Private markets fundraising, reimagined

From fragmented workflows to connected infrastructure

We've reached a tipping point: complexity of capital is rising fast

IR professionals are under pressure to deliver precision, speed, and personalization—at scale.

Speed to close is vital LP capital is mobile and won't wait; capital raisers who move first, win

The digital-native effect

Retail investors expect visibility and tailored solutions in real time

is table stakes LPs expect connectivity and

ease of use at every step

Operational excellence

drag teams down Clunky, antiquated back offices bring hidden costs, compliance issues, and

Fragmented tech stacks

data silos

requires innovation GPs need to rethink product shelves (e.g., evergreen funds, sidecars) and

Attracting retail LPs

supporting infrastructure

competition for LP dollars: 18,000

There's fierce

funds chasing capital

\$3.3T in play, but only

\$1 available for every \$3 sought¹

Among GPs surveyed in private markets:

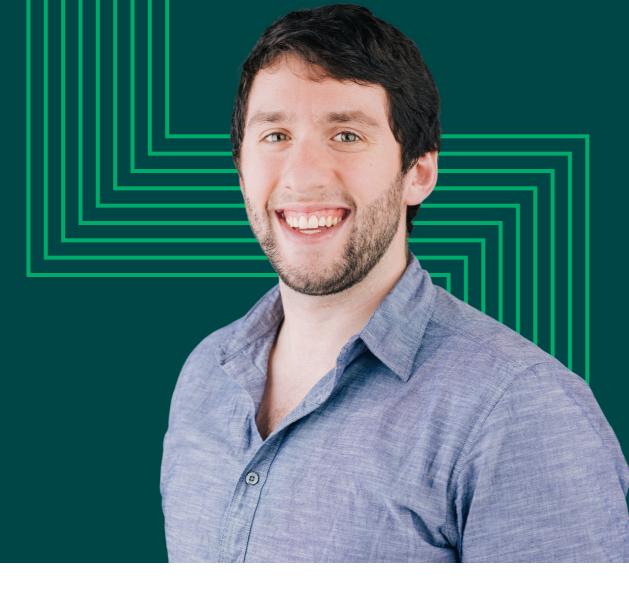
#1 challenge²

The fundraising bar keeps rising

1 in 3 ranked fundraising as their single biggest challenge²

Two-thirds named it among their top five priorities²

Managing investor expectations and reporting was the



distributions, CRM, and reporting. In the old world, each was a disconnected task. In the new world, they're connected—and the whole becomes greater than the sum of its parts. Jay Farber General Manager, Juniper Square

Think about data rooms, digital subscriptions,

slowing IR professionals down From overflowing inboxes to fragmented platforms, inefficiencies compound daily.

Disconnected legacy systems are



Endless spreadsheets

AML/KYC checks

and manual, tedious

Inboxes overflowing

with investor comms requests Paper-heavy subscriptions

and static PDFs

Siloed platforms

that don't talk to each other

equity and venture capital GPs: 64%

Efficiency remains elusive for private

said time-consuming reporting was a top concern³

61%

a top concern³

said manual data entry and reconciliation was

where they are in their digital transformation journey will be well positioned to succeed.

What are the implications?

Private markets GPs who can meet asset owners

The biggest operational headaches: 75% manual or bespoke processes4

Private markets LPs and large

institutional asset owners are

also evolving their technology

as a result of rising complexity.

67%

fund/asset data⁴

extracting and normalizing

Connected platforms are unlocking efficiency, smarter engagement, and operational alpha. Al adoption is driving efficiencies

reimagining the GP experience

A large proportion of private markets GPs plan to use Al in 2026:

Digital inflection point:

(#1 answer)⁵

70%

for back office

automations

communications (#2 answer)5

53%

for investor

Nearly 20% are seeing concrete value from

Al into operations

generative Al⁶

Private equity GPs are integrating

30%

generative Al

57%

within 5 years⁶

Most expect significant value-add from

within 3 years⁶

relationships

Personalizing

and technology.

Operational alpha:

Automating busywork and repetitive workflows so IR

the compounding effect of better decisions,

faster execution, and scalable systems built

through investments in culture, structure,

with intelligent insights **Cutting down** context-switching and

LP communications at scale

professionals can focus on LP

Centralizing investor data in one clean, reliable source of truth

Ditching the paper

and using digital subscription

processes with built-in compliance

workflows to speed up onboarding

streamlining workflows

Intelligent

workflows

Best-in-class

Investor

portals

Old tools out Connected platforms in Streamlined, Fragmented onboarding

Leave disconnection behind: step into a streamlined GP experience

customizable

dashboards

Despite raising trillions of dollars, IR professionals

cannot continue to compete with outdated processes.

Limited visibility

Manual lead

fax touchpoints

tracking/spreadsheets

Antiquated PDF, phone,

Disconnected systems

Mobile access Juniper Square: your operational edge Our connected platform combines industry-leading technology with expert **Meet JunieAl**

built into the Juniper Square

platform to streamline workflows,

turn data into insights, elevate the

investor experience, and make fund administration more accurate, timely, and transparent

Industry leader • Trusted by 2,000+ GPs • 650,000+ investor accounts • 40,000+ investment entities

• Representing \$1 trillion

in investor equity

² The 2025 MSCI General Partner Survey.

fund administration services.

full-stack fundraising

One platform, end-to-end

onboarding workflows, investor portal

with an interconnected AI CRM, data rooms,

fundraising

combining innovative technology with deep knowledge of compliance, governance, and the nuances of

Enterprise-grade

domain expertise

intelligence and

Fundraising doesn't have to be fragmented

Book a demo

¹ Institutional Investor/Bain & Company, Private Equity's Fundraising Demands Far Outstrip Supply, March 3, 2025.

Juniper Square

Transform how your firm operates with Juniper Square

³ Private Funds CFO, <u>Fund accountants struggling with manual tasks</u>, March 7, 2025. ⁴ BNY, <u>Tech-Driven Alpha In Private Markets</u>, 2025 ⁵ Juniper Square, <u>Doing more with less: Adopting AI to create operational leverage</u>, September 16, 2025. ⁶ Bain & Company, <u>Bain Al PE Survey</u>, September 2024.