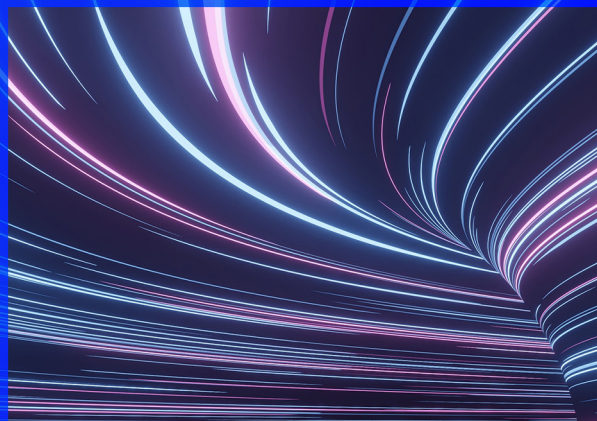




KPMG Private Markets Data Modernization Services



Private markets, encompassing assets like private equity, private credit, infrastructure, and real estate, offer investors the potential for higher returns and diversification, making them an attractive alternative to public markets. However, General Partners face significant challenges, including fragmented data infrastructure, lack of a unified data model, limited data sharing, and poor data quality, which hinder the adoption of advanced technologies. The rapid evolution of secondary markets and the emergence of new asset types further complicate data management.



Enhanced data management practices can lead to operational efficiency, scalability, deeper insights, and more informed investment decisions, helping to ensure that firms remain agile and competitive in a dynamic market environment.”



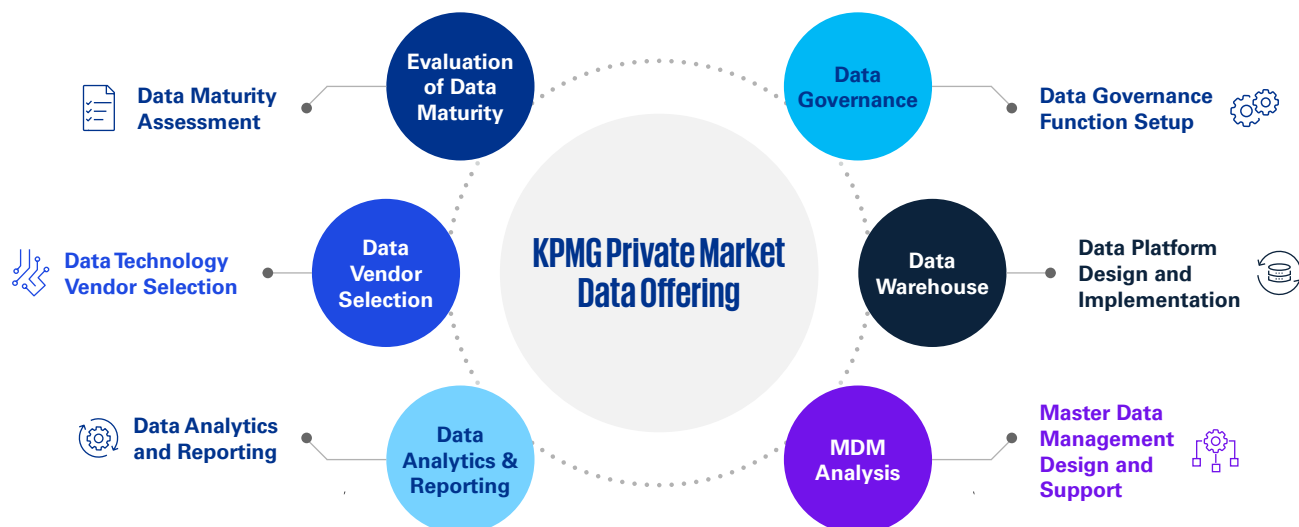
KPMG private markets data modernization solutions

KPMG—recently recognized as a leader in the Data Modernization space by IDC MarketScape¹—offers a range of solutions designed to address data challenges in private markets. These solutions include advanced data management platforms, data quality and governance services, and integration solutions that help firms create a unified data model. Our services are tailored to improve operational efficiency and scalability, enabling clients to leverage artificial intelligence (AI) and other advanced technologies. In addition, KPMG provides advisory services to help firms navigate the complexities of secondary markets and new asset types, enabling them to make informed decisions and stay ahead of the curve.



KPMG private markets data modernization services

KPMG has extensive private markets data experience, comprising these data-related offerings



¹ KPMG named a 'Leader' in Data Modernization Services



How our data solutions address your challenges

Challenge: Data is inconsistent across strategies, funds, and deal structures (e.g., direct, co-investment, Fund of Funds).

Data Maturity Assessment



- Conduct current state assessment, including:
 - Assess data strategy
 - Evaluate data quality controls
 - Identify gaps in business processes
 - Identify and prioritize key business use cases
 - Develop a roadmap to reach the target state

Challenge: Complex and customized landscape demands high-quality data (e.g., performance benchmarking, investor reporting, etc.).

Data Governance Function Setup



- Define data governance operating model
- Establish governance roles (e.g., data owners, custodians)
- Develop framework for data quality controls and issue-management process

Challenge: Lack of unified data model to link varying asset types (e.g., private equity, private company, real estate, infrastructure) with differing reporting requirements.

Data Platform Design and Implementation



- Design the target data architecture at conceptual, logical, and physical levels
- Plan and implement technology infrastructure
- Develop and implement data-ingestion methodologies
- Deploy real-time data quality control rules
- Hydrate data and build data mart views

Challenge: Inconsistent data definition (e.g., 'Investor', 'product', etc.) across and within firms creates challenges in comparing uniform financial metrics.

Master Data Management Design and Support



- Define the master data management (MDM) lifecycle and data model
- Analyze and map source system data
- Establish business processes for reviewing and validating MDM data standardization
- Develop processes to ensure data synchronization across the ecosystem

Challenge: Poor data quality leads to stagnated capabilities around reporting/analytics (e.g., unified investor reporting, performance calculations, portfolio monitoring).

Data Analytics and Reporting



- Select vendor tools for reporting solutions
- Set up development, staging, and production environments
- Gather requirements for reporting
- Build, test, and deploy reports
- Inventory reports and track metadata
- Monitor report usage

Challenge: As firms scale and evolve (e.g., new types of assets, investors, vehicles, etc.), funds are recognizing their current technology is no longer fit-for-purpose.

Data Technology Vendor Selection



- Gather requirements and conduct market research to identify vendors
- Pre-qualify vendors through initial assessment based on criteria
- Develop an RFP with the client and evaluate vendor proposals
- Conduct proof of concepts (PoCs) to assess vendor solution performance
- Select the vendor

Why KPMG

When choosing an adviser, investors want a firm that has the technical skills and practical and industry-specific experience to provide sound, objective, and independent advice. KPMG professionals provide that experience and knowledge along with a trusted name to help you meet your private markets data needs.

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