

SUCCESS STORY

Recognize Leverages Planr to Optimize Portfolio Operations & Reporting

RECOGNIZE

BACKGROUND

Recognize, a mid-market private equity firm based in New York, manages approximately \$1.3 billion in capital and focuses on investing in tech and tech-enabled services companies. Founded in 2020 by four managing partners with extensive experience in the sector, Recognize emphasizes value creation through strategic investments and rigorous portfolio management.

CHALLENGES

Prior to implementing Planr, Recognize faced several challenges in managing data across its portfolio companies:

- **Manual Data Processes:** The firm relied in part on manual processes using Excel and Microsoft suite for data collection and reporting, which was time-consuming and prone to inconsistencies.
- **Inconsistent Reporting:** Different formats and structures across portfolio companies led to inefficiencies and additional work in standardizing data.
- **Resource Allocation:** Significant bandwidth was consumed in collecting and verifying data, detracting from more strategic activities like data analysis and insight generation.

SOLUTION

Recognize partnered with Planr to streamline their portfolio management through advanced data analytics capabilities. Initially, Recognize considered building an internal solution from scratch but ultimately chose Planr for several compelling reasons:

- **Configurability:** Planr's highly customizable platform allowed Recognize to tailor dashboards and metrics to their specific needs, enabling more relevant and actionable insights.
- **Interoperability:** Planr's robust API integrations with various systems of record across portfolio companies facilitated seamless data flow and reduced the burden on portfolio company teams.
- **Intelligent Data Layer:** Beyond just aggregating data, Planr offered intelligent analytics and insights directly within the platform.
- **Time and Resource Efficiency:** Partnering with Planr was the right choice for Recognize, especially when compared with building out an internal solution as it helped them avoid extensive time and resource commitments and being immersed in projects which would likely take years to progress.

IMPLEMENTATION

The implementation of Planr at Recognize involved two main phases:

1. **Design Phase:** Recognize worked closely with Planr to define the specific dashboards and metrics that would be most beneficial for their unique investment thesis and value creation strategies.
2. **Onboarding Phase:** This involved integrating Planr with the tech landscape of individual portfolio companies and setting up the system for seamless data collection and reporting.

BENEFITS

Although still in the process of fully rolling out Planr across all portfolio companies, Recognize has already observed several benefits:

- **Efficiency Gains:** The automation of data collection and reporting processes has freed up time for the Recognize team, allowing them to focus on higher-value tasks.
- **Enhanced Insights:** Custom dashboards for sales productivity and workforce utilization have enabled more targeted and effective conversations with portfolio companies.
- **Improved Reporting:** Planr supports Recognize's standardized LP reporting, streamlining the process and improving the accuracy and timeliness of their reports.

FUTURE OUTLOOK

Recognize anticipates further benefits as they continue integrating Planr across all portfolio companies. Such as;

- **Day-to-Day Workflow Integration:** Planr is becoming a central tool in daily operations, not only for portfolio management but also for internal reporting.
- **AI-driven Projections:** As more data is collected and the system matures, Recognize plans to explore Planr's AI capabilities for predictive analytics, early warning indicators, and more accurate forecasting.

RECOMMENDATION

Recognize recommends Planr to other private equity firms seeking to enhance their portfolio wide data management. The key reasons for their recommendation include:

- **Customizability:** Planr's solutions can be tailored to meet specific needs, providing meaningful and actionable insights that align with our unique operational requirements.
- **Integration Capabilities:** Planr's robust API integrations simplify data management across diverse systems, reducing the burden on portfolio companies and ensuring a seamless flow of information.
- **Supportive Partnership:** The positive and flexible engagement with the Planr team has been a significant factor in the successful implementation and ongoing use of their solutions, helping us streamline processes and reduce the bandwidth required for data management within the firm.

We love Planr's configurability and integration capabilities and we are increasingly looking to leverage the intelligent analytics layer. The team at Planr has been incredibly supportive and flexible, ensuring that the platform meets our specific needs.

We are already seeing the benefits in terms of efficiency and insights, and we are excited about the potential for further improvements as we continue to roll out the system across our portfolio.

For any tool to be useful, it has to be a real part of the day-to-day workflow. Planr is becoming the enabler for all of that. Whether it's reporting to investors or managing day-to-day operations, having up-to-date performance data at our fingertips is critical.

Anup is a Partner of Recognize. He has spent over a decade driving strategy and operational turnaround programs in the technology space. Prior to Recognize, he was the Chief Transformation Officer at Rackspace Technology, a \$3B cloud infrastructure and services company.

Earlier in his career, an Associate Partner at McKinsey & Company and a core member of McKinsey's technology services leadership team driving multiple end-to-end GTM strategy, customer growth and cost transformations across enterprise technology companies. Anup received an M.B.A. from University of North Carolina at Chapel Hill and a B.E. from University of Pune, India.



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