T O U C H A H E A D
### S O F T W A R E   L L C

ACG Events Survey Analysis

Overview

Touch Ahead Software, developer of EquityTouch™, conducted two separate surveys at both the ACG Intergrowth Conference in Las Vegas and the ACG Growth Conference in Boston in 2009. The objective of the survey was to gain insight regarding the alternative asset community's CRM use and experience. The survey was administered to those who represented a private equity, venture capital, or any alternative asset firm. The survey was comprised of ten questions with multiple parts.

The following information summarizes Touch Ahead Software's findings.

CRM Software Satisfaction

42 out of the 55 companies **(76.4%)** questioned about satisfaction with their current CRM software responded that they were **dissatisfied.**

CRM Satisfaction

Satisfied
24%

Dissatisfied
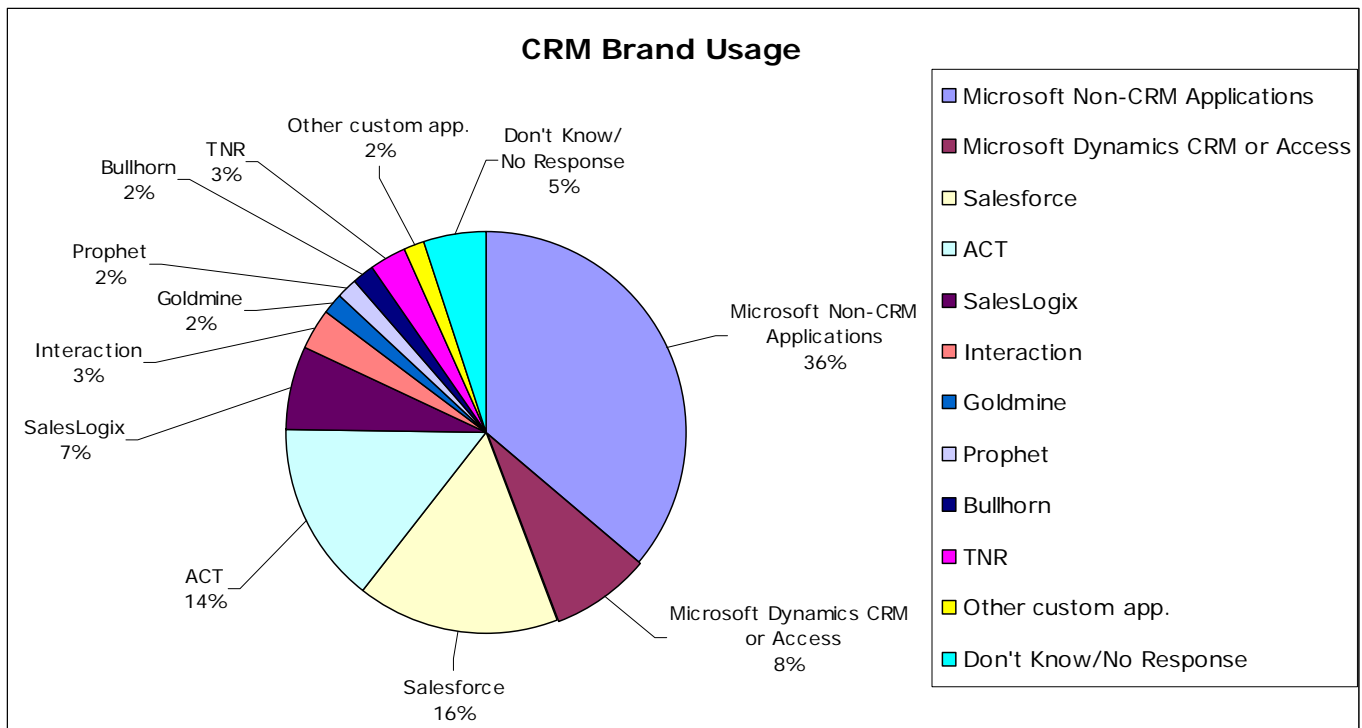76%

- Dissatisfied
- Satisfied
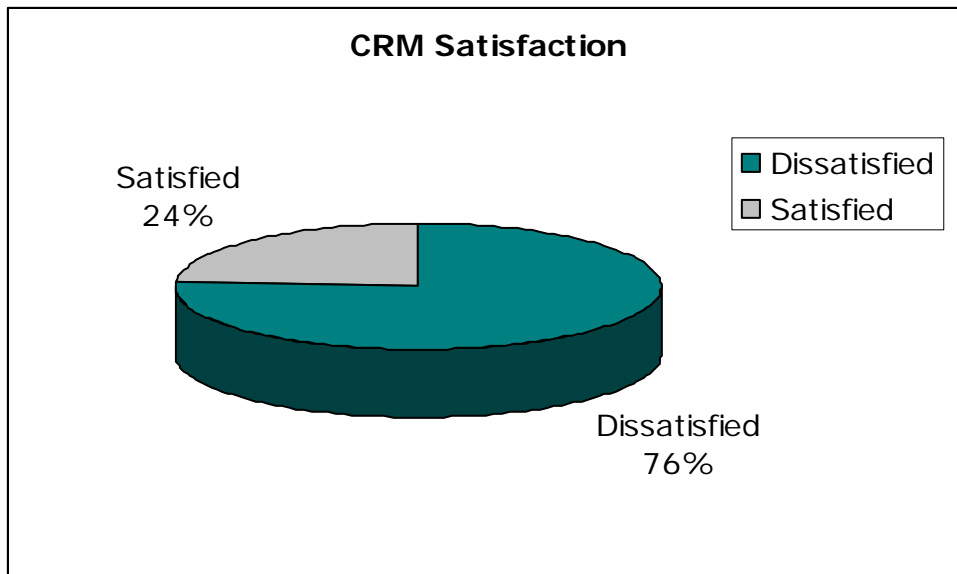
CRM Brand Usage

➤ 27 of the 61 different companies surveyed **(44.3%)** use a **Microsoft** application (i.e. Outlook, Excel, Access, Dynamics CRM) in *some way* as a part of their total CRM experience.

➤ 7 **(11.5%)** use a **Microsoft Office** application to supplement another brand of CRM.

- o 22 **(36.1%)** use non-CRM **Microsoft** applications (i.e. Outlook and Excel)

- o 10 **(16.4%)** use Salesforce

- o 9 **(14.7%)** use ACT

- o 5 **(8.2%)** use Microsoft Access or Dynamics CRM

- o 4 **(6.6%)** use SalesLogix

- o 3 **(4.9%)** did not know or gave no response

➤ The remaining 8 companies (**13.1%**) use other CRM brands included in the graph below.

CRM Brand Usage

Microsoft Non-CRM Applications 36%

Microsoft Dynamics CRM or Access 8%

Salesforce 16%

ACT 14%

SalesLogix 7%

Interaction 3%

Goldmine 2%

Prophet 2%

Bullhorn 2%

TNR 3%

Other custom app. 2%

Don't Know/No Response 5%

Legend:
- Microsoft Non-CRM Applications
- Microsoft Dynamics CRM or Access
- Salesforce
- ACT
- SalesLogix
- Interaction
- Goldmine
- Prophet
- Bullhorn
- TNR
- Other custom app.
- Don't Know/No Response

Most Valued Features for CRM Users

Survey participants were also asked to rate CRM features in order of what is most valuable to them (the number '1' indicating most important feature for them).

The options consisted of the following:

- o **'Ease of Use'**
- o **'Web-based'**
- o **'Integrates with Outlook'**
- o **'Integrates with External Data Base'**
- o **'Ability to Get a Clear Snapshot'**
- o **'Flexibility and Ease of Customization'**
- o **'Schedule Management'**

The results from the 14 companies that responded to this specific question:

- o **42.9%** ranked **'Ease of Use'** as the most important
- o **21.4%** ranked **'Schedule Management'** as the most important
- o **14.3%** ranked **'Ability to Get a Clear Snapshot'** as the most important
- o **14.3%** ranked **'Integrates with Outlook'** as the most important
- o **7.1%** ranked **'Integrates with External Database'** as the most important

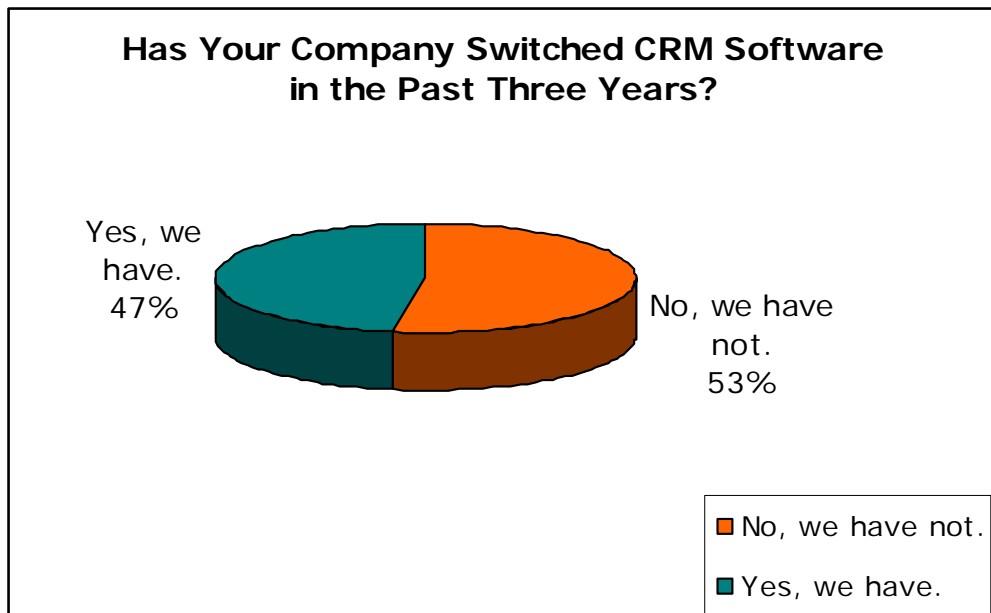**We also found that the following CRM features were ranked as second most important:**

- o **35.7% 'Ability to Get a Clear Snapshot'**
- o **14.3% 'Web-based'**
- o **14.3% 'Flexibility and Ease of Customization'**
- o **14.3% 'Ease of Use'**
- o **14.3% 'Schedule Management'**
- o **7.1% 'Integrates with Outlook'**

Drawing from this data, it can be concluded that amongst the group surveyed, the top three most important CRM features are '**Ease of Use,' 'Schedule Management,'** and **'Ability to Get a Clear Snapshot.'**

Most Important CRM Feature

Ability to Get a Clear Snapshot 18%

Ease of Use 55%

Schedule Management 27%

- Ease of Use
- Schedule Management
- Ability to Get a Clear Snapshot
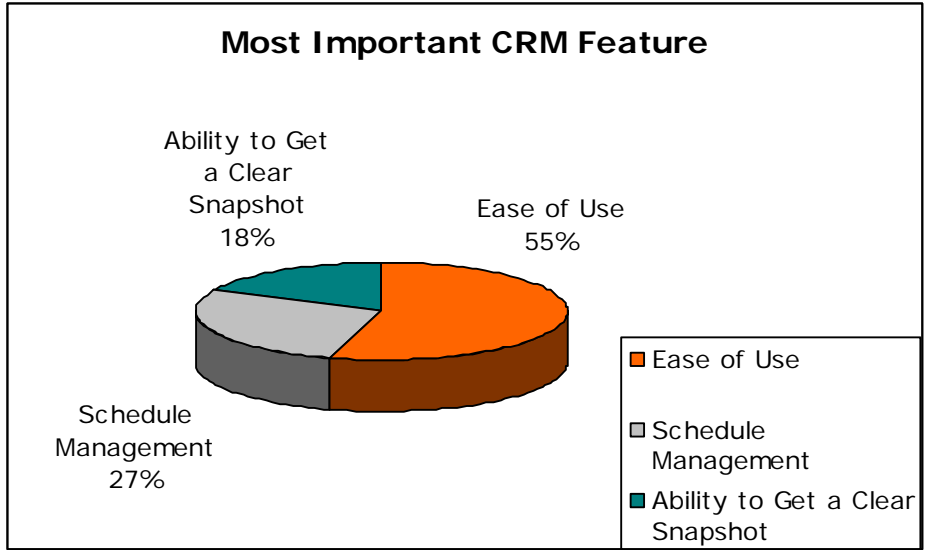
Frequency of Switching CRM Software

30 out of the 57 companies **(52.6%)** who responded to the question "Have you switched CRM software within the past three years?" responded that they **had not.**

Has Your Company Switched CRM Software in the Past Three Years?

Yes, we have. 47%

No, we have not. 53%

- No, we have not.
- Yes, we have.

Usage of Business Information Services

We found that 32 out of the 53 companies **(60.4%)** who responded to our question about using business information services (Capital IQ, Hoover's, Dow and D&B) **do not use them.**

Of the 21 companies that said they do use them:

- 18 **(85.7%)** said they use Capital IQ.

- The next most commonly used services were D&B, followed by Hoover's, Dow, Thomson Reuters, and others such as Manta, Merger Market, Capital Link, etc.

Data Views Used Most Commonly

After asking the companies about what they used most commonly for data views, we found the two most popular responses to be **'contact information'** and **'deal tracking.'**

Best-Valued Features

After asking the companies what features would be of the greatest value to them that they do not currently have, the two most popular responses were **'user friendliness'** and **'integration.'**