Case Study

How Bain Capital Uses Interconnected Data to Speed Up Time-to-Insight

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Founded in 1984, Bain Capital is one of the world's leading private investment firms, operating from 24 offices worldwide with $225 billion in assets under management. They partner with great companies, from start-ups and founder-led businesses to turnarounds and carve-outs, helping them expand into new markets, grow productivity, and strengthen operations across industries including consumer, industrials, financial and business services, technology, healthcare, and more. This case study is how Gain supports Bain Capital's Private Equity Sourcing Team in Boston, USA.

The Challenge:

Piecing Together a Fragmented Sourcing Process

For the sourcing team at Bain Capital, building out landscapes, tracking ownership, and identifying which companies were worth a conversation meant working across a patchwork of separate tools. The data itself was available, but nothing was connected, so answering a simple question meant moving between platforms and manually stitching the picture together, turning otherwise quick research into a time-consuming exercise.

> "Before Gain, that work was spread across a patchwork of tools. Grata was good for finding companies but that's largely where it stopped. PitchBook had the deal data, but stitching the two together along with manual news tracking meant I was constantly bouncing between platforms to answer what should be a five-minute question. The real problem wasn't a lack of data, it was that nothing was connected."
>
> **Kent Mackowiak**
>
> Private Equity Analyst at Bain Capital

The Solution:

One Interconnected Platform for Intelligence

Bain Capital was looking for a platform that could bring high-quality intelligence together in one interconnected place. After trialling Gain, the team chose it as their go-to intelligence platform not only because of the quality of the information and insights, but the overall user experience which made it easy for them to find the information they need, ultimately creating efficiency in their sourcing processes.

> "We ran a trial in the spring and it was a clear step above what we were using. The thing that stood out was how interconnected the data is. I don't just get a company profile, I get the ownership history, past deals, the advisors involved, and which conferences they show up at, all in one place. It's the difference between a search tool and an actual intelligence platform. The data quality also held up when I spot-checked it against names already in our pipeline, which was the test that mattered most to me."
>
> **Kent Mackowiak**
>
> Private Equity Analyst at Bain Capital

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Use cases:

Powering Sourcing from First Look to First Meeting

- Mapping the full universe of players within a sub-vertical to quickly narrow in on names worth pursuing
- Checking ownership structures, deal history, and advisors before reaching out to a target
- Answering market landscape questions same-day, without relying on the research team
- Building conference target lists based on which attendees actually fit target criteria, rather than gut feel

The Result:

Time Savings, Redirected to Higher-Value Work

Since implementing Gain, the sourcing team at Bain Capital has saved several hours a week that were previously lost to tedious manual research.

> "The time saved each week is around 2-3 hours, and that's just the mechanical time."
> **Kent Mackowiak**
> Private Equity Analyst at Bain Capital

With everything available in one interconnected profile, the team at Bain Capital has been able to significantly reduce their time to insight. Getting a first read on a company now takes minutes rather than a half hour of moving between platforms. This has enabled them to reduce the overall volume of basic landscape requests going to the research team and spend more time on value added work.

> "The bigger benefit is speed to a first read on a company. What used to take a half hour of hopping between platforms is now a few minutes in one profile, which changes how many names I can actually get through in a week. It's also cut down on the basic landscape requests we used to send to our research team, which frees them up for deeper work."
> **Kent Mackowiak**
> Private Equity Analyst at Bain Capital

That time savings has translated directly into more time spent on the parts of the job that matter most, including outreach, relationship building, and deeper first-look work on companies that clear the initial screen.

> "I've been able to spend more time on actual outreach and relationship building with executives, better prep going into meetings, and deeper first-look work on the companies that clear the initial screen. In a sourcing seat, the tool's job is to get me to the conversation faster. Gain does that, and the hours it gives back go straight into the conversations themselves."
> **Kent Mackowiak**
> Private Equity Analyst at Bain Capital

"The only reason not to recommend Gain is to keep it for myself."

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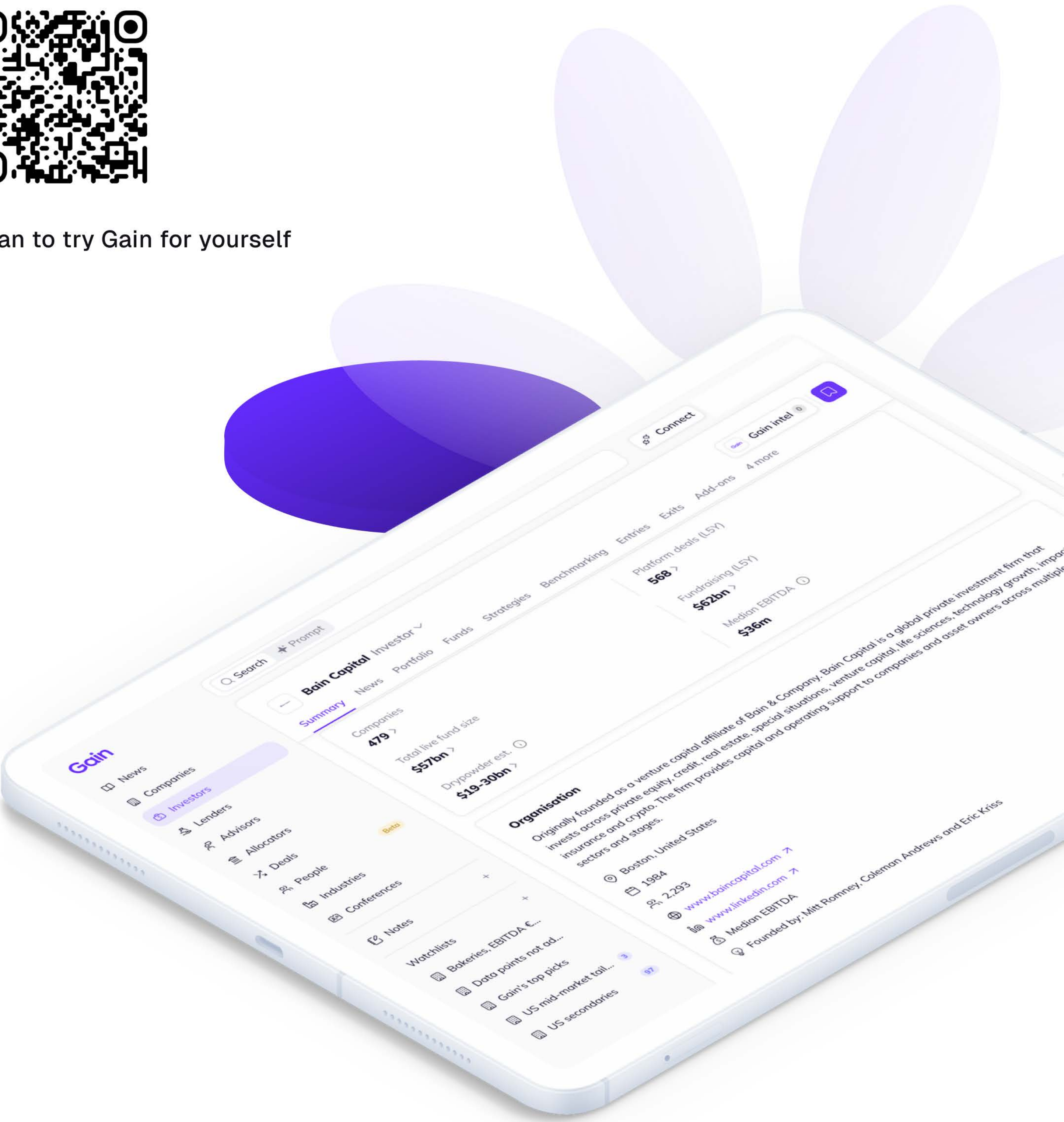

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