



Client Success Story

MA Asset Management, LLC

How MA Asset Management Built a Seamless Fundraising Process With FundCentre

Industry:
Private Credit



MA Asset Management, LLC is a US private credit manager with a 10+ year track record of asset-based lending and specialty finance. The firm turned to SS&C Intralinks FundCentre™ Fundraising, our purpose-built platform, to streamline and secure its fund marketing and capital raising efforts.

Situation

MA Asset Management, LLC, is a wholly owned subsidiary of MA Financial Group, which manages approximately USD 6.9 billion in Australia and across the Asia Pacific region. The firm is currently in the process of introducing its flagship interval fund to North America. As head of U.S. marketing and distribution, Alan Alsheimer Jr. is responsible for promoting MA Asset Management's investment strategy and attracting investor capital for the fundraise.

Distributing fund marketing and due diligence materials to prospective investors requires the exchanging of large volumes of sensitive documents. The firm's previous file-sharing tool caused significant friction for fund managers and prospects, as it was not designed to manage the intricacies of how fund managers prepare, market and close funds. Investors frequently needed assistance navigating the interface, locating diligence documents and resetting login credentials. The platform also lacked the granular security controls Alsheimer needed to safeguard confidential financial information.

Time savings

One platform supports the entire fundraising process



Actionable data

User activity metrics guide investor conversations



Bank-grade security

Robust security and document-permission controls



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Using email was not a viable option, given its lack of scalability and significant security issues. “We originate and underwrite all of our deal flow, so we felt sending our materials around via email was not the safest way to protect the integrity of our fund,” says Alsheimer.

Solution

Based on his prior positive experiences using SS&C Intralinks virtual data rooms (VDRs), Alsheimer decided to use SS&C Intralinks FundCentre Fundraising to raise the current interval fund. Intralinks plays a multi-faced role for MA Asset Management, supporting the firm across the fund lifecycle and facilitating collaboration with the portfolio team.

The fund marketing process begins with an initial investor call where Alsheimer and his team share a presentation on the firm’s history and investment strategy. “Based on that presentation, we guide them into the portal where they can refine their assessment of what we do – with the expectation that it will lead to a follow-up call.”

From FundCentre Fundraising’s customizable landing page, prospects can easily navigate diligence documents to better understand the underwriting process. “They want to learn how we manage risk, what our theories and processes are,” says Alsheimer, who uses Intralinks’ granular permission controls and user activity metrics to determine who can access documents and track engagement over time. “Monitoring user activity helps us understand what’s resonating and guide future investor conversations.”

Results

With the help of the Intralinks customer success team, Alsheimer and his team quickly operationalized FundCentre Fundraising. “Intralinks’ services team has been very responsive, attentive and helpful,” he says. “It’s been seamless.”

Alsheimer can now manage all the firm’s fund due diligence documents through one platform. The 20+ documents residing in FundCentre Fundraising span the entire investor journey – from the introduction to MA Asset Management to

the due diligence questionnaire (DDQ) and deal sheets. “The deal memos are really what they want to see,” says Alsheimer. “Intralinks allows us to market with sensitive documents that we can’t put in decks or distribute widely.”

Hosting marketing and diligence documents in FundCentre Fundraising creates a frictionless, repeatable process for attracting investors to the fund. “Once we get through the initial diligence process for this fund, I don’t think we’ll ever stop using Intralinks,” says Alsheimer. “With this streamlined process, I no longer have to send emails with our prospectus, DDQ and deal sheets. I can just drop them into Intralinks and alert investors to new content, taking unnecessary time and hands out of the process.”

Benefits

Partnering with a widely known and trusted provider in Intralinks shows prospects that MA Asset Management values their data privacy and overall experience. Alsheimer appreciates the peace of mind that comes with “knowing our data isn’t going to be breached, we’re not sending documents around by email which can be forwarded to anyone, and we have a reputable platform as one of our key service providers.”

Intralinks’ easy-to-use interface gives Alsheimer and his team time back that was once spent answering questions about the previous file-sharing platform. “Over four months with 20 investors doing due diligence on our fund, I have not fielded a single Intralinks question,” he says. “Being able to put all the documents in there and let the process run its course without having to think about it – that’s hard to put a price on.”

Allocators want to know what differentiates one fund from another. FundCentre Fundraising helps Alsheimer showcase MA Asset Management’s unique value proposition. “Being able to show the problem we solve sets us apart from being just another generic manager who does private credit,” he says. Intralinks’ streamlined, scalable solution empowers the firm to focus on what matters most – building trust, creating value and fostering meaningful investor relationships.