



Private equity & the data opportunity.

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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.

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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