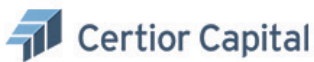


CASE STUDY

Scalability through innovation: How private market pioneers are using a tech-enabled partnership to accelerate growth while adding value for investors

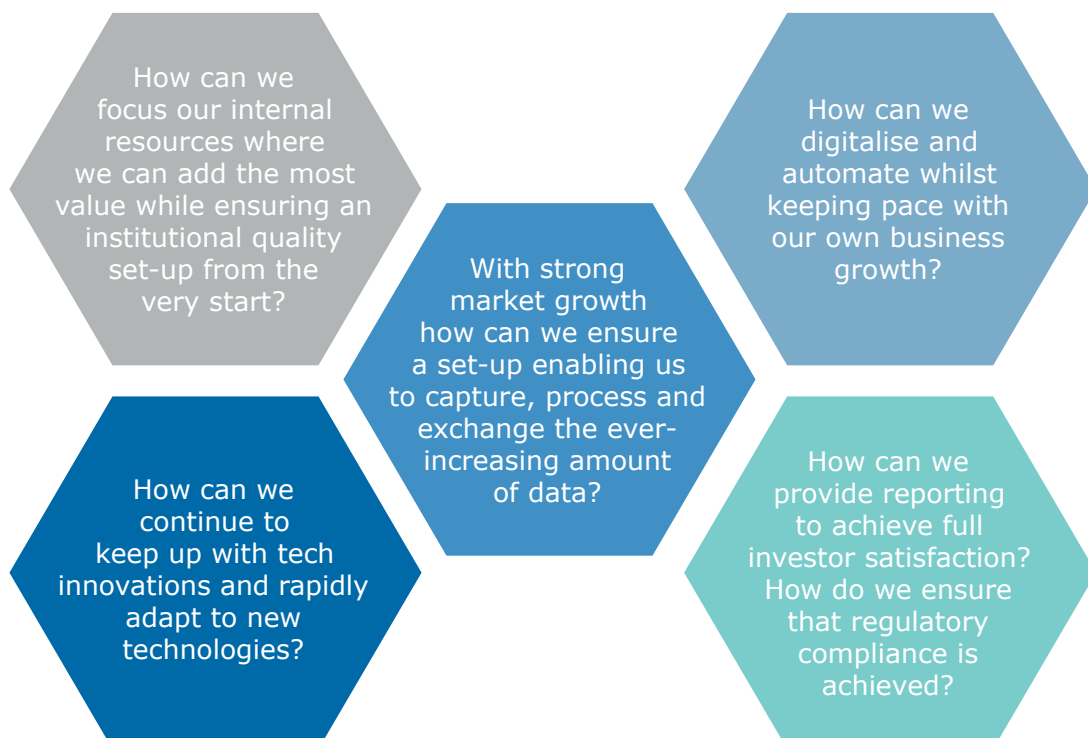


Certior Capital is a leading private equity and private credit advisor and alternative investment fund manager supervised by the Finnish FSA. Founded in 2011, the senior management have a long track record, having been investing in European private equity and private credit since 1995. Certior's goal was to build a private equity and credit business different from its competitors. The company finds value in a crowded market through identifying emerging opportunities and unique dealflow in undercapitalized and overlooked market sub-segments. This approach, coupled with innovation in their operations, has allowed them to grow successfully for over a decade.

Challenges

The founders of Certior Capital began investing in private markets three decades ago and have managed two similar businesses before establishing the current operation. Over that period they have followed several different reporting and administration approaches and also witnessed the rapid increase in size and sophistication of the market. While establishing its first fund, Certior needed a solution to allow it to rapidly and efficiently scale the business and at the same time achieve the institutional quality that their investors expected.

The following challenges needed to be addressed by Certior:

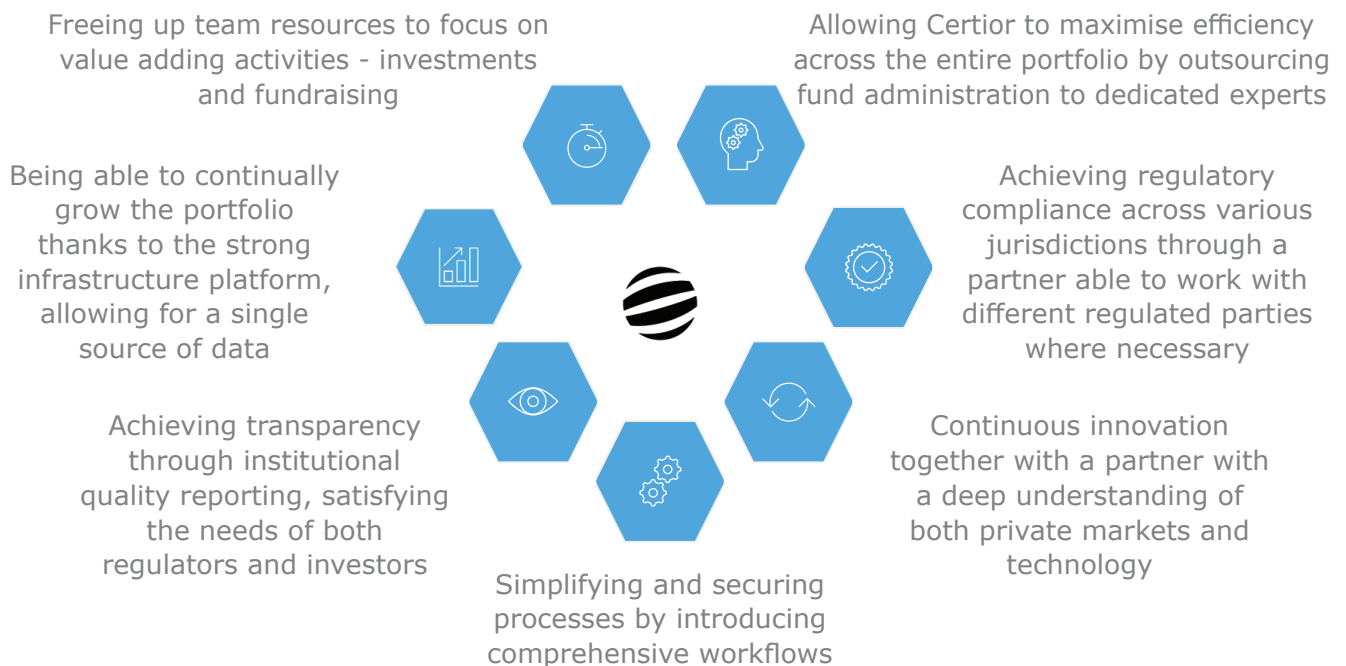


The partnership

In 2014 Certior was raising its initial fund and was faced with the fundamental question of “make or buy” when it came to taking care of administration and reporting. They decided to focus on their core competencies and outsource these activities. Having previous experience with in-house reporting and administration solutions and after reviewing a variety of outsourcing solutions, the team chose AssetMetrix as their partner, ensuring an institutional-quality set-up from the start.

Certior was impressed by the solution-oriented approach and innovative mindset AssetMetrix showed, tying in well with Certior’s own culture and thinking. Ever since, the partnership has succeeded in finding ways to efficiently report to investors with a focus on continual improvement and innovation. Working with a tech-enabled partner allows Certior to stay on top of the evolution of technology, making sure the latest developments are implemented for the benefit of its clients.

Benefits



"AssetMetrix has been an indispensable partner for us as a first-time fund manager that has allowed us to clearly focus our resources on what we do best - investing. Having a specialist ensuring best practice in terms of transparency, flexibility and innovation in our reporting and administration greatly helps our continuous growth and the long term success of our business."

Timo Hara, Founder & Partner, Certior Capital



Founded in 2013 in Munich, AssetMetrix is a spin-off of a successful PE fund-of-funds manager. With its private markets DNA, solution-driven mentality, and deep technological expertise, AssetMetrix understands challenges faced by private market firms first-hand. Our team enables Asset Owners, Managers and Servicers to accelerate their digital transformation in a growing asset class.

AssetMetrix’ outsourcing services around data collection, fund administration, reporting and analysis enhance the efficiency and scalability of middle and back-office operations. Our integrated technology platform addresses increasing transparency requirements of investors and regulators.

AssetMetrix stands for innovative, secure and in-house developed technologies, state-of-the-art analytics and an experienced service team.