



CASE STUDY

How a tech-enabled solution is allowing a private equity boutique to enhance transparency, control and customer satisfaction

Circle Eleven is one of the leading platforms for private equity fund investments for semi-institutional and private investors. Its unique managed account approach offers its investors access to top-performing private equity funds. As an investment boutique, Circle Eleven puts heavy focus on its relationship management.

CIRCLE ELEVEN

Due to the complexity of the asset class, private/semi-institutional investors have a high requirement for information on their investments. Circle Eleven understood that this demand could only be served efficiently and safely through a tailored digital solution. As part of the collaboration, AssetMetric was entrusted with the implementation and support of the Investor Portal.

OVERVIEW

Having successfully grown its business since 2014, Circle Eleven noticed its need for a technology enabled solution increasing, especially considering the strong growth of its semi-institutional clients and their constant demand for in-depth information on their portfolio.

The main goal was to provide investors with more transparency, security and comfort through a solution based on the latest technology that would fulfill all regulatory and highest security standards.

WHY ASSETMETRIX

Having started with a classic make or buy analysis, the decision was taken to partner with an expert. Key reasons why AssetMetric was chosen:

- Most flexible solution that could be tailored directly to Circle Eleven's needs
- No need for internal tech capacities - maintenance free for client, especially in comparison to pure software solution
- Full operational responsibility of technology stack - including cyber security being completely covered by AssetMetric



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SOLUTION

AssetMetrix was selected by Circle Eleven to create and operate the Investor Portal. This meant setting up the technical infrastructure needed and offering a sustainable solution that would allow investors to:

- Gain a constantly up-to-date and overarching view on their own private equity investments
- Simplify the subscription process whilst maintaining highest level of security
- Create efficiency in communication, gaining safety & accountability through workflows
- Gain transparency and certainty through digital reporting, available 24/7



Best-in-class, secure technology & flexible digital platform



Workflow & document management, visualisations



State-of-the-art online reporting and analytics tools

"AssetMetrix has created a bespoke digital investor portal for us, which now acts as an integral part of our value chain. Dealing with an expert that not only understands the complexities of the private capital market but at the same time is flexible and solution-oriented has made this partnership a success. An indispensable offer to our clients!"

Kevin Gruber, Partner, Circle Eleven

BENEFITS

The tech-enabled partnership with AssetMetrix has created the following benefits for Circle Eleven:

- Enabling the investment boutique to continue its steep growth path by meeting client needs efficiently through digital means
- Creating a competitive advantage in fundraising - being able to showcase digital investor portal during due diligence meetings
- Considerable relief for admin team regarding day to day operational queries with answers being readily available on the Investor Portal
- Being able to prove sophistication and reinforce own consultative approach through integrated portfolio planning tool

RESULTS



100% focus

on core competencies: selecting and managing top performing investments



Re-up ratio

The digital solution has played a significant part in securing (further) investments from existing and new investors



0 worries

No need to build internal IT competencies as infrastructure and security are fully managed