

Private equity & the data opportunity.

Rich Pugh Chief Data Scientist.

Private equity firms are investing in data to drive value across their portfolio.

Leading private equity organisations are looking to exploit advances in data & digital to transform their assets & investments, using insights to drive value across their portfolio.

There are numerous opportunities to create value from data within private equity, some of which are described here:



Maximising Asset Value.

Understanding the opportunity to transform assets & investments with data, creating more intelligent & effective business models to drive valuation.



Actionable insights.

Driving more insight from your assets & investments to help you better understand & articulate the mechanisms of success, & identify opportunities for growth & value creation.



Data monetisation.

Identifying & describing specific data assets in your portfolio that might represent direct opportunities for monetisation.



Exit preparation.

Clarifying the role of data as a core enabler during exit, surfacing insight to support a clearer understanding of value drivers in the business.



Understanding data maturity.

Understanding the current data maturity of assets & investments, creating a better view of tactical changes that could lead to efficiency gains & a more robust business.

Our consulting team creates clarity around your data opportunity.

Our data consulting team help you to create clarity around your data opportunity—enabling leaders, identifying potential areas for value creation & exploring avenues for data monetisation.

We achieve this by working collaboratively with you to explore current maturity & the potential for value creation in your <u>organisation</u>, and across your assets & investments.

Delivered by a team of data consultants with over 80 years of combined commercial experience, we work in a manner that is practical & pragmatic, avoiding the hype & buzzwords associated with the word of data & AI.

Using this approach & ensuring ongoing alignment to business ambitions allows us to provide the best advice to help you exploit the opportunity represented by data & analytic innovation.

DATA SCIENCE ARTIFICIAL INTELLIGENCE

MANAGEMENT API ROBOTS ANALYTICS

INFORMATION DESCRIPTIVE STRATEGY DIGITAL

PLATFORM SUPERVISED LEARNING

IMAGE PROCESSING MATHEMATICS TRANSFORMATION
INTERNET OF THINGS INTELLIGENCE MONETISATION
INSIGHT ALGORITHMS TEXT ANALYTICS QUALITY
AUTOMATION NLP DATA PRESCRIPTIVE DIAGNOSTIC
PREDICTIVE
GOVERNANCE DATA LAKE DATA ENGINEERING
BLOCKCHAIN
DATA-DRIVEN BIG DATA

STATISTICAL MODELLING MACHINE LEARNING
BUSINESS INTELLIGENCE

DATA WAREHOUSE

We focus on 3 core services to support you with your data & digital ambitions.

Working with clients across a range of industries (including private equity) we focus on the right service & approach to help answer core questions around the data **opportunity** & the transformation **journey**.

Whilst the services we provide can vary, we focus on 3 core services to help customers achieved their ambitions:



Educate.

Helping leaders to demystify the language of data & analytics so they can have better conversations around their opportunity.



Ideate.

Helping to surface, explore & prioritise transformative data capabilities that could generate rapid & lasting value.



Strategise.

Creating an effective Data
Strategy, to provide a clear
narrative around your
opportunity & a pragmatic
roadmap for transformation.

More information on these service can be found in the 'Highlighter' service descriptions associated with this document.

Let's get started.

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