

How Inflexion differentiates themselves through advanced technology



Driving operational efficiency with private market intelligence

Inflexion is a leading private equity firm based in London with a team of over 160 professionals – one of the mid-market's most sizable teams. They distinguish themselves by closely collaborating with the businesses they back, providing both capital and expertise to drive accelerated growth. Inflexion boasts £8 billion in assets under management, with a portfolio reaching 160 countries across the globe.

As a firm who stands at the forefront of technology, Inflexion recognizes the pivotal role digital solutions play in driving operational efficiency – not only within their portfolio companies, but within their own firm.

“With the rapidly evolving landscape of digital tools, we want to make sure that we're using the very best platforms available to us. We don't want to use the tools that people were using 10 years ago, but ones that, with each new development in areas like AI, emerge with leading capabilities so we can be as informed as possible when making investment decisions.”

Benjy Mason

Before procuring Gain, the team at Inflexion leveraged other intelligence platforms, but they lacked comprehensive coverage on European sponsor-backed businesses within their addressable asset pool. Knowing they needed to create efficiency in the research and analysis of their sweet spot targets, they sought out a platform that was not only comprehensive in its coverage, but digitally advanced in its functionalities.

In pursuit of a platform that fit their specific use cases and investment targets, they landed on Gain. They were immediately drawn to the platform's ease of use, saying “it's a very intuitive and clean UX/UI.” - Benjy Mason



“We spent a lot of time appraising multiple different platforms not just for origination and company identification, but also for tracking financials, news, fundraising history and ownership, among other metrics.”

Benjy Mason

Origination Analyst at Inflexion

Leveraging Gain within the investment team

After procuring Gain, the team at Inflexion was immediately able to integrate the tool into their daily workflows.

“I had a half hour call with our customer success manager and once I was comfortable and familiar with the features, I was up and running pretty much straight away.”

Benjy Mason

They were quickly able to leverage Gain to create efficiencies in a number of different areas of their origination funnel, including their company research, market analysis and opportunity tracking.

Speeding up company research

One of the primary ways Inflexion leverages Gain is to create efficiency in their company research. Gain's in-depth company profiles provide a detailed snapshot of a company, including:

- ✓ Concise business description
- ✓ Cleaned financials
- ✓ Business assessments
- ✓ Market overview
- ✓ Ownership history

"With Gain, you can quickly search for a business and develop a thorough understanding of it. It's very useful to gain a comprehensive snapshot."

Benjy Mason

For Inflexion, one of Gain's key strengths is in the quality and reliability of our data. While we leverage AI technology to provide deep coverage on a broad scope of companies, our teams of analysts contribute with their expert evaluations and nuanced understanding of their local markets.

"One thing that's really appealing about Gain is the analyst overlay that's provided. Oftentimes, Gain gives estimates based on proprietary intelligence or market rumor that wouldn't get captured in other platforms. That's really helpful. It also means someone's been through and sense-checked the data."

Benjy Mason

Streamlining market analysis

When seeking out a private market intelligence platform, Inflexion wanted more than just a database, but a tool that would help them conduct thorough market analyses.

The ability to pull up a detailed graph of deals and companies and subsequently filter based on sector, country and growth profile stands out as a valuable feature. This functionality is "very useful" in their day-to-day operations as it allows them to navigate and manipulate data without ever having to leave the platform.

Furthermore, Gain plays a crucial role in portfolio analysis, offering a streamlined approach to assess sponsors and their activities.

"Gain is very useful for portfolio analysis. You can filter for sponsors and have a quick look at what they have been doing and you can filter for their deals and their portfolio with one click."

Benjy Mason

Tracking investment opportunities

Within their origination funnel, the investment team at Inflexion leverages Gain's advanced search functionality to gain visibility on their addressable asset pool.

"Many of the larger targets in our investable universe are likely to have had some previous sponsor backing, and the platform allows us to overlay our own specific criteria to this landscape in a streamlined workflow."

Benjy Mason

Gain's data is structured in such a way that makes it easy to search for companies using specific metrics, like financials or tags. Even better, users can save these

filters as Bookmarks to help them proactively track companies within their sweet spot on an ongoing basis.

"I find Bookmarks quite useful. If a new business enters your specified scale bracket, you get an automated email saying that company now fits your criteria."

Benjy Mason

Bookmarks provide the perfect environment to not only track the companies within your investment criteria, but to analyze them using interactive graphs. You can also discover similar and adjacent players to the ones in your Bookmarks, helping you identify other players in the market or potential add-on opportunities.

The impact of using Gain

Since adopting Gain, Inflexion has seen a substantial increase in efficiency.

"The biggest benefit from using Gain is efficiency. When we do screening exercises or research on individual companies, with such a simple and intuitive user interface and workflow, Gain makes it very easy to carry out analysis, so it reduces the time that we'd otherwise have to take."

Benjy Mason

These efficiency gains translate into time savings, allowing Inflexion to expedite their analytical processes without compromising on the depth and accuracy of their assessments. This time savings means they are able to focus on more value added tasks.

Furthermore, because the team is able to trust in the quality and reliability of the data on Gain, the platform elevates the confidence levels within the team.

"Gain increases my confidence that the accuracy of the answers we derive from our analysis is relatively high."

Benjy Mason

The role of technology in today's deal landscape

As the deal landscape continues to evolve and become more competitive, it's imperative for firms to focus on differentiation to remain top performing players. One of the best ways to do this is to create efficiencies within operational processes by leveraging technology.

"With the development of increasingly sophisticated tools, firms that are able to embrace them will naturally have an advantage over the ones that don't. We expect good businesses that we're appraising to do the same, where if there's a technological development that benefits them, we would want them to integrate it into their operations. It would be irresponsible not to proactively adopt new technology into your workflow."

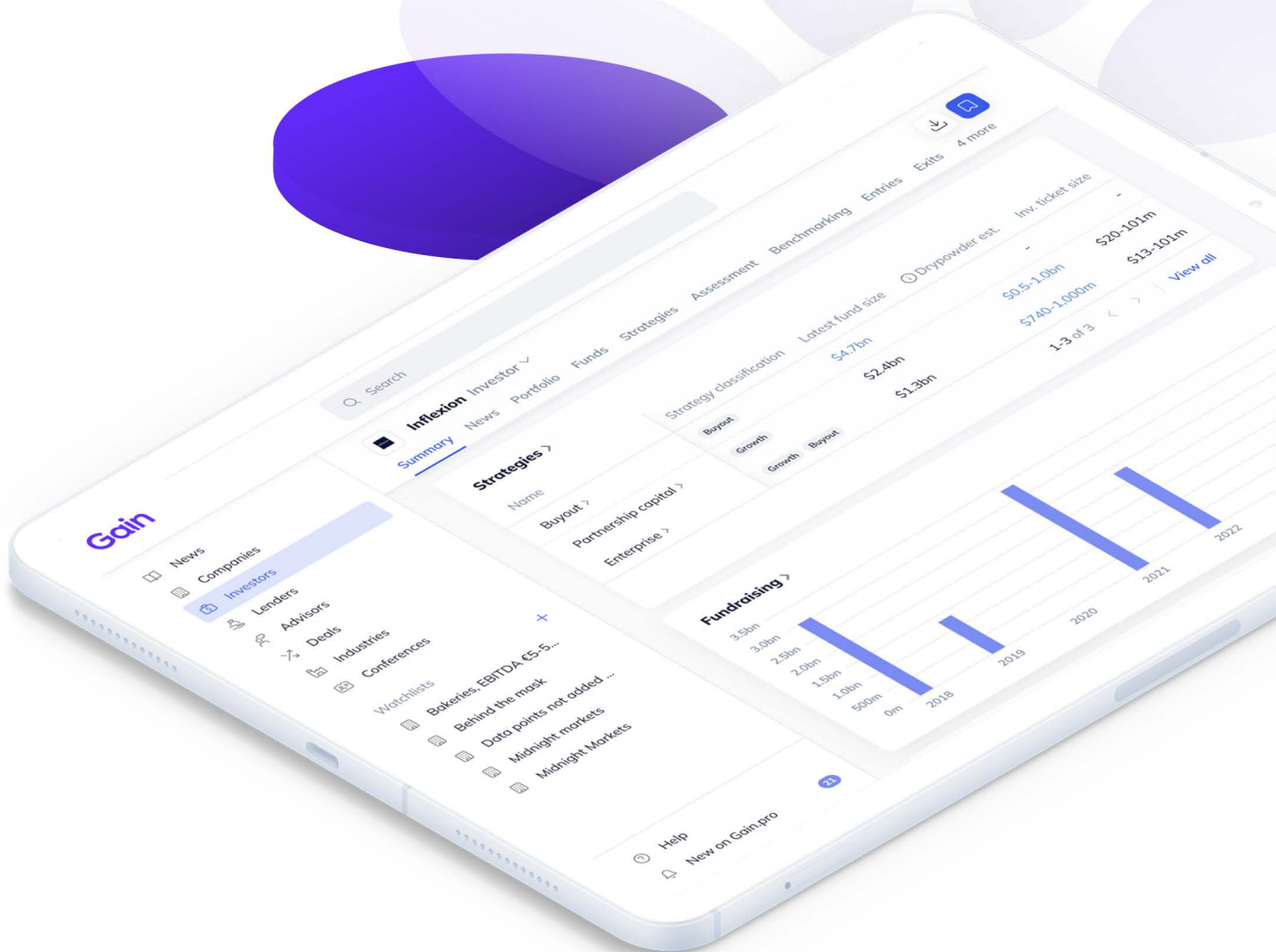
Benjy Mason

As Inflexion continues to leverage Gain in their daily operations, our technology's ongoing advancements further contribute to their sustained success and position them as leading players in mid-market private equity.

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



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