

CASE STUDY

ATLAS HOLDINGS

5

BILLION REVENUE GENERATED ANNUALLY FROM ATLAS PORTFOLIO COMPANIES

\$3

BILLION ASSETS UNDER MANAGEMENT

37

INVESTING ENTITIES ACROSS ATLAS' FIRST FUND

7

YEARS ATLAS HOLDINGS HAS BEEN AN ALLVUE SYSTEMS CLIENT

SITUATION

Headquartered in Greenwich, Connecticut, Atlas Holdings and its affiliates own 18 companies that employ approximately 21,000 associates and operate from more than 200 facilities across the globe, generating over \$5 billion in revenue annually. Its companies are engaged in a variety of industries, including steel, automotive, building materials, capital equipment, construction, energy, industrial services, power generation and supply chain management. From raising their first fund in 2010, the firm now has approximately \$1.4 billion under management.

Like many private equity firms, Atlas initially began using Microsoft Excel and a generic accounting package for its contact management and back office needs. It soon became clear that this was extremely inefficient. The firm needed to find a solution that was going to be able to scale in order to meet the rapid growth of the firm, which included a fairly complex AIV /blocker fund structure involving over 37 entities in their alone first fund alone. Clearly, the selection of a fund accounting system and related CRM that could handle such complexity was going to be paramount to the success of the firm's back office.



ATLAS | HOLDINGS

CHERI REEVE

Chief Financial Officer,
Atlas Holdings

"We look at our relationship with Allvue as a partnership. They have consistently been there for us and have certainly helped us grow into the firm we are today."

ABOUT ATLAS HOLDINGS

Headquartered in Greenwich, Connecticut, Atlas and its affiliates own 18 platform businesses. These companies collectively employ approximately 21,000 associates and operate from more than 200 facilities across the globe, generating more than \$5 billion in revenue annually. Atlas companies are engaged in a variety of industries, including steel, paper and tissue, packaging, aluminum processing, automotive, building materials, capital equipment, construction, energy, industrial services, power generation, and supply chain management.

www.atlasholdingsllc.com

SOLUTION

Cheri Reeve joined Atlas in 2010 and, soon thereafter, the firm set out to find an industry-specific solution to replace their spreadsheets and all-purpose accounting software. After evaluating seven different providers, the firm chose Allvue to implement its Accounting, CRM and LP Portal solutions.

"During the evaluation process, it was clear Allvue had everything we were looking for. They were truly responsive in answering all my questions and it was clear they were going to be a great partner for us. We had a tight deadline for implementation and they met it," says Reeve.

One important feature of the Allvue platform is its seamless integration with Microsoft Office products, made even easier as the firm's entire suite of modules is delivered using Microsoft Azure, their state-of-the-art cloud computing service. Atlas uses this integration to easily query and export data to Microsoft Excel for further analysis, such as performance reporting.

BENEFITS

"Allvue really listens to their users," says Reeve. One example where Allvue was able to step up to the plate was in offering a mobile solution to Atlas' Limited Partners. "Many of our end users are millennials and are used to accessing information on-the-go. Using Allvue's mobile apps lets them access the information when and where they need it."

Atlas has continued to add Allvue functionality over the years, including their Deal Tracking and Corporate Accounting solutions. It's the tight integration between modules and resulting efficiency that has supported Atlas' growth over the years. Moving a capital account statement from the Accounting system to the LP Portal in one continuous step, for example, ultimately saves time and reduces mistakes, always critical for the back office.

Says Reeve, "we look at our relationship with Allvue as we do with our portfolio companies - as a partnership."

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ABOUT ALLVUE

Allvue offers a suite of solutions for private capital fund managers, administrators and family offices, including Fund/Corporate Accounting, CRM, Portfolio Monitoring, Business Intelligence and Investor Portals. Built within a Microsoft-based framework, these solutions are available as an integrated end-to-end suite or as independently licensed applications. Over \$2.5 trillion of assets are managed using the Allvue platform.