

## Juniper Square

# *How leading GPs create scale and deliver better outcomes for investors*

The key to broader participation and faster growth in private markets is the ability for GPs to build lasting partnerships with their investors. However, the complex nature of investor relationships makes them highly susceptible to inefficient communication, operational bottlenecks and inadequate experiences. This is especially true if relationships are managed manually in multiple systems.

Now more than ever, GPs need a modern system that enables them to respond to changes in private markets, maximize outcomes for investors and build thriving partnerships.

That's where Partnership Enablement with Juniper Square comes in. Unlike disjointed systems and processes in use today, Partnership Enablement provides a universal system that allows investment partners to connect and communicate seamlessly across every interaction, from fundraising to fund accounting. Through comprehensive solutions for investment partnerships, Juniper Square empowers GPs and LPs to overcome operational inefficiencies and build thriving partnerships — so they can focus on creating new opportunities for investment and impact.

What makes effective Partnership Enablement possible? Five key principles are necessary to build the mutual trust and empowerment that successful partnerships rely on: Solutions must be shared, scalable, seamlessly connected to the business, and supported by expert service and robust security.

By modernizing your approach to investor management with a single system, you can build lasting relationships and identify exceptional investment opportunities — across every stage of every partnership. In this [white paper](#), you'll find a summary of the five principles of Partnership Enablement and valuable guidance that will help you determine whether you're on the right path.

### **Growing private markets create new challenges and opportunities**

According to McKinsey, in 2021, private equity accounted for \$9.8 trillion in AUM globally, with fundraising reaching dizzying heights of \$1.2 trillion, up 20 percent year-over-year. Despite this blistering growth, private markets still represent a small fraction of the \$100 trillion in professionally managed assets worldwide. What stands in the

way of broader participation and faster growth in private markets? The problem isn't the markets — it is the nature of the private partnerships that underpin them.

Today, technological and operational challenges threaten the ability to build lasting private partnerships with investors. Even as investor and employee expectations for data access and visibility continue to increase, the processes and tools that enable the efficient, effective flow of information between private partners have not kept pace. Now more than ever, you need to modernize your partnerships by leveraging data and systems in ways that maximize outcomes for your investors, investments and business.

### **Operational barriers to thriving partnerships**

Like all relationships, partnerships rely on mutual trust and empowerment built over the course of many interactions. Managing investor relationships can be time consuming and complex, and because the systems used to support partnerships lack shared visibility and workflow, GPs and LPs often fall short of fully optimizing their exchanges and investments.

In response, many industry participants have attempted to cobble together a variety of software and services and then incorporate them into existing processes. This approach has proven insufficient for facilitating efficient communication and the flow of capital between investment partners. The lack of modern systems manifests itself across three key areas of the partnership:

- **Inadequate LP experiences**

Traditional investor communications and reporting methods often fall short of investor expectations due to overreliance on manual efforts and static documents.

- **Disjointed and time-consuming GP operations**

Siloed data, processes and systems bog down teams in operational activities, causing them to struggle to consistently deliver high-quality investor experiences.

- **Opaque and disconnected administration**

Traditional outsourced fund accounting and investor services only add to data silos, creating unnecessary back-and-forth and limiting the flow of information to investors.

Addressing each area requires a new approach — one that puts a single, shared view of the partnership at the heart of digital processes and tools. By creating a universal system for Partnership Enablement, you can reimagine the investor experience, scale your operations, and deliver more transparent and trusted administration outcomes. To build enduring and empowering relationships, you need enduring and empowering systems that support every stage of any partnership.

## Introducing Partnership Enablement

Unlike the disjointed systems and processes in use today, Partnership Enablement provides a universal system that allows investment partners to connect and communicate seamlessly across every interaction, unlocking the partnership's full potential.

By making it easier to build thriving partnerships, you can focus on identifying exceptional investment opportunities and outpace market expectations for your investors.

## Partnership Enablement: A more modern approach to partnerships

The potential for capital flows into private equity is many times greater than the market today, but digital evolution is necessary to reach that potential. In the face of technological and operational challenges, you need to reimagine the partnership experience for LPs, your teams and your administrators. A universal system for managing partnership information and outcomes is required — so you and your LPs can connect and communicate seamlessly.

By modernizing through a holistic approach to Partnership Enablement, you can lead and succeed, realizing outsized growth and delivering massive impact for investors. Adopting a modern approach to Partnership Enablement gives you the ability to accelerate fundraising, scale business operations, delight investors and, ultimately, unlock the true potential of your partnerships.

### OVERVIEW

Juniper Square is the leader in partnership enablement for the private funds industry, offering a universal system for GPs and their LPs to seamlessly connect and communicate across every stage of their partnerships. Juniper Square empowers investment managers to accelerate fundraising, scale operations efficiently, and improve investor satisfaction. More than 1,700 GPs rely on Juniper Square to manage more than 300,000 LPs in more than 24,000 private funds.

### CONTACT

**Brandon Sedloff**

Managing Director and Founding Vice President of Sales  
info@junipersquare.com | 415.841.2722 | [www.junipersquare.com](http://www.junipersquare.com)

## 5 Principles of effective Partnership Enablement

### 1 Shared

Enable better connection and communication through a shared view into partnership information.

### 2 Scalable

Align around a seamless, integrated platform to create efficiencies and manage all aspects of the investor partnership in a single system, regardless of investor size or fund structure.

### 3 Seamless

Unite expert practitioners with innovative and efficient workflows to deliver modern administration solutions that improve quality, transparency, cost, and overall experience for you and your LPs.

### 4 Supported

Elevate standards for customer service and success, providing expert guidance and best practices at every stage of the partnership.

### 5 Secure

Adhere to enterprise-grade infrastructure and security practices for managing and sharing sensitive communications and financial information.

To download a full version of the white paper, *How leading GPs create scale and deliver better outcomes for investors*, click [here](#).