

Mayfair supports long-term strategy and growth with the iLEVEL platform



Mayfair Equity Partners provides buyout and growth capital to dynamic businesses in the TMT and consumer sectors within the UK and overseas. Learn more at mayfairequity.com

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Challenge

Mayfair Equity Partners has always been focused on the future. When they launched Fund I in 2014, they set a long-term goal and had a clear vision of the processes and systems they needed to put in place to reach it. At the top of the list was the need for complete visibility into the firm's portfolio data.

“We wanted to avoid data inconsistency across the portfolio and a lack of an audit trail for any amendments subsequently made to the data,” explained Maria Carradice, Portfolio Director - Tax and Finance. “When data integrity is poor, people stop using the system because they can't trust it.”

Solution

Mayfair chose iLEVEL to help them manage portfolio data collection and analysis based on peer recommendations and the fact that the platform enabled them to avoid rekeying data by receiving data uploads directly from the portfolio companies.

“In addition to the convenience of avoiding data entry, we liked that iLEVEL supported the ability to create ad hoc, bespoke reports,” said Carradice.

Result

As Mayfair nears the five-year mark, its ambitious plans for growth have become a reality. In a few short years, the firm has significantly expanded its portfolio and recently closed Fund II with a hard cap that exceeded its target. Having the right systems in place has been essential in sustaining that level of growth.

“Without iLEVEL providing the underlying portfolio data, our processes would have become more difficult to manage as our portfolio grew,” said Carradice.

iLEVEL has also helped Mayfair turn its portfolio data into a strategic advantage.

“iLEVEL is the heart of the business now. It has become integral at the strategic level. We can press a button and gain insight into what's going on within each individual portfolio company and quickly spot macro-economic and other trends that might be affecting the portfolio.”

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americas
+1 212 849 3800

emea
+44 20 7665 9800

apac
+852 3742 1013