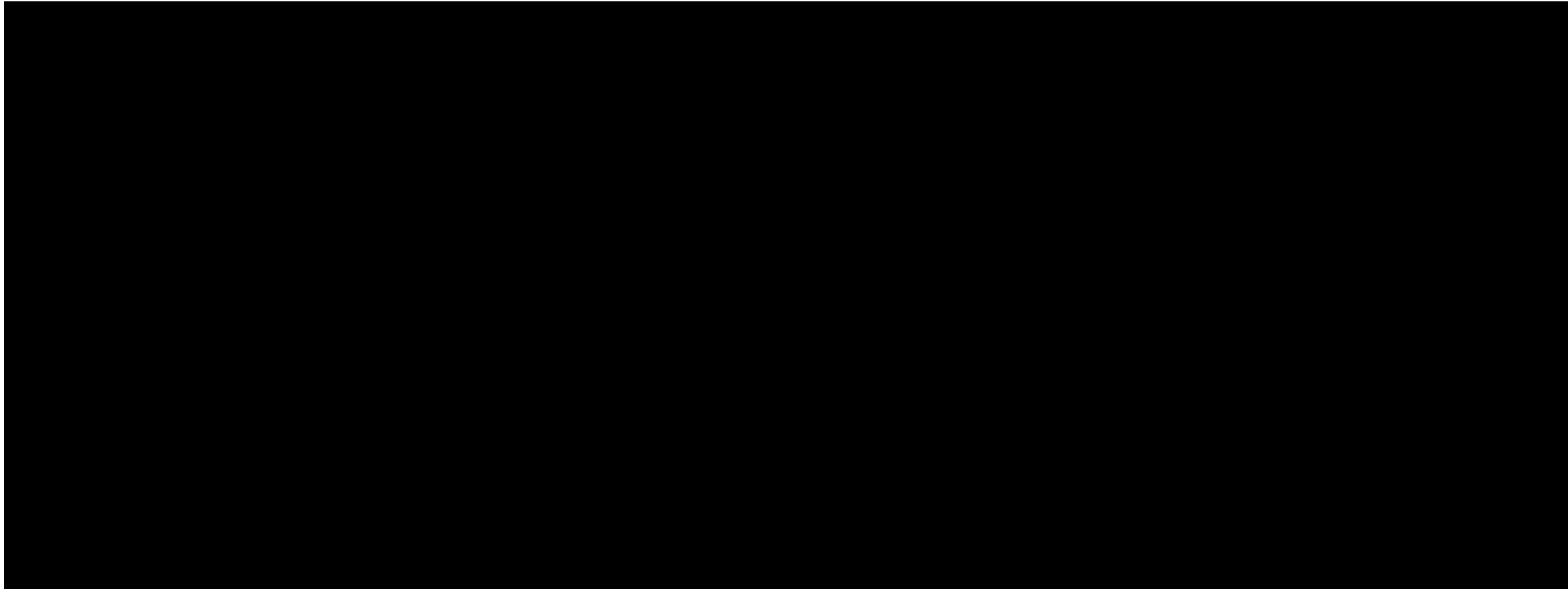
- Are you considering implementing a solution from your existing vendors? Who is your #1 choice so far? Why?
- Are you considering building internally? How can we change your mind?

Enterprise Credit Interview List

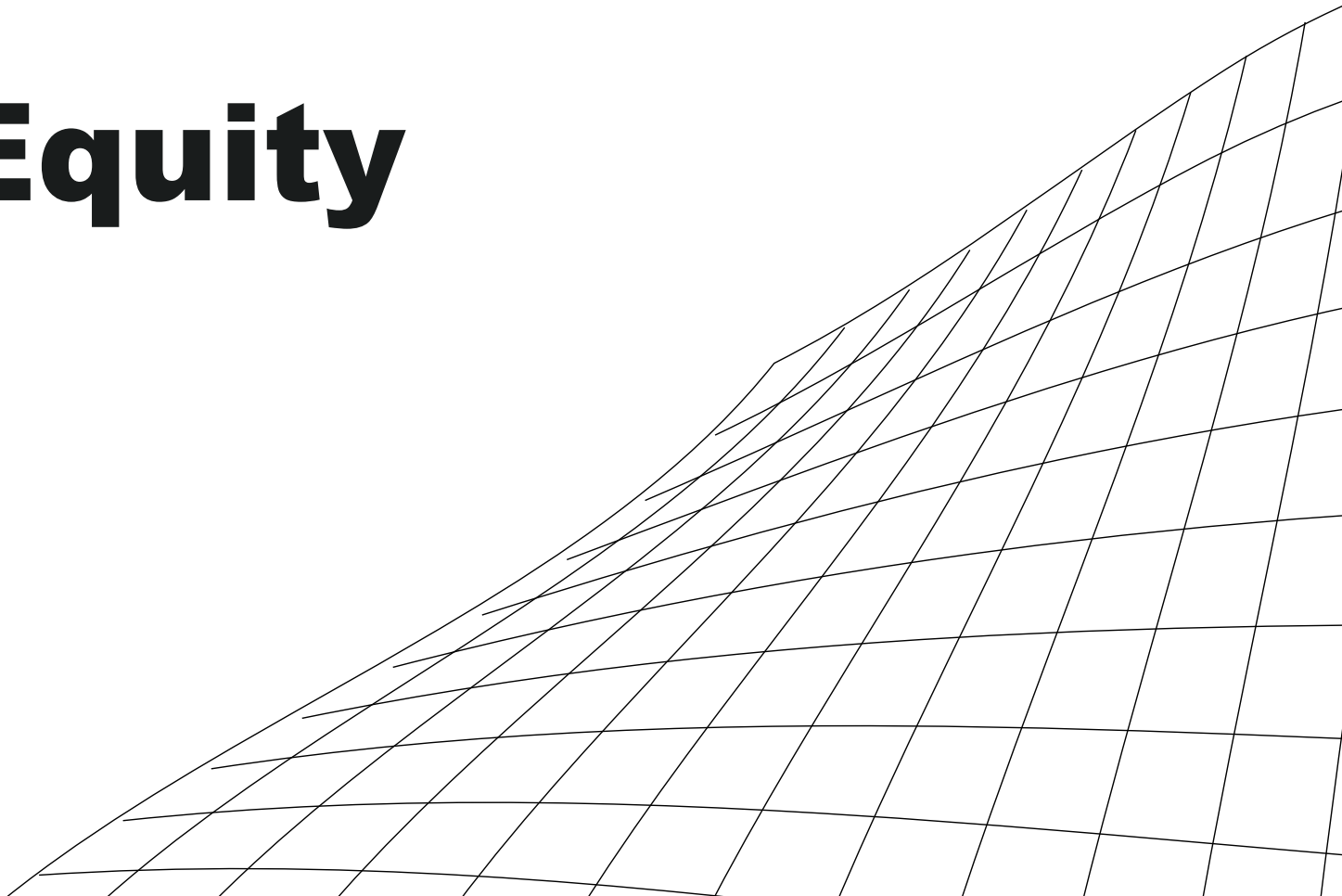
Below is the list of deals that participated in the Win:Loss Internal Interview Program and were included in the trailing 12 months analysis above

* Closed Won (6)⁺²*

* Closed Lost (23)⁻³*



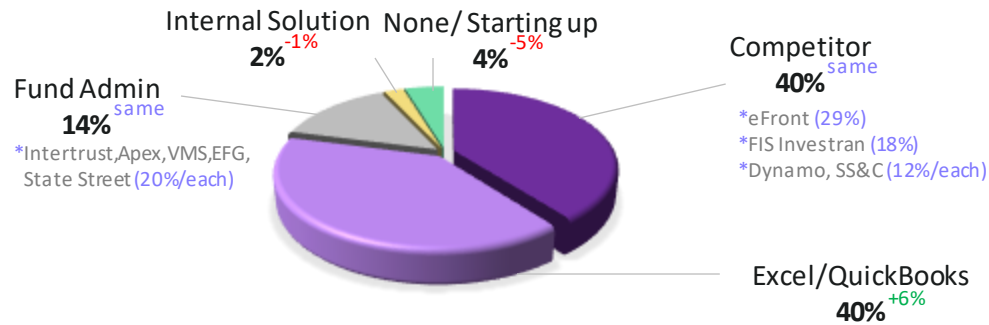
Enterprise Equity



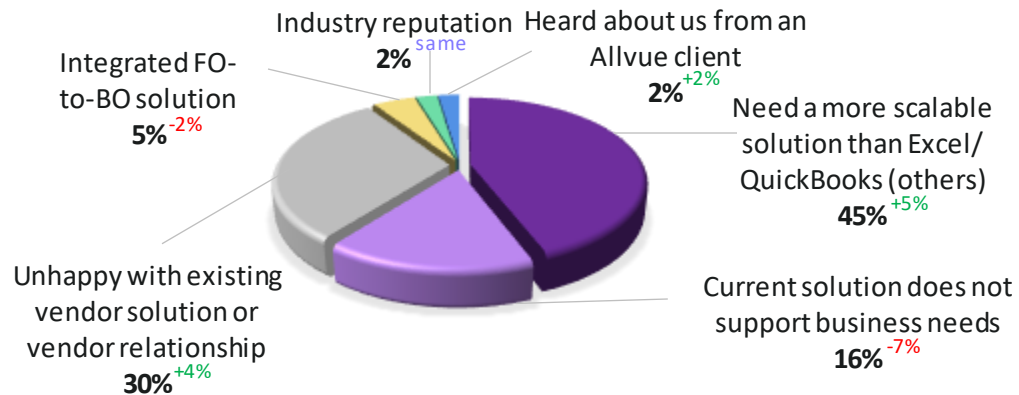
Enterprise Equity Overview

Insights presented below are based on **new name opportunities over the trailing 12 months**

We know **WHERE** our prospects are coming from:



We know **WHY** our prospects are coming to us:



	Won, #/\$	Lost, #/\$
2023		
2022		



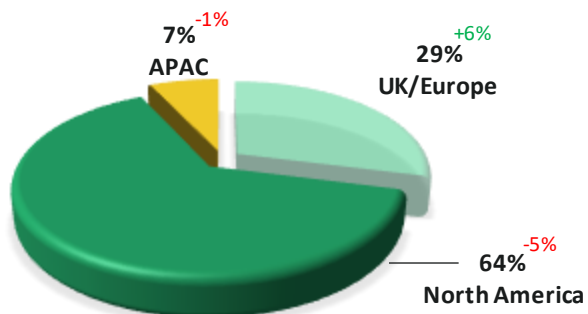
So, if we know who our ideal client is, then how can we leverage this information and win more deals?

Enterprise Equity Win Insights

Insights below are based on **Sales & Solutions Engineering** interviews from our Win:Loss Interview Program across 15⁺² Wins

Opportunity Source

Which regional market is Allvue dominating?



How did our new logos originate?

50%	-11.5%	Sales
36%	+13%	Marketing
14%	-1.5%	InsideSales



What differentiated Allvue from competitors?

61%	+7%	Data accurate, secure & synchronized integrated FO-to-BO (FA+IP+CRM) solution with intuitive user experience
14%	-4%	Positive referrals & familiarity with Allvue products through GP/Fund Admin
10%	-1%	Professionally handled sales process & meetings in person
8%	same	Commercial & legal flexibility
4%	same	Senior Leadership Engagement
3%	-2%	Well done workshops & demo calls

Primary reason for winning (15 Win interviews):

* Perceived product value (73%)^{-4%}

Allvue Strengths

How Often Does Allvue Win Against & Replace Competitors?



	eFront	FIS Investran	Dynamo
Won	6 ⁺¹	6 ⁺²	3 ⁺¹
Replaced	3 ^{same}	1 ^{same}	2 ^{same}

How Do We Keep Winning?

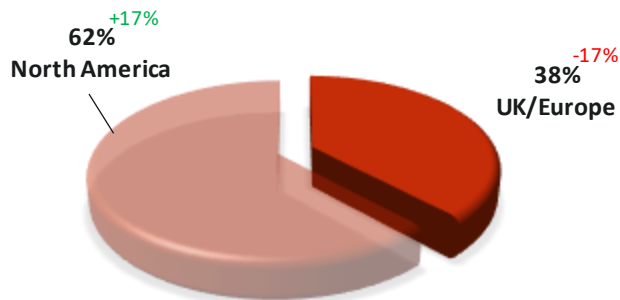
- Proactive leads origination:**
 - Follow the market news
 - Take proactive approach in prospecting and targeting key personas within TAM
- Keep the same sales strategy & tone:**
 - FO-to-BO (FA+IP+CRM) proposition
 - High quality follow-ups & demo calls
- Keep working with Fund Admins:**
 - Nurture existing relationships
 - Invest in newly developing partners & client relationships

Enterprise Equity Loss Insights

Insights below are based on **Sales & Solutions Engineering** interviews from our Win:Loss Interview Program across 29 Losses ⁺⁷

Opportunity Source

Which region is presenting **challenges**?



How did those prospects **originate**?

41%	-9%	Sales
41%	+9%	Marketing
14%	same	Inside Sales
4%	same	Partner



Out of 29 Loss Interviews, **48%** ^{+7%} were primarily due to:

No decision / project canceled

Why did the customer do?

36%	-9%	Disengaged and became unresponsive
36%	+14%	Cancelled and decided to use existing solution
28%	-5%	Deferred project to later

21% ^{+3%} were primarily due to:

Perceived product value or cost

What was the prospect's feedback?

56%	-19%	Allvue cost is much higher than competitors'
33%	+8%	No regulatory reporting (EU) & data collection in multi-currencies (EU) + a need for more adaptable configurable functionality
11%	+11%	No trial period/sandbox options

17% ^{-1%} were primarily due to:

Competitor had strong relationship with sponsor

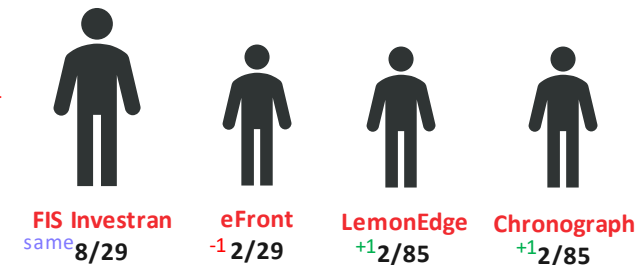
How did it happen?

38%	-12%	Not interacting with decision makers/catalysts
25%	same	Experience using the competitor now/before
25%	+25%	Poor implementation reputation/long timeline
12%	+12%	No demo environments for POC/examples

Allvue Weaknesses

Who are we going against?

Pricing, shorter implementation timeline, stronger rapport



How Do We Move The Needle?

1. Better lead qualification:

- Do you have enough internal implementation resources? Who is in charge of the project? Who is the ultimate decision maker? What's your budget?
- Are you considering implementing a solution from your existing vendors? Who is your #1 choice so far? Why?

2. Worth of discussion with Product/SE Teams:

- Creating a sandbox environment for the prospect to get a "feel" of the system
- Acquiring a new equity demo environment for the POC and demo call examples

Enterprise Equity Interview List

Below is the list of deals that participated in the Win:Loss Internal Interview Program and were included in the trailing 12 months analysis above

* Closed Won (15)⁺²*

* Closed Lost (29)⁺⁷*

Account Name

Opportunity Name

Completed Demos

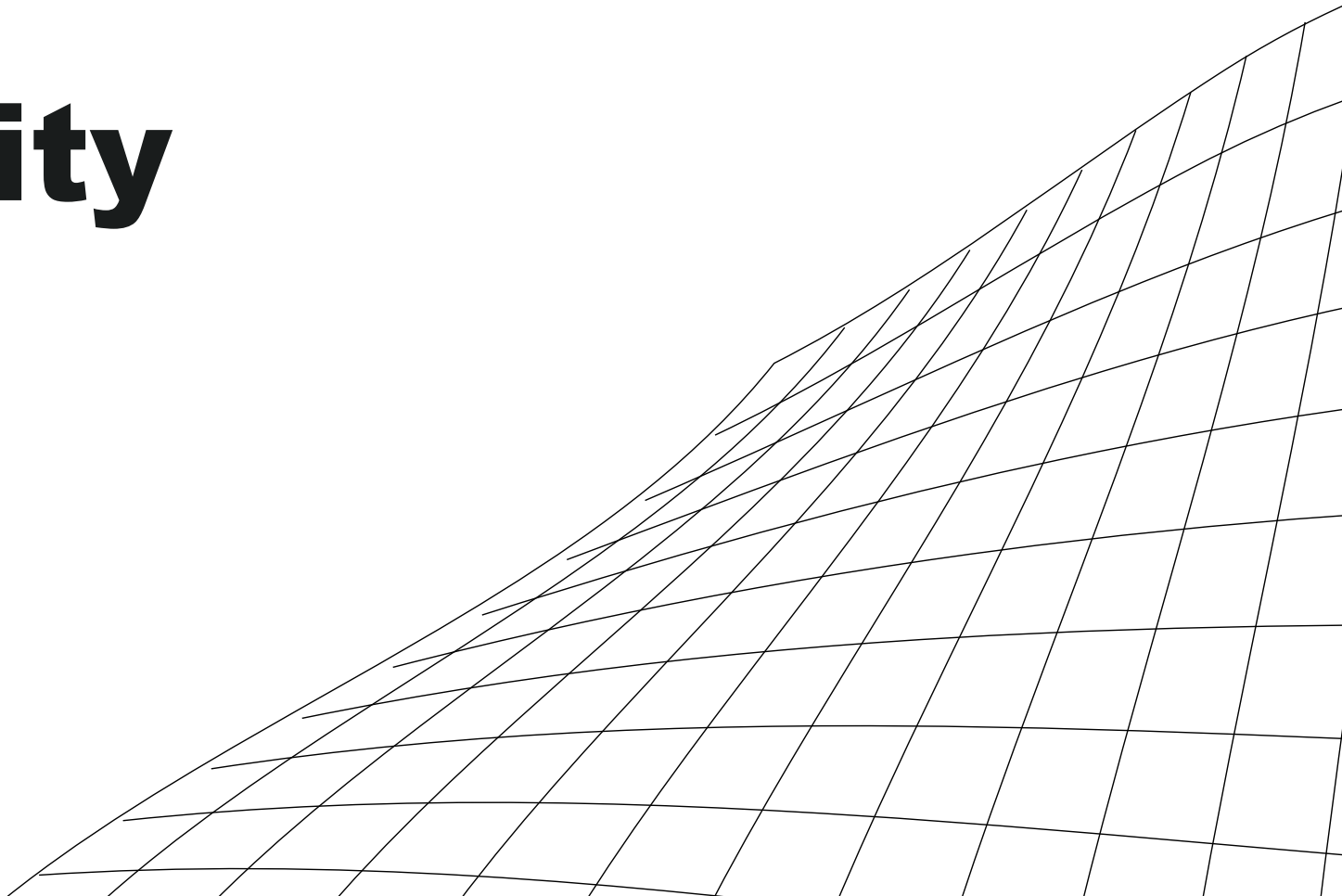
Account Name

Opportunity Name

Completed Demos

[Redacted Content]					
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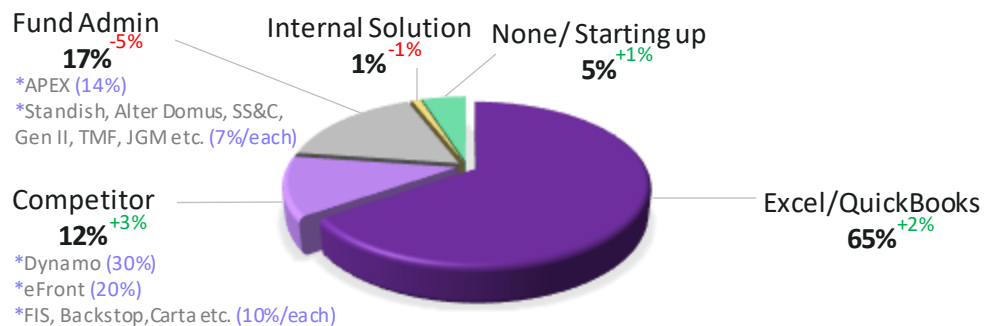
Growth Equity



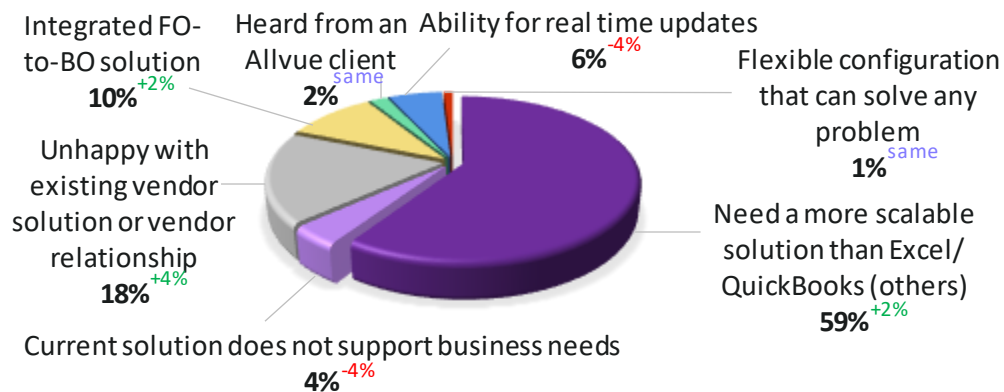
Growth Equity Overview

Insights presented below are based on **new name opportunities over the trailing 12 months**

We know **WHERE** our prospects are coming from:



We know **WHY** our prospects are coming to us:



	Won, #/\$	Lost, #/\$
2023		
2022		



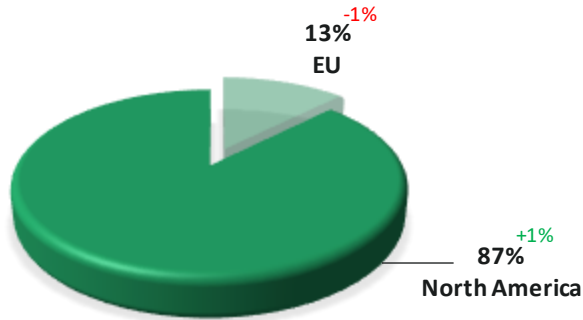
So, if we know who our ideal client is, then how can we leverage this information and win more deals?

Growth Equity Win Insights

Insights below are based on **Sales & Solutions Engineering** interviews from our Win:Loss Interview Program across 16 Wins⁶

Opportunity Source

Which regional market is Allvue **dominating**?



How did our new logos **originate**?

50%	Marketing	same
24%	Sales	-3%
13%	Partner	-1%
13%	InsideSales	+4%



What **differentiated** Allvue from competitors?

35%	+5%	Robust, modern, sleek fully-integrated platform with fantastic reporting capabilities
17%	-2%	Professional support, transparent relationship with Allvue Team & in-person meetings
14%	+2%	Positives references & feedback from "the space"
14%	+2%	Commercial flexibility
13%	+3%	Familiarity with Allvue through Fund Admin/ Unique co-sourcing approach
7%	+1%	Detailed Demo Calls

Primary reason for winning (16 Win interviews):

- * Perceived product value (63%)^{-1%}
- * Best in class (25%)^{+7%}

Allvue Strengths

How Often Does Allvue **Win Against & Replace Competitors**?



Won	4 ⁻¹	3 ⁺¹	1 ^{same}
Replaced	0 ⁻¹	3 ⁺¹	1 ^{same}

How Do We Keep Winning?

1. Leads origination:

- Strongly target Private Equity GPs/Asset Managers, in need of FA/FA+FPPM, in marketing campaigns
- Nurture existing relationships with Allvue partners (partners were involved in 6/16 wins)

2. Keep the same sales strategy & tone:

- FO-to-BO (FA+IP+CRM) & co-sourcing propositions
- Customers' satisfaction check (for references)
- High quality demo calls

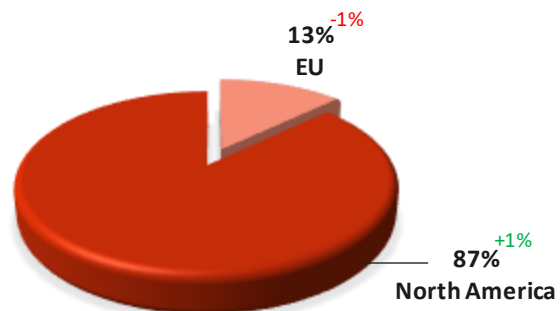


Growth Equity Loss Insights

Insights below are based on **Sales & Solutions Engineering** interviews from our Win:Loss Interview Program across 85 Losses ⁺¹⁹

Opportunity Source

Which region is presenting **challenges**?



How did those prospects **originate**?

54%	+1%	Marketing
28%	-2%	Sales
15%	-2%	Inside Sales
3%	+3%	Partner

Out of 85 Loss Interviews, **46%** ^{-7%} were primarily due to:

No decision / project canceled



Why did the customer do?

41%	+1%	Deferred project to later in the year or next year
33%	-10%	Disengaged and became unresponsive
26%	+9%	Cancelled and decided to use existing tool/solution



34% ^{+2%} were primarily due to:

Perceived product value or cost

What was the prospect's feedback?

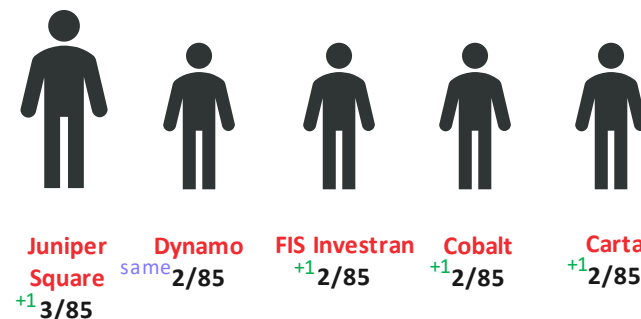
55%	+10%	Allvue solution is too expensive
32%	-3%	"Weak" CRM, IP, UX, Excel API
13%	-7%	Overwhelming functionality for such "small" prospects

* **Pricing** solely was the main loss reason in **6/85** lost cases ⁻³

Allvue Weaknesses

Who is winning business instead?

More affordable pricing + stronger CRM, IP, Excel API



How Do We Move The Needle?

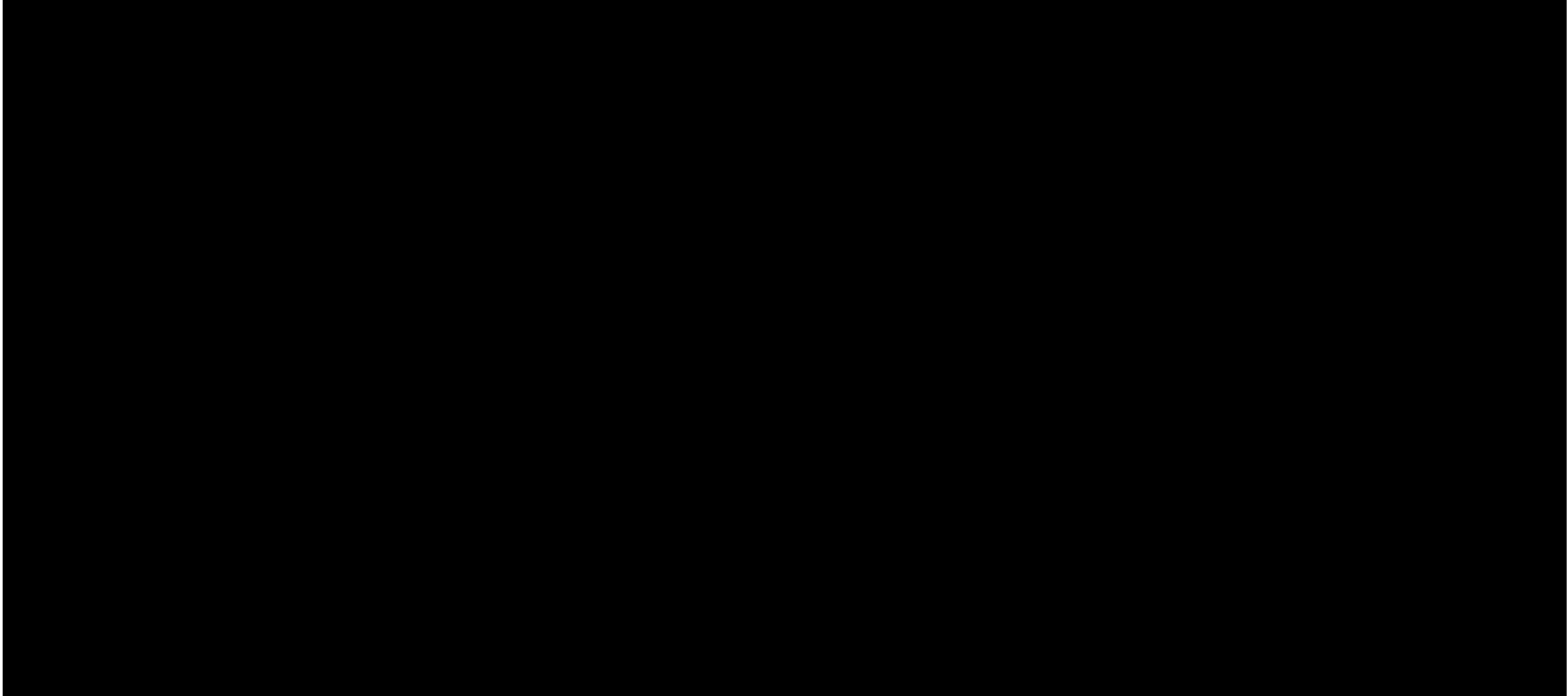
- Better leads qualification & relationship building:**
 - Does the prospect have an urgent need? Is this project their main priority now?
 - Do you have funds for this project? What is your budget?
 - Meet in person (if possible), develop rapport
- Product knowledge enhancement & development:**
 - Deep-dive calls with Product Managers on CRM/IP full features
 - Development of CRM cap tables integration with Carta/ Data ingestion feature of the trial balance metrics/ SBA configuration/ IRR calculation

Growth Equity Interview List

Below is the list of deals that participated in the Win:Loss Internal Interview Program and were included in the trailing 12 months analysis above

* Closed Won (16)⁻⁶*

* Closed Lost (85)⁺¹⁹*

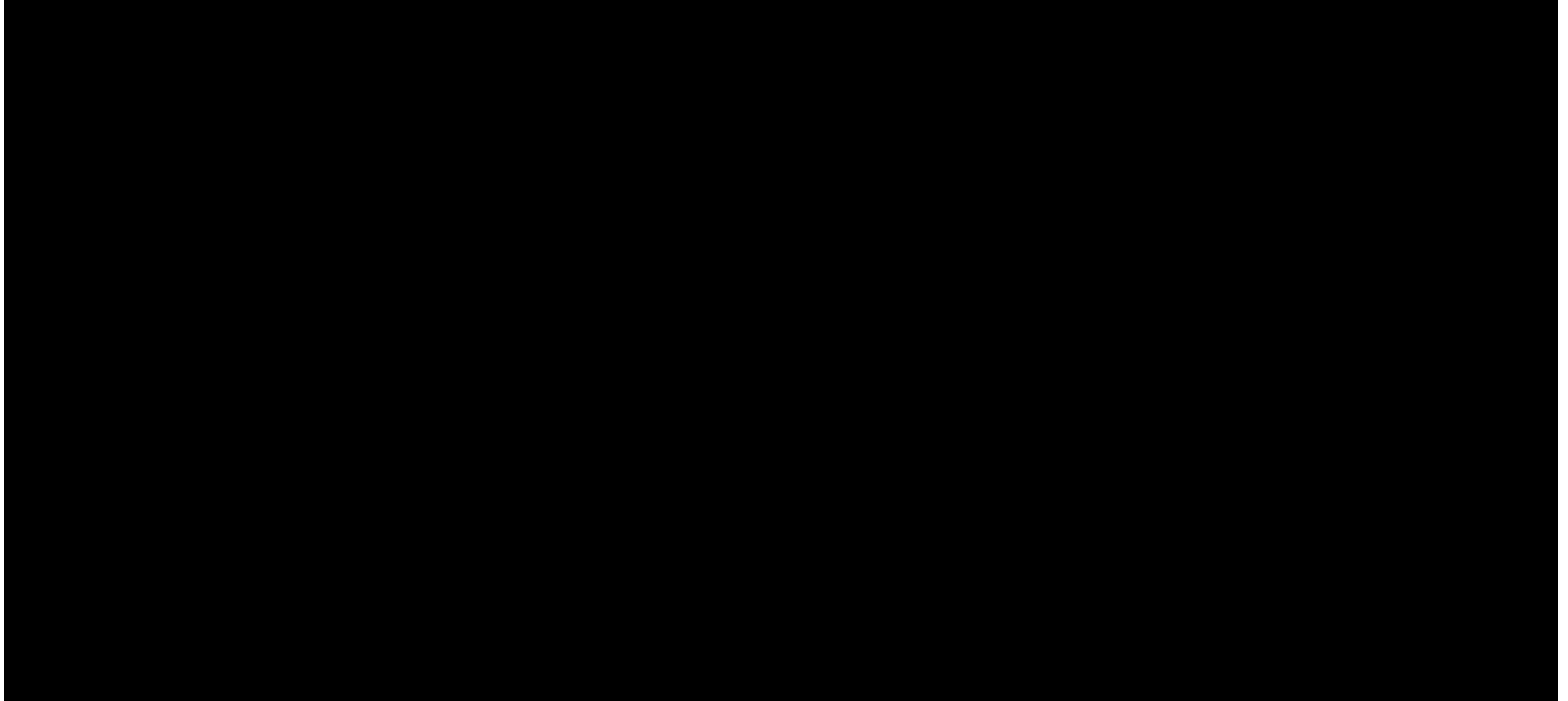


Growth Equity Interview List

Below is the list of deals that participated in the Win:Loss Internal Interview Program and were included in the trailing 12 months analysis above

* Closed Lost (continued) *

* Closed Lost (continued) *



Thank You

ALLVUE 

