



Digitizing private equity

# How Parcom leverages Gain.pro to create the ideal tech stack



## Parcom's digital transformation

Since being founded in 1982, Parcom has become a leading Dutch investment company, carrying out over 130 investments and add-ons. They have €1.5 billion of assets under management, with a combined revenue of circa €3.4 billion. Parcom supports companies in phases of sustainable growth and transformation. With them, entrepreneurs and decision-makers all play an integral role in achieving a shared goal. That's why over 70% of their companies are in partnership with founders and management teams.

### Strengthen their competitive edge

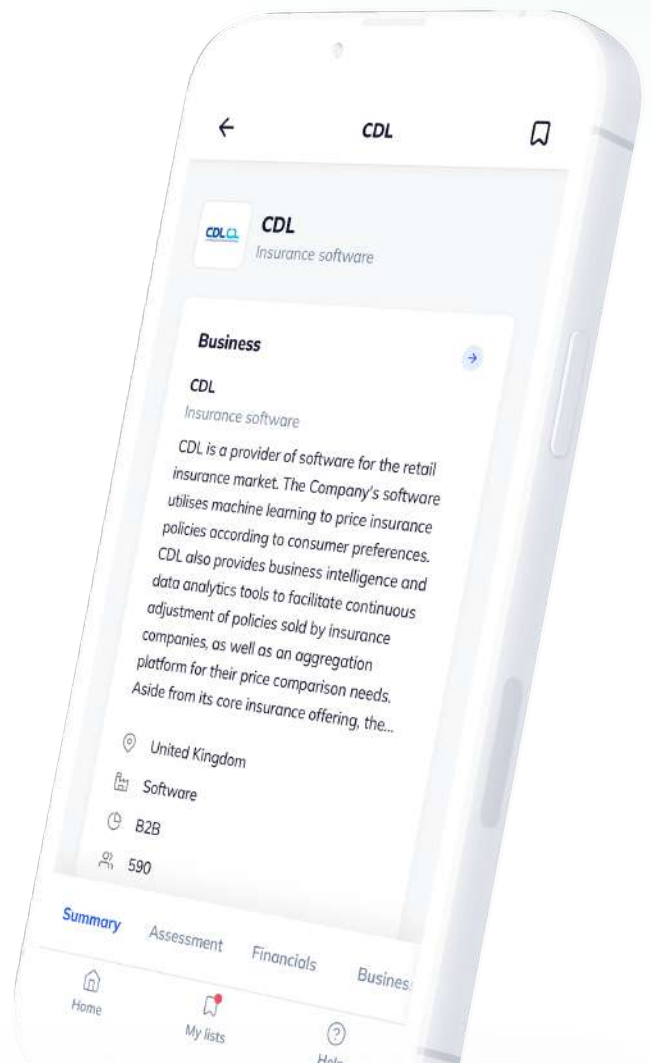
Parcom recently decided to further improve and professionalize their deal sourcing and origination efforts to give themselves a competitive advantage over their peers. As a part of this initiative, they considered digitizing and centralizing their private market information and data.

### Streamline all private market data

They procured DealCloud as their CRM, then sought out a deal sourcing platform that could streamline all relevant private market data on the companies that fall within their sweet spot. For Parcom, in order for the platform to be successful, it required several key factors, including:

- ✓ Data that is always up-to-date and reliable
- ✓ Centralization to avoid numerous platforms
- ✓ Available to everyone in the team
- ✓ Easy to use

All of these factors make investors more likely to use the platform, meaning its value-add to the firm can be quite significant. With this criteria at the forefront of their search, Gain.pro was the obvious choice.



*"People are able to get their hands on relevant information much quicker and have a way broader library for them to search in."*

**Jeroen Cohen**

Investment Manager at Parcom

## Teaming with Gain.pro

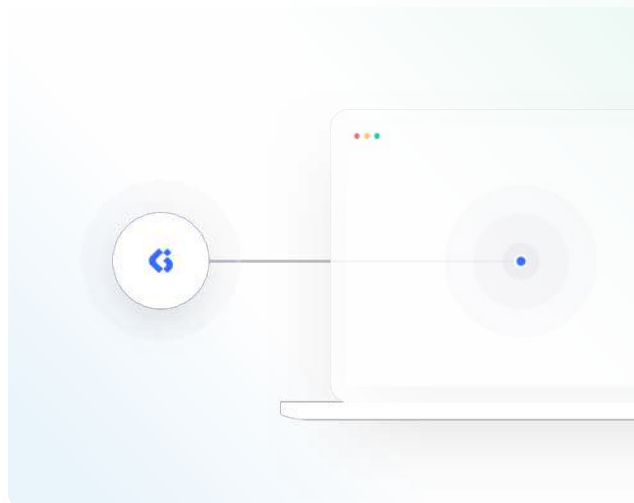
Parcom chose Gain.pro as their platform for private market intelligence simply because it provides the best source of data for the companies that matter most to them, helping to sharpen their origination lens. The platform is well populated with relevant information that delivers full visibility on their sweet spot – including comprehensive company analysis and full deep dive market reports with company financials, deal history, and business model assessments, among other data points.

With Gain.pro, investors are able to view data on tens of thousands of profiled private market companies in one user-friendly UI. Users can filter through these companies, as well as all legal entities listed, based on the investment criteria that matches your unique sweet spot.



In addition to viewing company profiles, users have full access to industry reports that give insight into the overall market landscape of investment opportunities. It helps you gain an understanding of industry trends without having to embark on your own rigorous deep dives. With regards to this feature, Jeroen notes, ***“it has given us the opportunity to get a better feel for the broader European playing field.”***

For Parcom, one of the most attractive features of the platform is its ability for API integration with their CRM. Since the firm wanted to avoid using numerous platforms for data sourcing, they looked for a platform that could consolidate the stream of data into one organized CRM.



### Optimizing CRM with API Integration

When it comes to technology, there is always potential for roadblocks, but this was not the case for Parcom when integrating Gain.pro with DealCloud. The process was extremely smooth and was completed in a timely manner, allowing them to make the most out of their platform almost instantaneously. Now, all their data is localized so they can access and download it straight from Gain.pro and DealCloud for proactive deal sourcing.

***“The beauty of what we’ve created is that our CRM tool is populated with the available data from Gain.pro. By doing that, what you avoid is having to populate the system from scratch. This obviously saves a lot of time and resources.”***

Jeroen Cohen

While Gain.pro does the leg-work in curating private market information, Jeroen says, “the secret is how you integrate the platform into your daily business and how you use it to increase your efficiency and the gains you get from your sourcing origination. The Gain.pro and DealCloud combination has really helped to achieve that.”

## The Overall Effect

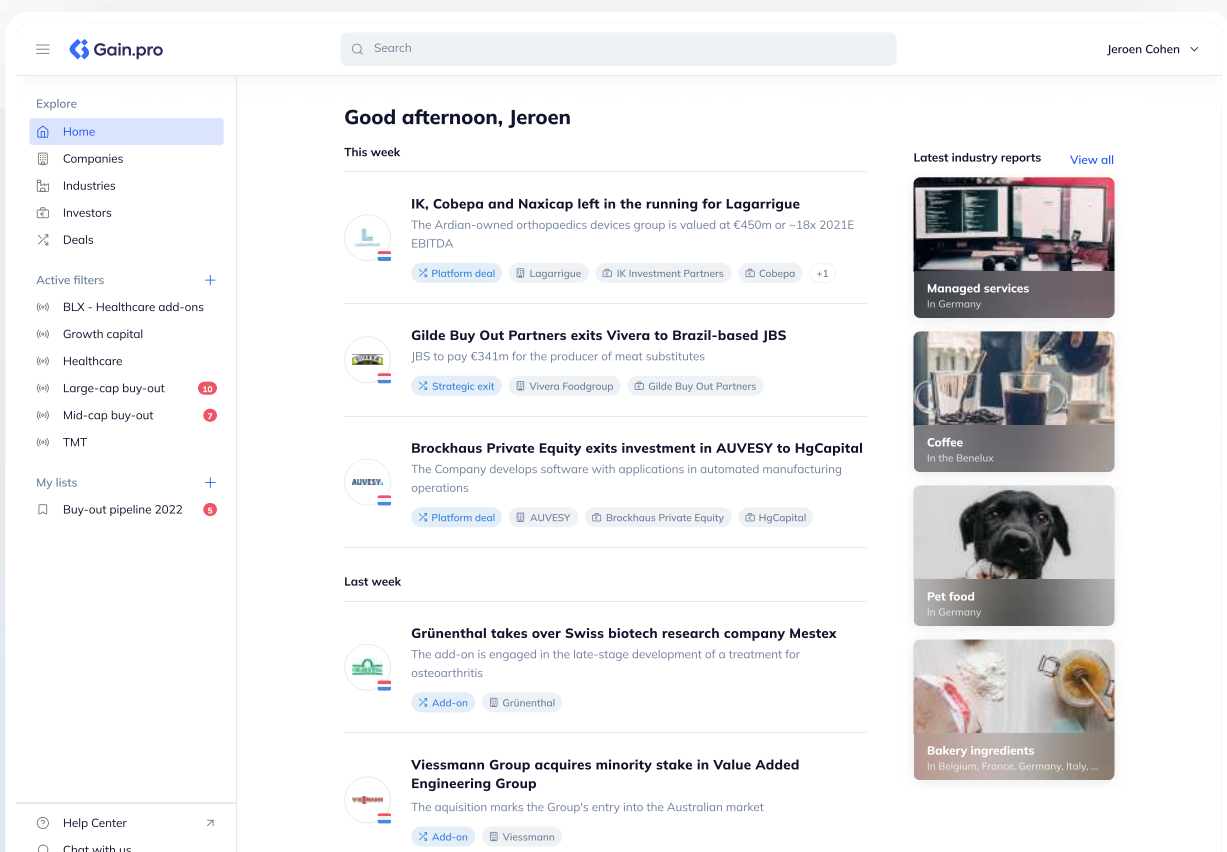
Building a centralized platform through a well curated tech stack has positively impacted Parcom on multiple levels. Jeroen says, *“It feels like we have a far more standardized and institutionalized way of working that people acknowledge works.”*

Gain.pro has saved them from spending hours on creating company profiles – a standard practice before deal sourcing platforms were available. “People are able to get their hands on relevant information much quicker and have a way broader library for them to search in.” - Jeroen

With access to Gain.pro data through DealCloud, Parcom has discovered value beyond deal sourcing – they have been able to better organize their overall business operations. These platforms have polished their relationship-building processes by tracking all communication and relevant details in one place. Because of this, they have seen an increase in teamwork and collaboration in their approach to deal origination.

*“With many investment opportunities being considered alongside some long-standing projects, it is important for us to digitize our work wherever possible. In that way, we make sure notes are properly filed and anyone from the team can pick up the work from where it was left off. We connect Gain.pro data with DealCloud where we file interactions and notes. It is great to have all the information in one place. It makes it very efficient for the entire team.”*

Thirza Koppert, Investment Manager at Parcom



The screenshot displays the Gain.pro dashboard for user Jeroen Cohen. The interface includes a navigation sidebar on the left with sections for 'Explore' (Home, Companies, Industries, Investors, Deals), 'Active filters' (BLX - Healthcare add-ons, Growth capital, Healthcare, Large-cap buy-out, Mid-cap buy-out, TMT), and 'My lists' (Buy-out pipeline 2022). The main content area is titled 'Good afternoon, Jeroen' and features a news feed with the following items:

- This week:**
  - IK, Cobepa and Naxicap left in the running for Lagarrigue**: The Ardian-owned orthopaedics devices group is valued at €450m or ~18x 2021E EBITDA. (Platform deal, Lagarrigue, IK Investment Partners, Cobepa)
  - Gilde Buy Out Partners exits Vivera to Brazil-based JBS**: JBS to pay €341m for the producer of meat substitutes. (Strategic exit, Vivera Foodgroup, Gilde Buy Out Partners)
  - Brockhaus Private Equity exits investment in AUVESY to HgCapital**: The Company develops software with applications in automated manufacturing operations. (Platform deal, AUVESY, Brockhaus Private Equity, HgCapital)
- Last week:**
  - Grünenthal takes over Swiss biotech research company Mestex**: The add-on is engaged in the late-stage development of a treatment for osteoarthritis. (Add-on, Grünenthal)
  - Viessmann Group acquires minority stake in Value Added Engineering Group**: The acquisition marks the Group's entry into the Australian market. (Add-on, Viessmann)

On the right side, there is a 'Latest industry reports' section with a 'View all' link, featuring reports on 'Managed services' (Germany), 'Coffee' (Benelux), 'Pet food' (Germany), and 'Bakery ingredients' (Belgium, France, Germany, Italy, ...).

## Ongoing Success with Gain.pro

Gain.pro offers a multitude of resources for ongoing support to help investors make the most out of the platform. Our customer success team is available to help users with anything from onboarding new team members on Gain.pro to submitting new profiles for companies not yet on our system.

While our customer success team is available for Parcom at any time, they find the platform well-organized and broadly populated, allowing their team to use it hassle-free. The way Jeroen puts it is: *"It's very user-friendly, it speaks for itself."*

*"These days, Gain.pro is the first source we check when a new investment opportunity comes up. We know Gain.pro covers a wide range of companies and they have the key data organized in a user-friendly interface. And since they get data directly from publicly available registers (or show their sources), we can rely on the quality of information."*

Thirza Koppert

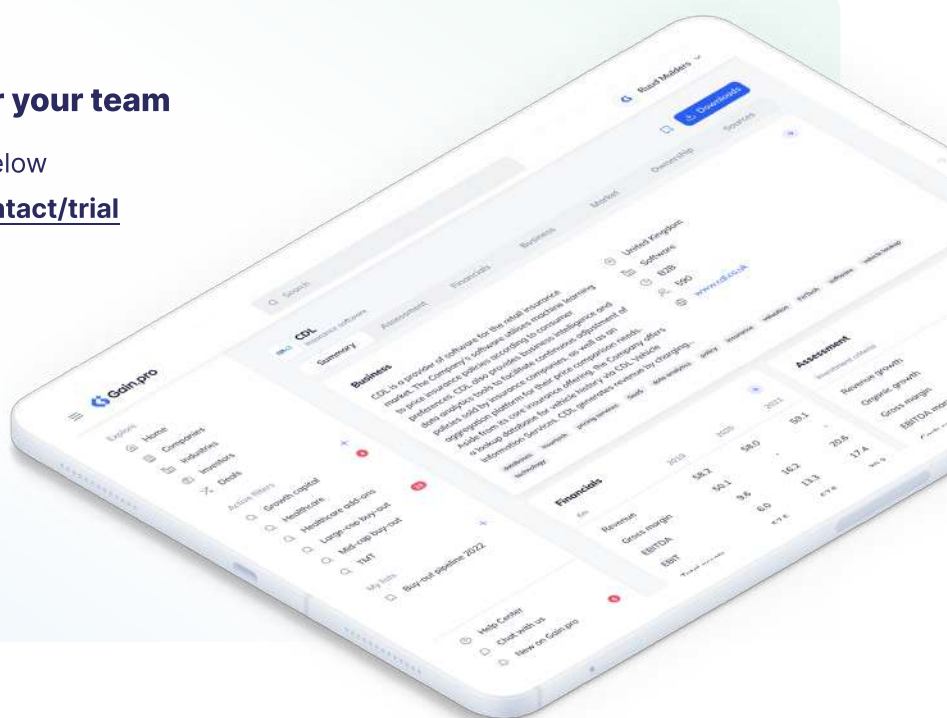
The upgrading of their in-house tech stack has supported Parcom's transformation and digitization of their deal origination process. They have refined their standards of practice and, as a result, seen significant value-add to their firm.

### See what Gain.pro can do for your team

Request a free trial using the link below

<https://gain.pro/app/company/contact/trial>

...or scan the QR code





**Find, understand and track**  
companies that matter to you