



Microsoft Dynamics CRM 2011

Private Equity Sector

Solutions Guide

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The most valuable asset for any private equity company is its vast networks of contacts. It's leveraging these relationships that will deliver the most benefit to deal generation and investor relations.

With Microsoft Dynamics CRM seamlessly integrating with Microsoft Outlook, an application that most people are already familiar with, not only is user adoption higher, but less time is needed to learn how to make the most of its functions.

JMC IT is offering private equity firms a 'Quick-Start' package to support front office activities:

- Advisor, investor and intermediary network contact management;
- The ability to track other networks, such as media, recruitment and suppliers;
- Deal management;
- Investor relations management;
- Fundraising tracking;
- Candidate tracking for senior management roles.

How many of your M&A and investor relations teams interact with the same contacts on a weekly basis? Does someone else in your company have a warm relationship with a key individual that could help you unlock a deal you're working on? Microsoft CRM's tight integration with Outlook lets users share their networks and contact history in one central place, giving you instant access to this information. If a contact's details change, then only one user needs to input this data, as it uploads to all users' CRM platforms and mobile devices.

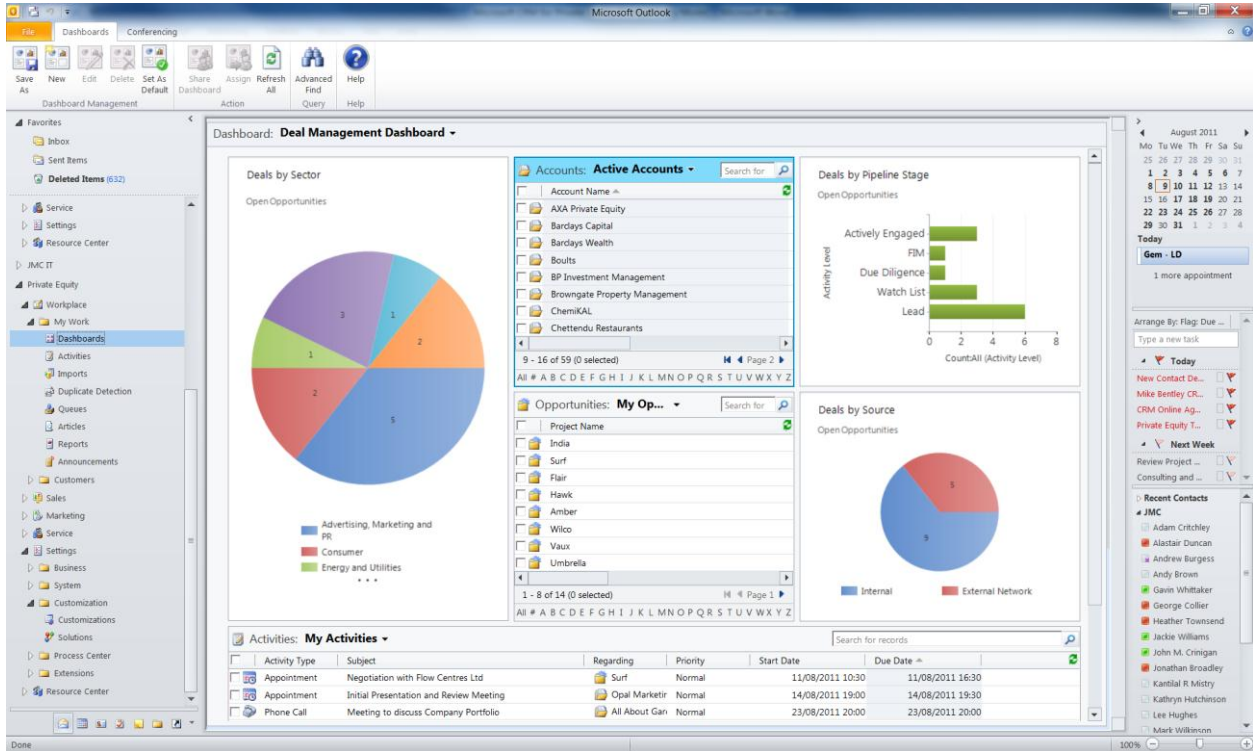
Our 'Quick-Start' offering gets you started, at a low cost, and allows you to grow the technology alongside your processes as you learn how you want to use it. We'll get you started with the key activities already in place with the option to add in any unique processes or special requirements you may wish to consider once the system has bedded in to your organisation's culture.

Immediate business benefits of Microsoft CRM:

- Gives you a single view of all companies and contacts your organisation interacts and actively engages with;
- All opportunities and deals are visible centrally, highlighting their current status within the business cycle;
- Activity tracking and recording;
- A single view of all investors and contacts;
- Ability to dissect investors by fund, investment appetite and other segmentation options;
- Encourages high user adoption thanks to intuitive user interface.

Microsoft has invested heavily in making Dynamics CRM integrate as seamless as possible with Outlook to maximise user adoption. This integration lets users capture and manage contacts, emails, appointments and tasks within a product that your business is already using on a daily basis.

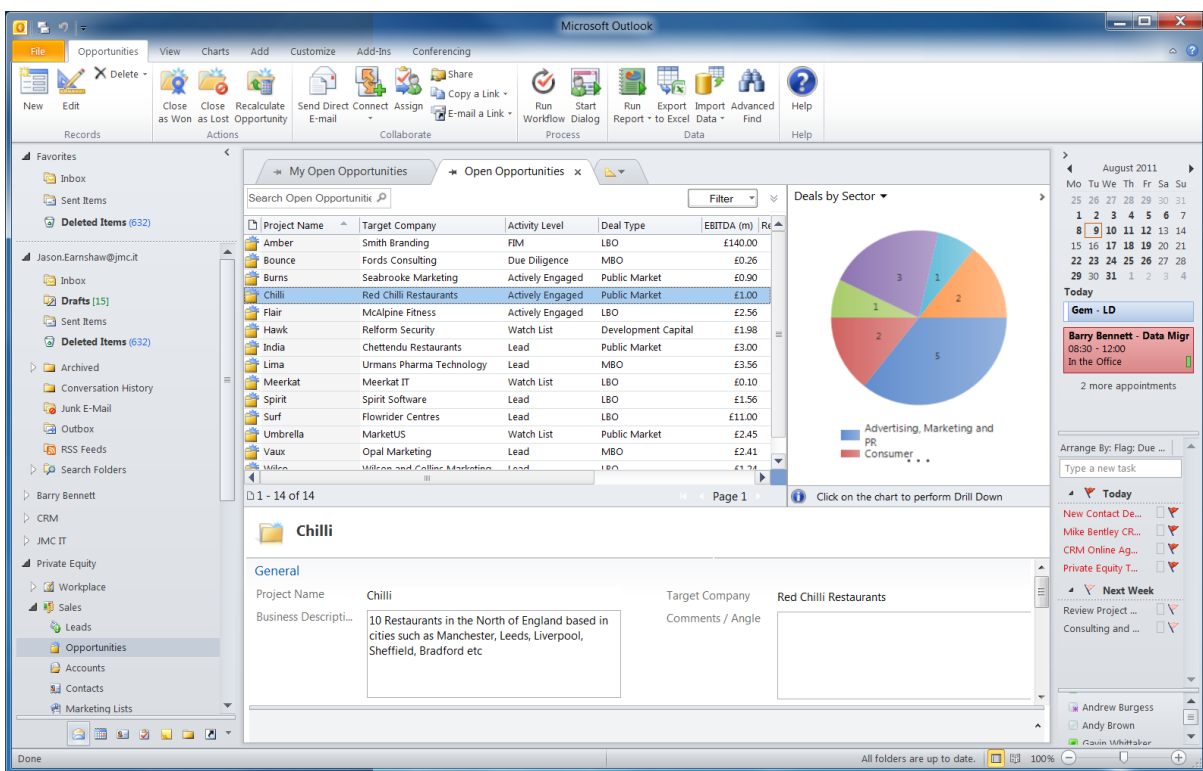
Unlike any other CRM software vendor, Microsoft has the ability to tailor Outlook development to suit future CRM functionality.



Deal Management Dashboard within Microsoft Outlook

For M&A professionals the JMC Microsoft Dynamics Private Equity Solution can support you with:

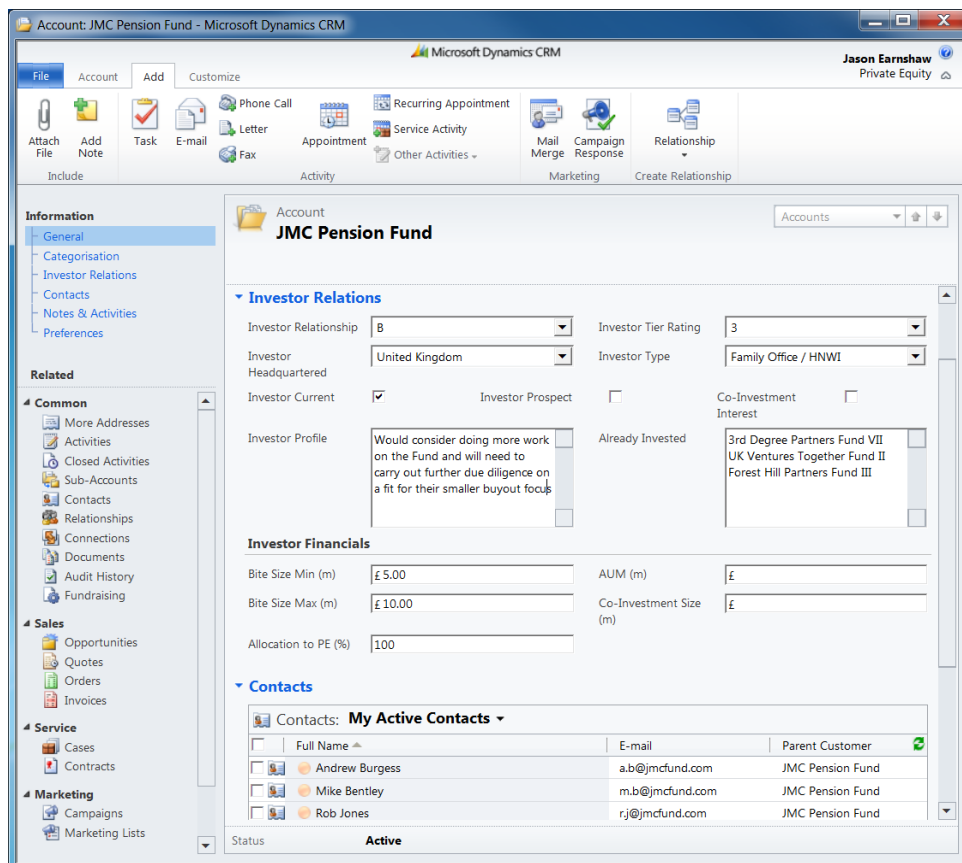
- Comprehensive deal flow pipeline management to track deal life cycle from early rumour to potential portfolio or turndown;
- Track deal sources and identify your most profitable relationships with key advisors / intermediaries;
- Ability to track company financials such as EBIT, EBITDA, Revenue, Estimated Value, Debt etc;
- Ability to track the internal and external deal team members working on individual acquisitions;
- Capture all correspondence related to specific deals.



Deal Pipeline View within Microsoft Outlook

Investor Relations is a perpetual process with contact management being a key component. JMC's Microsoft Dynamics Private Equity Quick-Start Solution can support you by giving you the ability to:

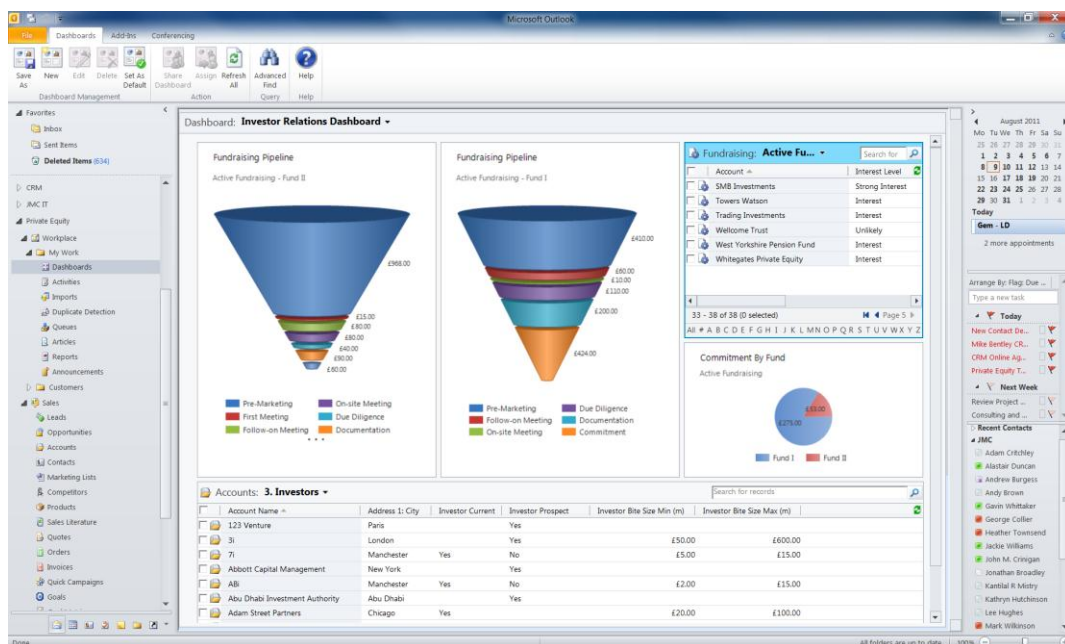
- Easily manage and build an overall picture of all your current and potential Investors, recording key contacts and roles, along with how the company / individuals wish to invest;
- Track who was contacted when at a specific company and what was discussed;
- Track how much current and potential investors commit to investments and of what percentage is dedicated to private equity investments;
- Record investors preferences to invest in certain types of mergers and acquisitions (i.e. mid-market or distressed companies);
- Record investors preferences to co-investment;
- Record which investors operate under gatekeepers and track their relationships.



Account Specific – Investor Relations Details

Fundraising is a critical and intense activity of the overall investor relations process. Throughout the process you will build up a network of contacts that play different roles, all of which need to be recorded in a central location along with any interactions that may take place. JMC's Microsoft Dynamics CRM Private Equity solution can support you by giving you the ability to:

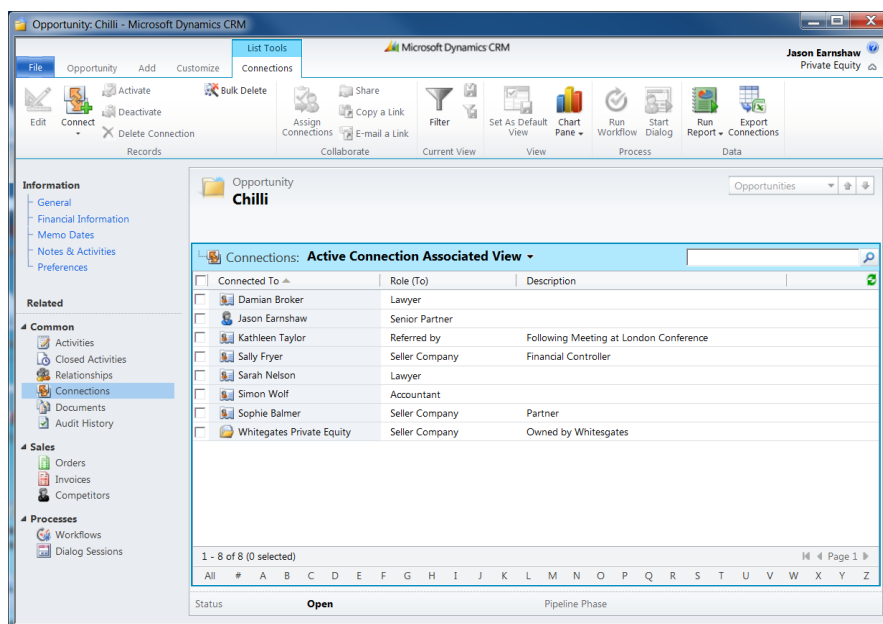
- Easily identify and target investors likely to invest in your next fund based on previous investments or preferences;
- Track at which stage investors are at during the fundraising process for different funds;
- Record investors likelihood to invest in your fund(s) (i.e. strong, interest or unlikely);
- Track dates for specific memos disclosed or when legal actions are carried out.



Fundraising Dashboard within Outlook

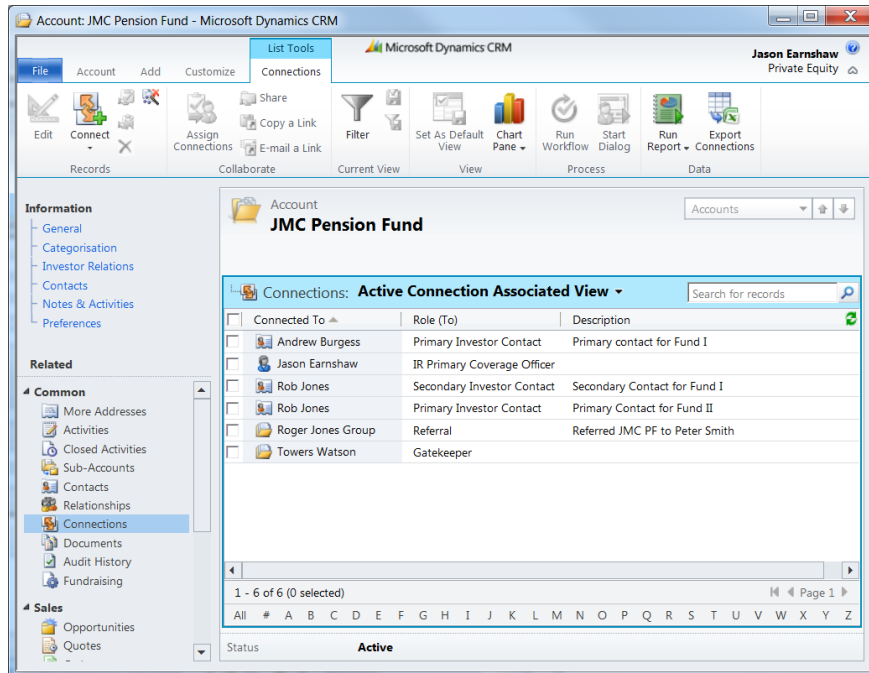
JMC's Dynamics CRM for Private Equity enables you to build a comprehensive picture of your relationships both internally and externally within your network. Below are just a few examples of how you can build up a picture of your relationships with contacts using Microsoft Dynamics CRM.

- Record which advisors or intermediaries refer a specific deal;
- Track which internal team members are working on specific deals and their role in the process;
- Track which external team members are working on specific deals and their role in the process (accounting, lawyer etc);
- Track which seller company employees are working on the deal and their role in the process .



Account Specific – Deal Connections

- Record who internally is the primary or secondary coverage officer working on the Investor account;
- Track which investor contacts play key roles on specific fundraising activities;
- Ability to record who may potentially be an Investors Gatekeeper.



Account Specific – Investor Relations Connections

Microsoft Dynamics CRM can be accessed through either Microsoft Outlook, Internet Explorer or via an internet connection from your mobile device.

Microsoft Dynamics CRM has flexible deployment options to cater for all companies IT infrastructure capabilities and requirements. Microsoft Dynamics CRM can be purchased as either an online solution, hosted by Microsoft, with a low monthly cost of £22.75 (ex VAT) per user per month, or can be deployed on-premise on your own servers within your own network.

All the experience, breadth of offerings, financial stability and scale, so you never have to worry about our ability to respond – whenever you need us and whatever you need us for.

Committed to providing you with the highest quality, fully accredited, IT support, infrastructure and software, at JMC we deliver value that can be measured. What's more, with our unique partnership approach based on integrity, loyalty and trust, you can be confident your IT is always in safe hands.

But you don't have to take our word that we live up to our promise. Our impressive client satisfaction statistics prove that at JMC we build bonds that last – with the average client staying with us for well over 10 years.

This commitment to lasting partnerships is at the heart of everything we do. JMC employees typically serve over 10 years and with regular training and a true sense of purpose and enjoyment, we're confident our people are the very best in the business.

The benefit you receive from our partnership is that our friendly and experienced team truly take the time to get to know your business, enabling them to deliver the greatest possible value.

Making IT make sense

Making IT make sense means designing, implementing and supporting technology solutions that deliver a tangible return on investment and assist your organisation to achieve its aims and ambitions.

At JMC IT, our combination of approach, experience, accreditation, award-winning customer service and ability to be a single source for your IT requirements, means that our solutions genuinely address business needs, making commercial, operational and financial sense.

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