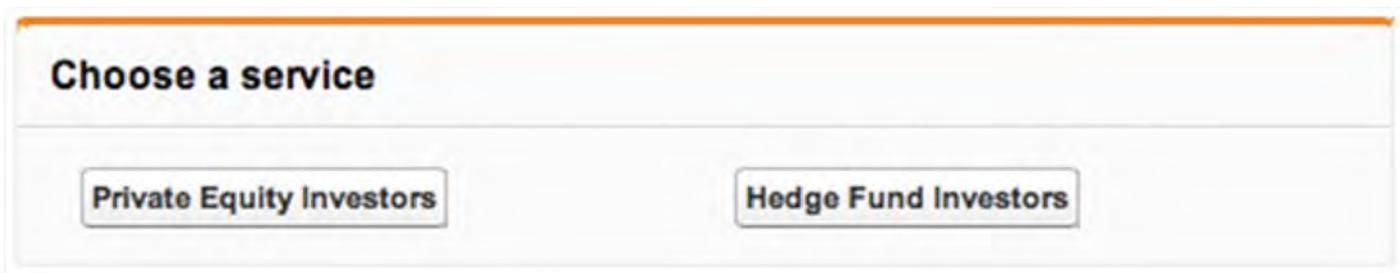


Preqin Application User Guide



PREQIN TAB

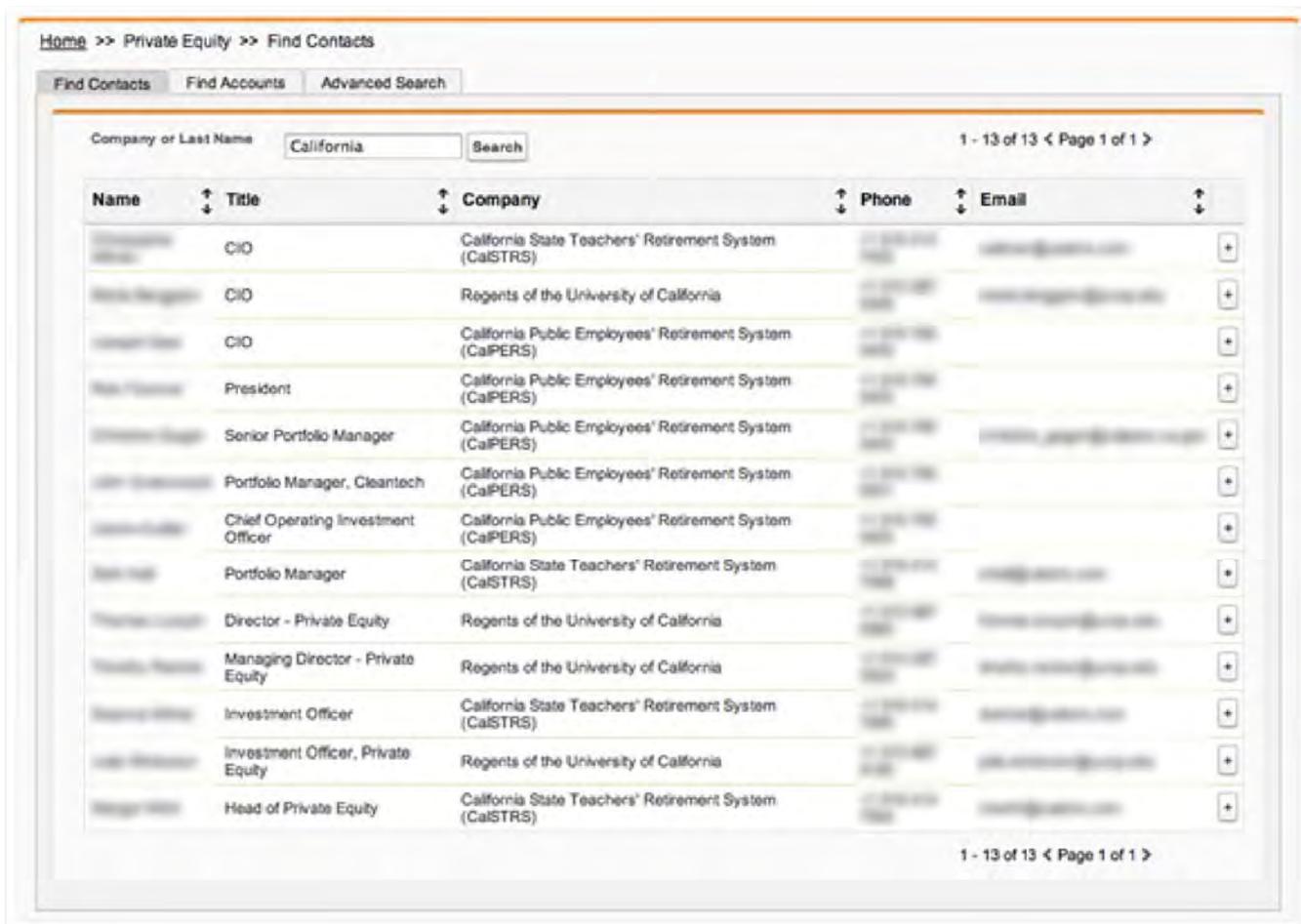
When you login to Salesforce and click the “Preqin” tab, you will be presented with two buttons: Private Equity Investors & Hedge Fund Investors. Depending on which service you subscribe to, either one or both of these buttons will be enabled.



After you click the desired service button, you will be presented with three sub-tabs: Find Contacts, Find Accounts & Advanced Search.

FIND CONTACTS

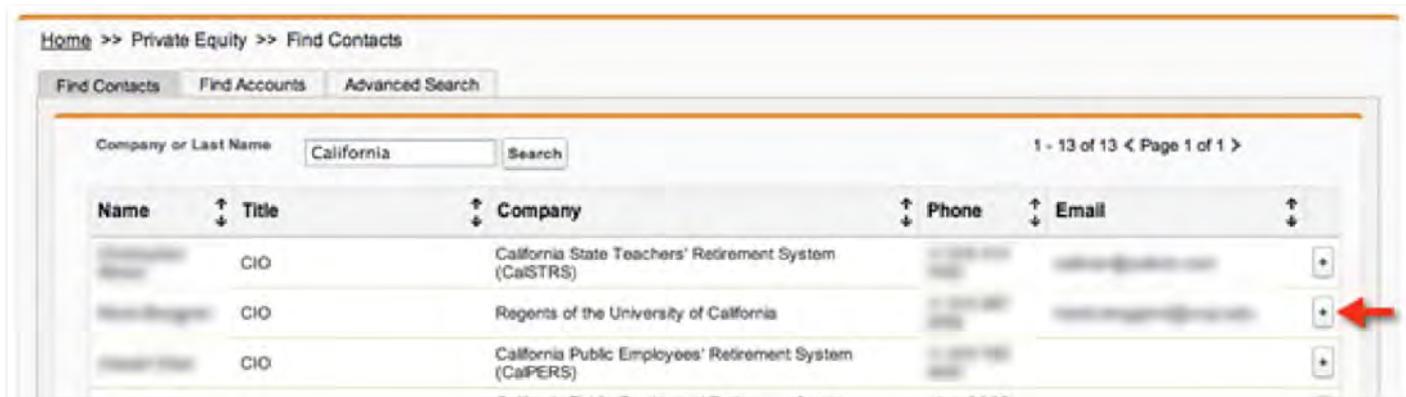
Within the “Find Contacts” sub-tab, you can enter either a company name or a contact last name as search criteria, and then click the “Search” button. You will then be presented with a list of Preqin contacts that meet the search criteria entered.



The search results will automatically be sorted by last name in ascending order; however, you can always click the up or down arrow within each column to sort the search results in a different manner.

ADD CONTACT TO SALESFORCE

To add one of the contacts within the search results to Salesforce, just click the plus sign for the desired contact.



Salesforce will then search all existing records to see if the contact already exists.

Add New Contact for New Account

If Salesforce does not find a contact that already exists, it will then try to see if the associated account for the contact exists as well. In some cases, the contact itself won't exist in Salesforce, but the corresponding account will because it was added earlier when other contacts were added.

If Salesforce does not find a corresponding account that already exists, you will be presented with the following message.



To create a new account in Salesforce, click the "Add Account" button. You will then be presented with the "Account Edit" screen. This screen will have information defaulted from Preqin, and will allow you to update any of your own organization's required fields before saving the account.

Account Edit
New Account

Help for this Page ?

Account Edit Save Save & New Cancel

Account Information = Required Information

Account Owner Preqin Merge Phone

Account Name **Regents of the Univer:** Fax

Parent Account Website

Industry --None-- Ticker Symbol

Annual Revenue Employees

About The University of California, founded in 1868, is a network of 10 campuses with a focus on teaching, research and SIC Code

Type Public Pension Fund

Typically Invest (Max)

Once you have saved the account in Salesforce, you will then be presented with the following message.



To create a new contact in Salesforce, click the “Add Contact” button. You will then be presented with the “Contact Edit” screen. This screen will have information defaulted from Preqin, and will allow you to update any of your own organization’s required fields before saving the contact.

Once you have saved the contact in Salesforce, you will then be returned to the contact search results screen.

Add New Contact for Existing Account

If Salesforce does find a corresponding account that already exists, you will be given the option to either associate the contact to the existing account, or create a new account. To associate the contact to an existing account, click the “Associate” button next to the desired account.

To create a new contact in Salesforce, click the “Add Contact” button in the next screen.

You will then be presented with the “Contact Edit” screen. This screen will have information defaulted from Preqin, and will allow you to update any of your own organization’s required fields before saving the contact.

Contact Edit Help for this Page ?

New Contact

Contacts not associated with accounts are private and cannot be viewed by other users or included in reports.

Contact Edit Save Save & New Cancel

Contact Information ! = Required Information

Contact Owner	Preqin Merge	Reports To	<input type="text"/>
First Name	--None-- <input type="text"/>	Phone	<input type="text"/>
Last Name	<input type="text"/>	Mobile	<input type="text"/>
Account Name	Regents of the Univers <input type="text"/>	Fax	<input type="text"/>
Title	CIO <input type="text"/>	Email	<input type="text"/>
Department	<input type="text"/>	Birthdate	<input type="text"/>

Once you have saved the contact in Salesforce, you will then be returned to the contact search results screen.

Update Existing Contact

If Salesforce does find a contact that already exists, you will then be presented with the “Contact Sync” screen.

Merge Contact

	Preqin Contact [Select All]	Salesforce Contact [Select All]
Name	<input type="text"/>	<input type="text"/>
Title	<input type="text"/>	<input type="text"/>
Phone	<input type="text"/>	<input type="text"/>
Fax	<input type="text"/>	<input type="text"/>
Email	<input type="text"/>	<input type="text"/>

Update Contact

The “Contact Sync” screen shows you all of the fields that Preqin is providing to Salesforce, and then lets you decide which value to update in Salesforce; the value from Preqin or the value from Salesforce. All of the field values highlighted in blue are the ones that will be updated to Salesforce. If you want to select a different field value than what is already highlighted in blue, simply click the alternate field value.

	Preqin Contact [Select All]	Salesforce Contact [Select All]
Name		
Title		CIO
Phone		
Fax		
Email		

Update Contact

Using the above example, the Title value of “Chief Information Officer” in Salesforce will be updated with the Preqin value of “CIO”.

Once you have finished deciding which field values will be updated in Salesforce, click the “Update Contact” button. You will then be presented with the “Contact Edit” screen. This screen will have information defaulted from the “Contact Sync” screen, and will allow you to update any of your own organization’s required fields before saving the contact.

Contact Edit Help for this Page ?

Contacts not associated with accounts are private and cannot be viewed by other users or included in reports.

Contact Edit Save Save & New Cancel

Contact Information I = Required Information

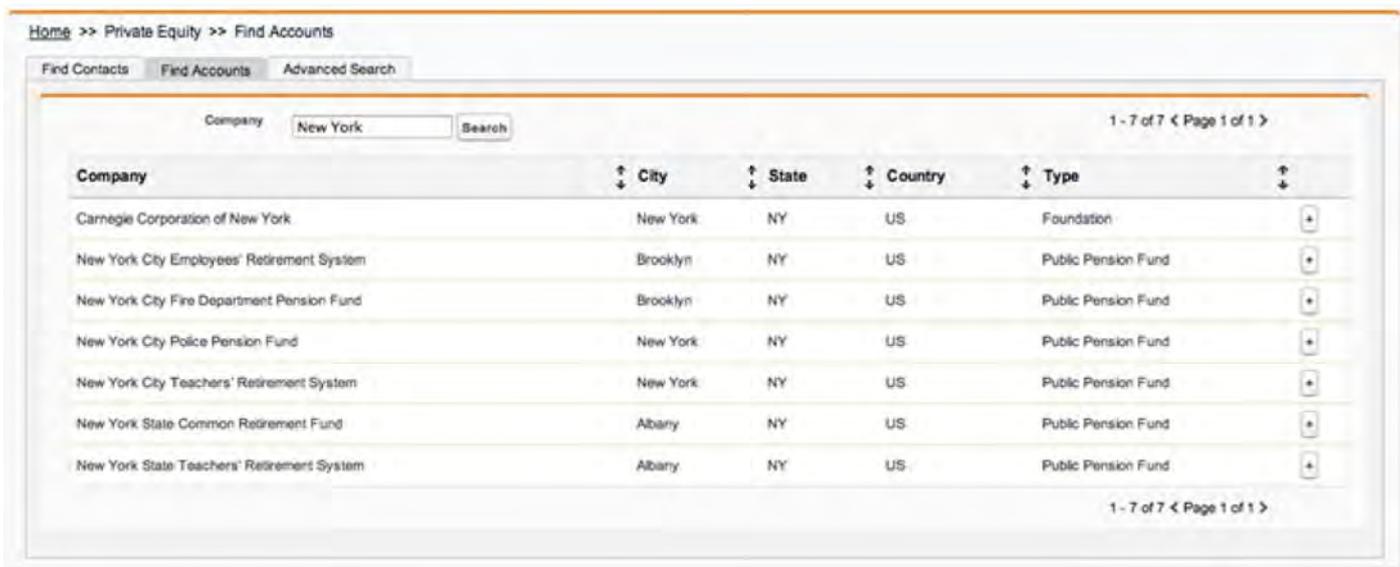
Contact Owner	Preqin Merge	Reports To	
First Name	--None-- : [None]	Phone	+1 518 287 2288
Last Name	[Regents]	Mobile	
Account Name	Regents of the Univer! [Magnifying Glass]	Fax	+1 518 287 2811
Title	CIO	Email	mark.regents@univ.edu
Department		Birthdate	

Using the above example, notice that the Title value has been replaced with “CIO”.

Once you have saved the contact in Salesforce, you will then be returned to the contact search results screen.

FIND ACCOUNTS

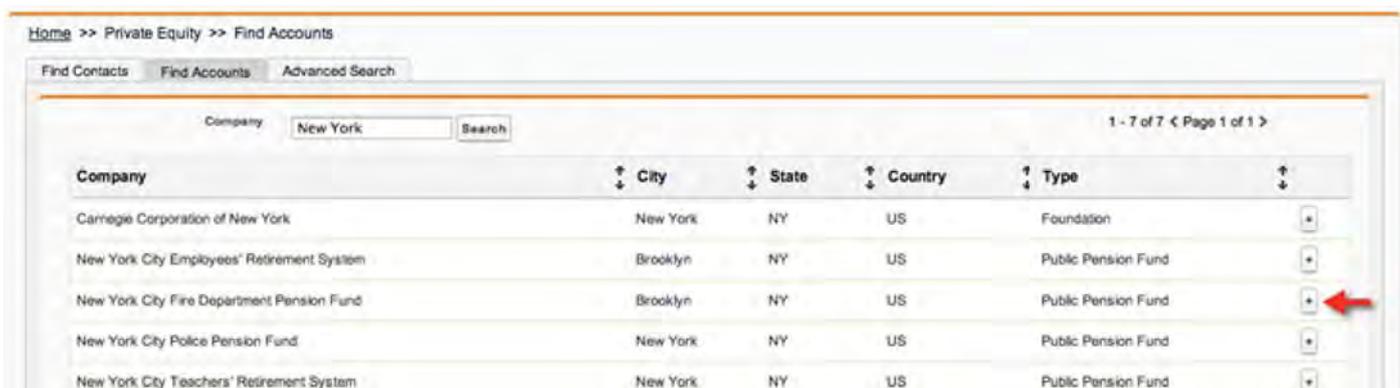
Within the “Find Accounts” sub-tab, you can enter a company name as search criteria, and then click the “Search” button. You will then be presented with a list of Preqin accounts that meet the search criteria entered.



The search results will automatically be sorted by company in ascending order; however, you can always click the up or down arrow within each column to sort the search results in a different manner.

ADD ACCOUNT TO SALESFORCE

To add one of the accounts within the search results to Salesforce, just click the plus sign for the desired account.



Salesforce will then search all existing records to see if the account already exists.

Add New Account

If Salesforce does not find an account that already exists, you will be presented with the following message.



To create a new account in Salesforce, click the “Add Account” button. You will then be presented with the “Account Edit” screen. This screen will have information defaulted from Preqin, and will allow you to update any of your own organization’s required fields before saving the account.

Account Edit

[Help for this Page ?](#)

New Account

Account Edit

Account Information ! = Required Information

Account Owner	Preqin Merge	Phone	<input type="text"/>
Account Name	<input type="text" value="New York City Police P"/>	Fax	<input type="text"/>
Parent Account	<input type="text"/>	Website	<input type="text" value="www.nyc.gov/html/ny"/>
Industry	<input type="text" value="--None--"/>	Ticker Symbol	<input type="text"/>
Annual Revenue	<input type="text"/>	Employees	<input type="text"/>
About	New York Police Pension Fund is organized primarily to provide retirement and disability benefits for all		
Type	<input type="text" value="Public Pension Fund"/>	SIC Code	<input type="text"/>
Typically Invest (Max)	<input type="text"/>		

Once you have saved the account in Salesforce, you will then be returned to the account search results screen.

Update Existing Account

If Salesforce does find an account that already exists, you will be presented with the “Account Sync” screen.

Merge 'New York City Police Pension Fund' Account

Preqin Account	[Select All]	Salesforce Account	[Select All]
Account Name	New York City Police Pension Fund	New York City Police Pension Fund	
Address	233 Broadway, New York, NY, 10278, US	233 Broadway, New York, NY, 10278, US	
Phone			
Fax			
Email			
Website	www.nyc.gov/html/nycppf	www.nyc.gov	
Type	Public Pension Fund	Public Pension Fund	
About	New York Police Pension Fund is organized primarily to provide retirement and disability benefits for all uniformed members of New York City Police Department. These obligations are sustained through member and employer contributions and returns realized from the investment of those contributions. The pension fund supports more than 36,000 active members and over 37,000 retired members. New York Police Pension Fund is comprised of 5 funds, namely Annuity Saving Fund, Contingent Reserve Fund, Annuity Reserve Fund, Pension Reserve Fund and finally Group Life Insurance Fund. The investment policies are adopted by the Board of Trustees. The Comptroller of the City of New York is the Treasurer, Custodian and investment manager of the fund. Diversification across asset classes is key to the fund's investment strategy.	New York Police Pension Fund is organized primarily to provide retirement and disability benefits for all uniformed members of New York City Police Department. These obligations are sustained through member and employer contributions and returns realized from the investment of those contributions. The pension fund supports more than 36,000 active members and over 37,000 retired members. New York Police Pension Fund is comprised of 5 funds, namely Annuity Saving Fund, Contingent Reserve Fund, Annuity Reserve Fund, Pension Reserve Fund and finally Group Life Insurance Fund. The investment policies are adopted by the Board of Trustees. The Comptroller of the City of New York is the Treasurer, Custodian and investment manager of the fund. Diversification across asset classes is key to the fund's investment strategy.	
Typically Invest			
<input type="button" value="Update Account"/>			

The “Account Sync” screen shows you all of the fields that Preqin is providing to Salesforce, and then lets you decide which value to update in Salesforce; the value from Preqin or the value from Salesforce. All of the field values highlighted in blue are the ones that will be updated to Salesforce. If you want to select a different field value than what is already highlighted in blue, simply click the alternate field value.

Merge 'New York City Police Pension Fund' Account

Preqin Account	[Select All]	Salesforce Account	[Select All]
Account Name	New York City Police Pension Fund	New York City Police Pension Fund	
Address	233 Broadway, New York, NY, 10278, US	233 Broadway, New York, NY, 10278, US	
Phone	+1 212 693 5100	(212) 555-1212	
Fax			
Email			
Website	www.nyc.gov/html/nycppf	www.nyc.gov/html/nycppf	
Type	Public Pension Fund	Public Pension Fund	
About	New York Police Pension Fund is organized primarily to provide retirement and disability benefits for all uniformed members of New York City Police Department. These obligations are sustained through member and employer contributions and returns realized from the investment of those contributions. The pension fund supports more than 36,000 active members and over 37,000 retired members. New York Police Pension Fund is comprised of 5 funds, namely: Annuity Saving Fund, Contingent Reserve Fund, Annuity Reserve Fund, Pension Reserve Fund and finally Group Life Insurance Fund. The investment policies are adopted by the Board of Trustees. The Comptroller of the City of New York is the Treasurer, Custodian and investment manager of the fund. Diversification across asset classes is key to the fund's investment strategy.	New York Police Pension Fund is organized primarily to provide retirement and disability benefits for all uniformed members of New York City Police Department. These obligations are sustained through member and employer contributions and returns realized from the investment of those contributions. The pension fund supports more than 36,000 active members and over 37,000 retired members. New York Police Pension Fund is comprised of 5 funds, namely: Annuity Saving Fund, Contingent Reserve Fund, Annuity Reserve Fund, Pension Reserve Fund and finally Group Life Insurance Fund. The investment policies are adopted by the Board of Trustees. The Comptroller of the City of New York is the Treasurer, Custodian and investment manager of the fund. Diversification across asset classes is key to the fund's investment strategy.	
Typically Invest			
<input type="button" value="Update Account"/>			

Using the above example, the Website Phone value of “(212) 555-1212” in Salesforce will be updated with the Preqin value of “+1 212 693 5100”.

Once you have finished deciding which field values will be updated in Salesforce, click the “Update Account” button. You will then be presented with the “Account Edit” screen. This screen will have information defaulted from the “Account Sync” screen, and will allow you to update any of your own organization’s required fields before saving the account.

Using the above example, notice that the Phone value has been replaced with “+1 212 693 5100”.

Once you have saved the account in Salesforce, you will then be returned to the account search results screen.

ADVANCED SEARCH

Within the “Advanced Search” sub-tab, you can select any combination of search criteria, and then click the “Search” button. You will then be presented with a list of Preqin accounts that meet the search criteria entered.

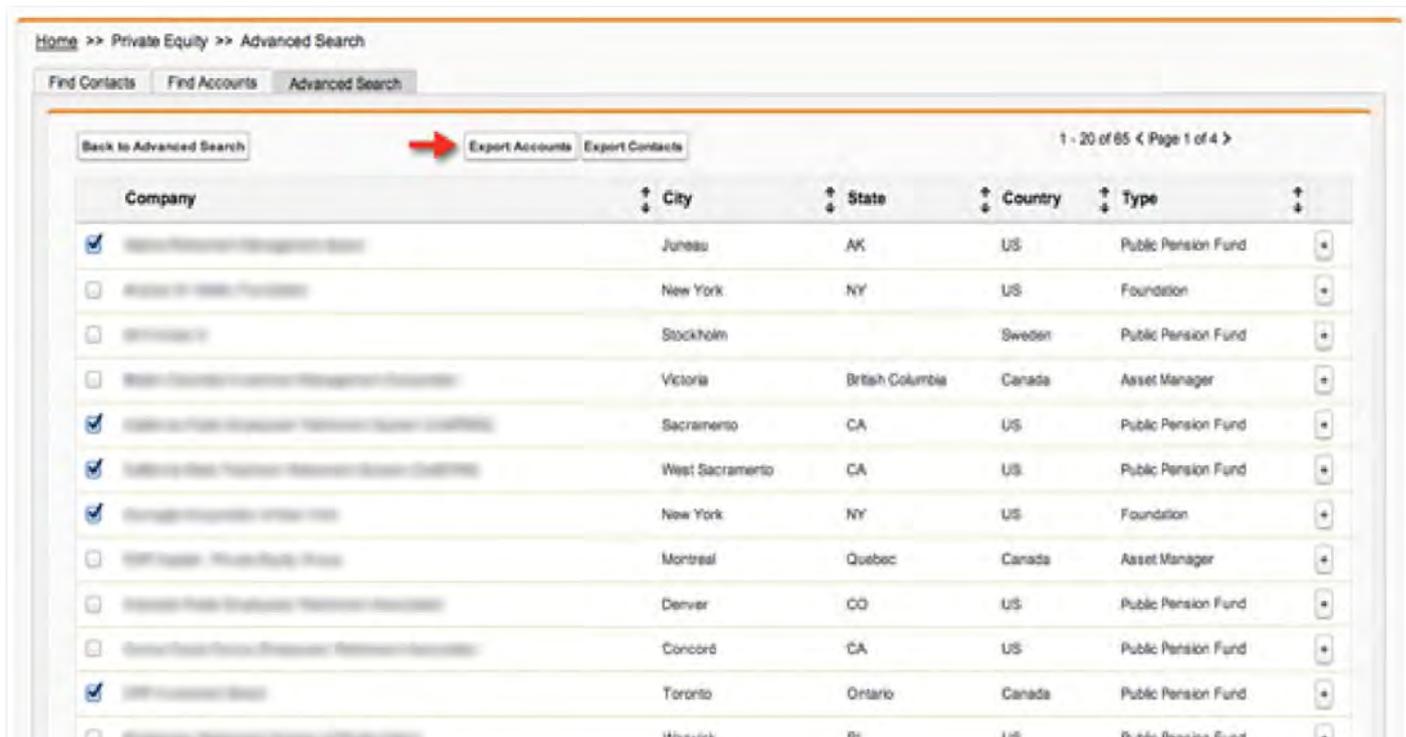
Company	City	State	Country	Type
	JunEAU	AK	US	Public Pension Fund
	New York	NY	US	Foundation
	Stockholm		Sweden	Public Pension Fund
	Victoria	British Columbia	Canada	Asset Manager
	Sacramento	CA	US	Public Pension Fund
	West Sacramento	CA	US	Public Pension Fund
	New York	NY	US	Foundation
	Montreal	Quebec	Canada	Asset Manager
	Denver	CO	US	Public Pension Fund
	Concord	CA	US	Public Pension Fund
	Toronto	Ontario	Canada	Public Pension Fund
	Warwick	RI	US	Public Pension Fund
	Honolulu	HI	US	Public Pension Fund
	Kansas City	MO	US	Foundation
	Tallahassee	FL	US	Public Pension Fund

The search results will automatically be sorted by company in ascending order; however, you can always click the up or down arrow within each column to sort the search results in a different manner.

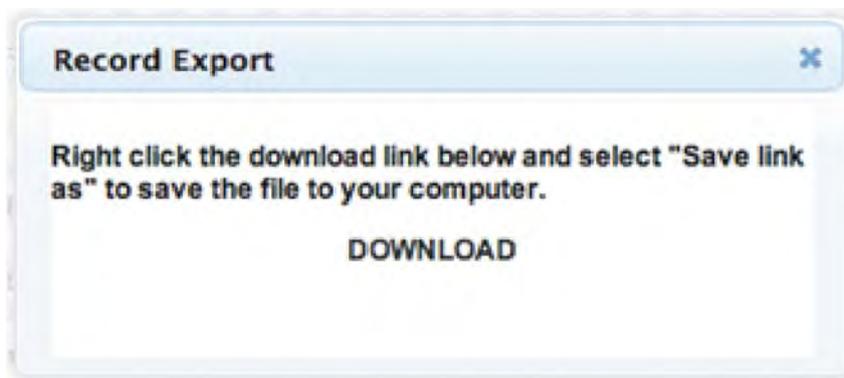
The process of adding a new account to Salesforce or updating an existing account within Salesforce is the same as within the “Find Accounts” sub-tab.

Export Accounts

After you have generated the desired list of Preqin accounts utilizing the “Advanced Search” criteria, you can then select one or many accounts to export into a CSV file. To do so, just check the box next to the desired accounts, and then click the “Export Accounts” button.



You will then be presented with the following message.

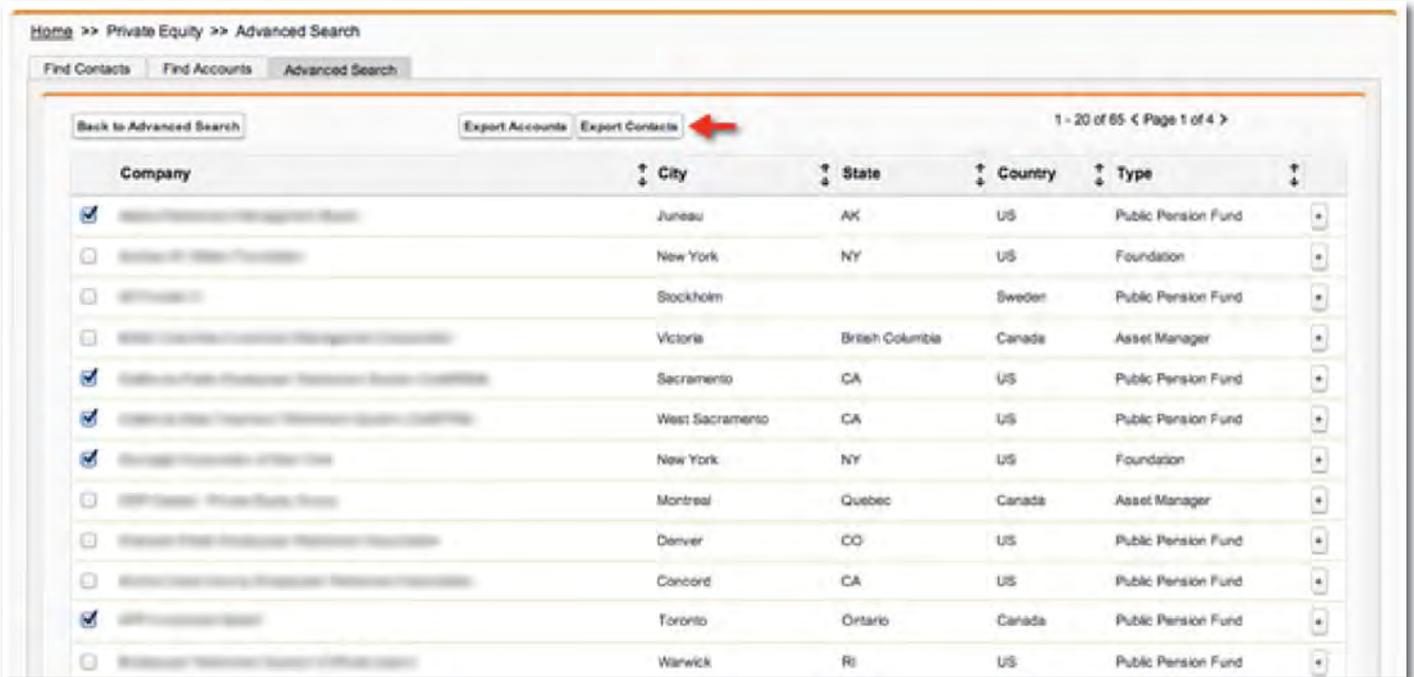


Follow the instructions within the message to download the generated CSV file of accounts to your computer.

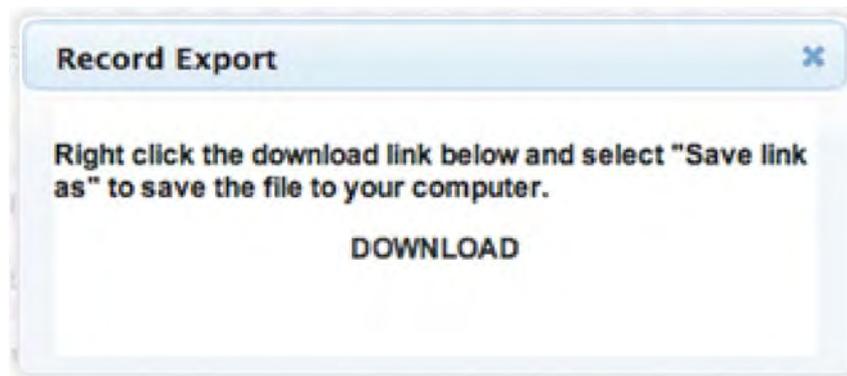
Note, the maximum number of account records that can be exported at any given time is 1,500. If your result set is larger than 1,500 accounts records, please revise your advanced search criteria to display less than 1,500 accounts records, and then export your data.

Export Contacts

After you have generated the desired list of Preqin accounts utilizing the “Advanced Search” criteria, you can then export a list of contacts associated to one or many accounts into a CSV file. To do so, just check the box next to the desired accounts, and then click the “Export Contacts” button.



You will then be presented with the following message.



Follow the instructions within the message to download the generated CSV file of contacts to your computer.

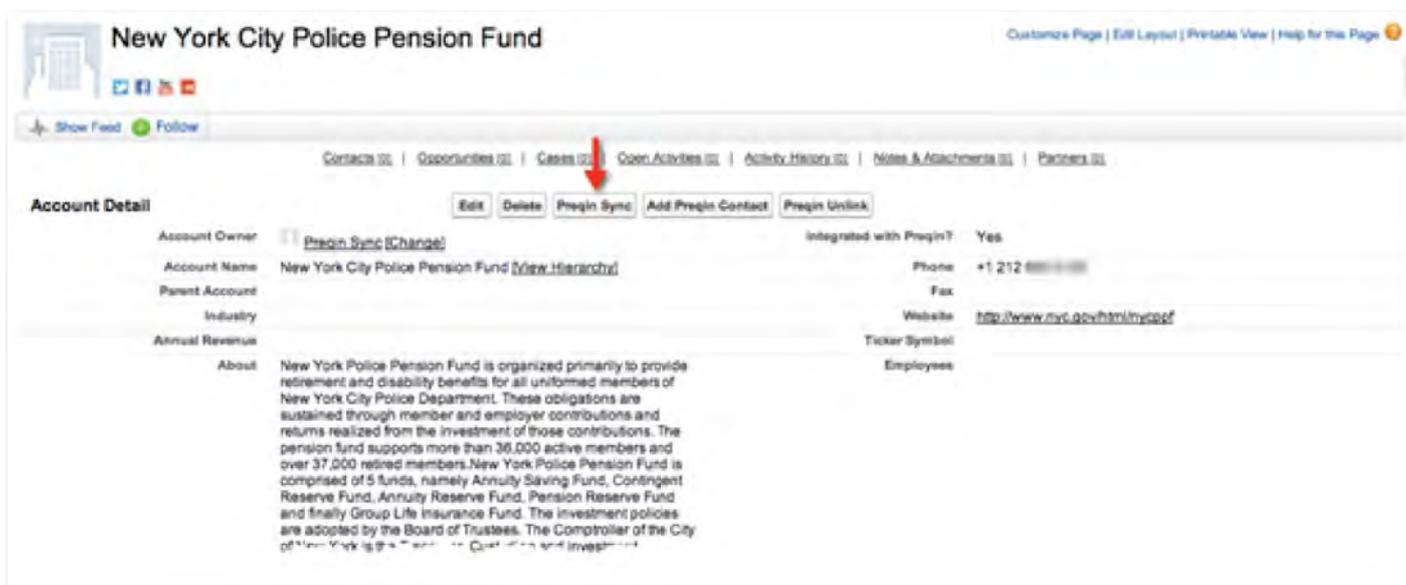
Note, the maximum number of contact records that can be exported at any given time is for no more than 500 accounts records. If your result set is larger than 500 account records, please revise your advanced search criteria to display less than 500 account records, and then export your data.

ACCOUNT MAINTENANCE

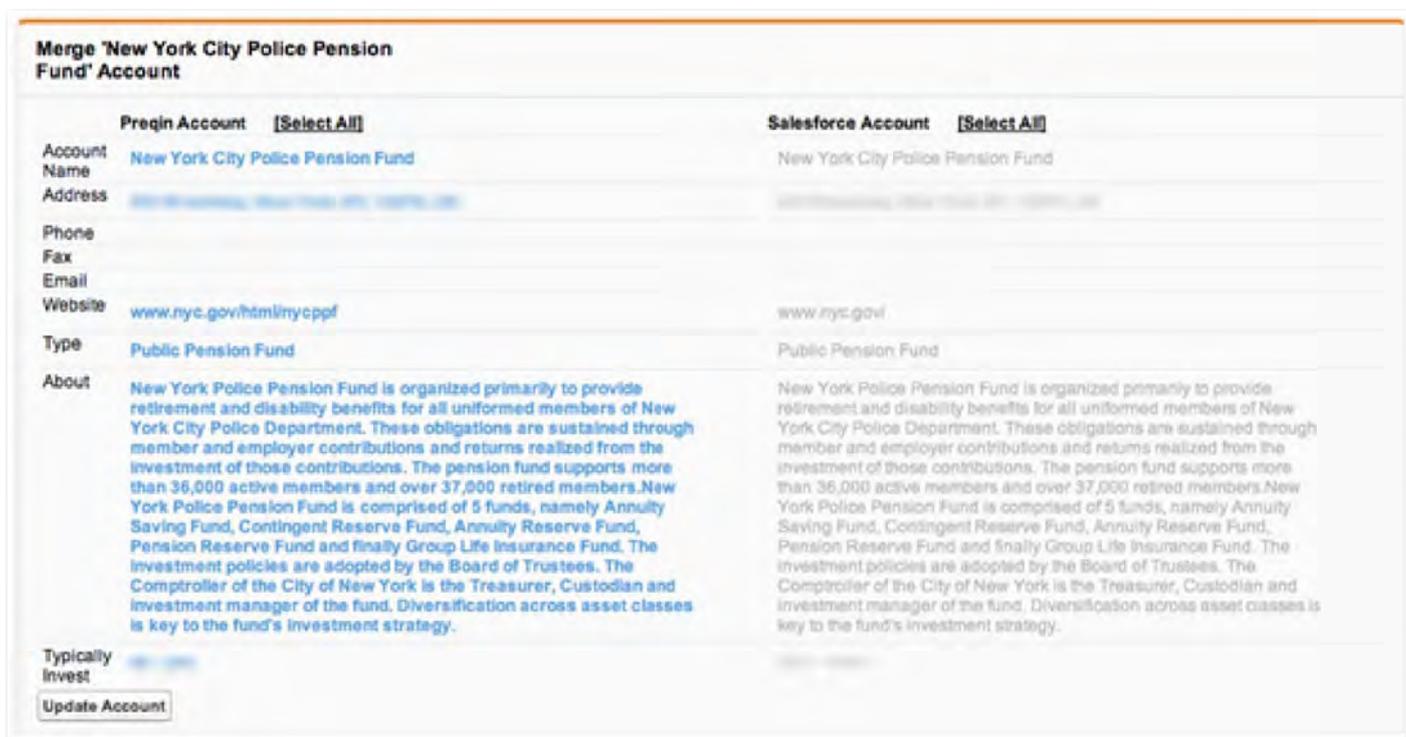
After you have downloaded a Preqin account into Salesforce, it may be necessary at some point in the future to update the details of that account in Salesforce based on new information from Preqin, unlink a Salesforce account from a Preqin account so that it can be linked to a new Preqin account, or associate a new Preqin contact to an existing account.

Sync Account

In order to update the details of a Salesforce account based on new information from Preqin, just navigate to the desired account record in Salesforce, and then click the “Preqin Sync” button.



You will then be presented with the “Account Sync” screen.



The “Account Sync” screen shows you all of the fields that Preqin is providing to Salesforce, and then lets you decide which value to update in Salesforce; the value from Preqin or the value from Salesforce. All of the field values highlighted in blue are the ones that will be updated to Salesforce. If you want to select a different field value than what is already highlighted in blue, simply click the alternate field value.

Preqin Account	Salesforce Account
Account Name New York City Police Pension Fund	New York City Police Pension Fund
Address 233 Broadway, New York, NY, 10279, US	233 Broadway, New York, NY, 10279, US
Phone +1 212 693 5100	(212) 555-1212
Fax	
Email	
Website www.nyc.gov/html/nycppf	www.nyc.gov/html/nycppf
Type Public Pension Fund	Public Pension Fund
About New York Police Pension Fund is organized primarily to provide retirement and disability benefits for all uniformed members of New York City Police Department. These obligations are sustained through member and employer contributions and returns realized from the investment of those contributions. The pension fund supports more than 36,000 active members and over 37,000 retired members. New York Police Pension Fund is comprised of 5 funds, namely: Annuity Saving Fund, Contingent Reserve Fund, Annuity Reserve Fund, Pension Reserve Fund and finally Group Life Insurance Fund. The investment policies are adopted by the Board of Trustees. The Comptroller of the City of New York is the Treasurer, Custodian and investment manager of the fund. Diversification across asset classes is key to the fund's investment strategy.	New York Police Pension Fund is organized primarily to provide retirement and disability benefits for all uniformed members of New York City Police Department. These obligations are sustained through member and employer contributions and returns realized from the investment of those contributions. The pension fund supports more than 36,000 active members and over 37,000 retired members. New York Police Pension Fund is comprised of 5 funds, namely: Annuity Saving Fund, Contingent Reserve Fund, Annuity Reserve Fund, Pension Reserve Fund and finally Group Life Insurance Fund. The investment policies are adopted by the Board of Trustees. The Comptroller of the City of New York is the Treasurer, Custodian and investment manager of the fund. Diversification across asset classes is key to the fund's investment strategy.
Typically Invest Not Specified	Not Specified

Update Account

Using the above example, the Website Phone value of “(212) 555-1212” in Salesforce will be updated with the Preqin value of “+1 212 693 5100”.

Once you have finished deciding which field values will be updated in Salesforce, click the “Update Account” button. You will then be presented with the “Account Edit” screen. This screen will have information defaulted from the “Account Sync” screen, and will allow you to update any of your own organization’s required fields before saving the account.

Account Edit
New York City Police Pension Fund

Save Save & New Cancel

Account Information

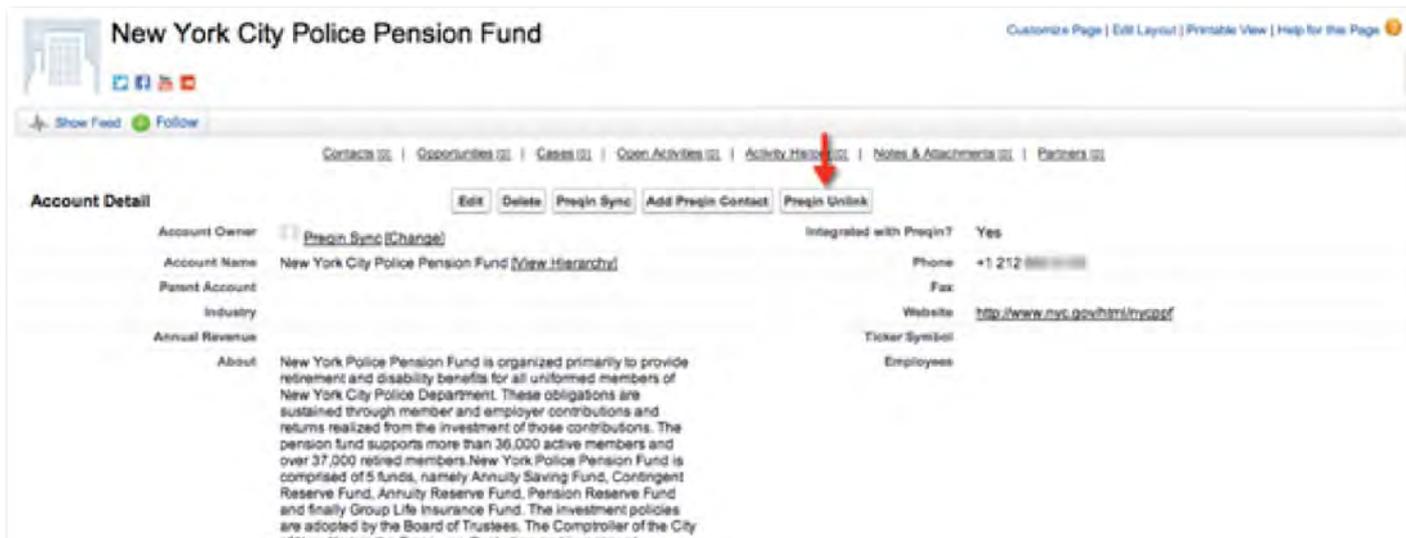
Account Owner	Preqin Merge	Phone	+1 212 693 5100
Account Name	New York City Police P	Fax	
Parent Account		Website	www.nyc.gov/html/ny
Industry	--None--	Ticker Symbol	
Annual Revenue		Employees	
About	New York Police Pension Fund is organized primarily to provide retirement and disability benefits for all	SIC Code	
Type	Public Pension Fund		

Using the above example, notice that the Phone value has been replaced with “+1 212 693 5100”.

Once you have saved the account in Salesforce, you will then be returned to the account record in view mode.

Unlink Account

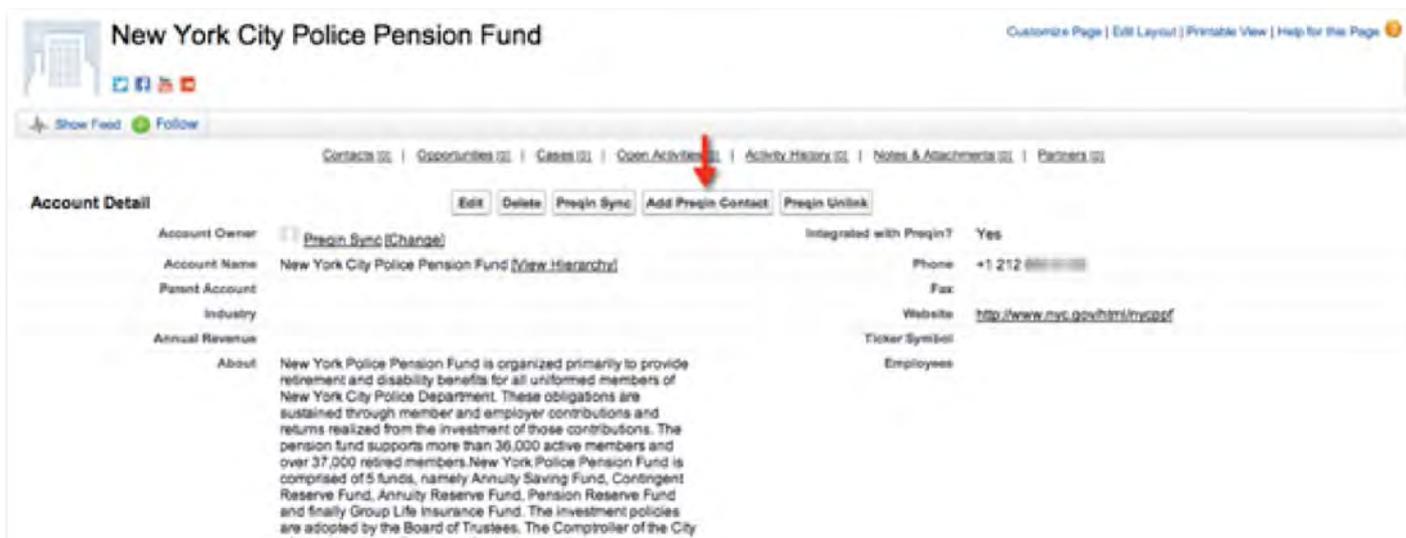
In order to unlink a Salesforce account from a Preqin account so that it can be linked to a new Preqin account, just navigate to the desired account record in Salesforce, and then click the “Preqin Unlink” button.



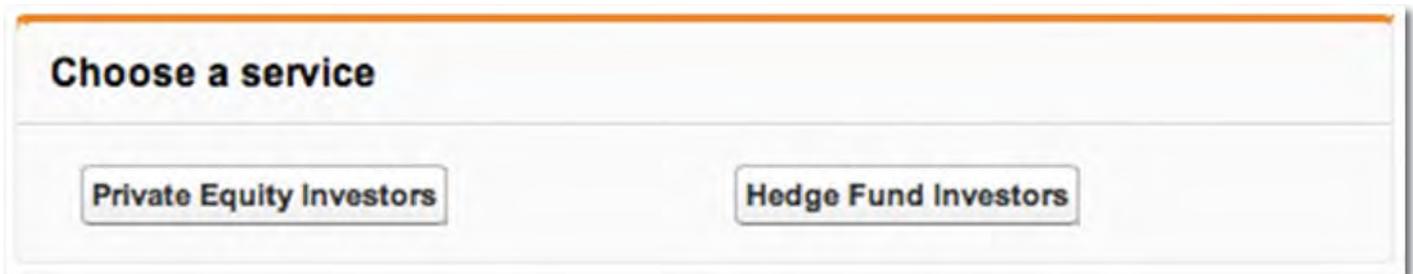
The “Integrated with Preqin?” field should then change from “Yes” to “No”.

Add Contacts

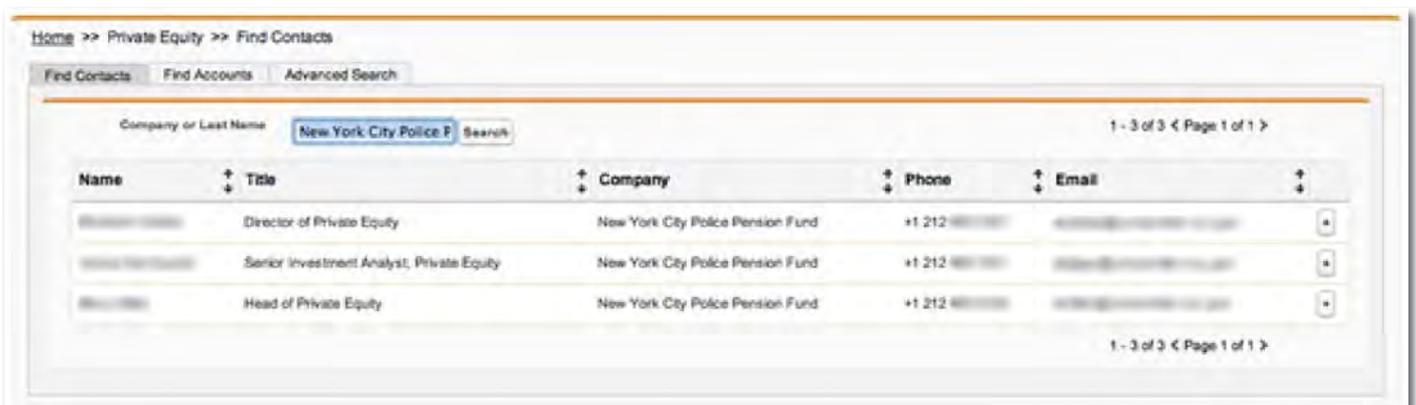
In order to associate a new Preqin contact to an existing account, just navigate to the desired account record in Salesforce, and then click the “Add Preqin Contact” button.



You will then be presented with the option of selecting contacts from either the “Private Equity Investors” or “Hedge Fund Investors” service.



After you click the desired service button, you will then be presented with a list of contacts associated to the selected account, for the selected service only.



The search results will automatically be sorted by last name in ascending order; however, you can always click the up or down arrow within each column to sort the search results in a different manner.

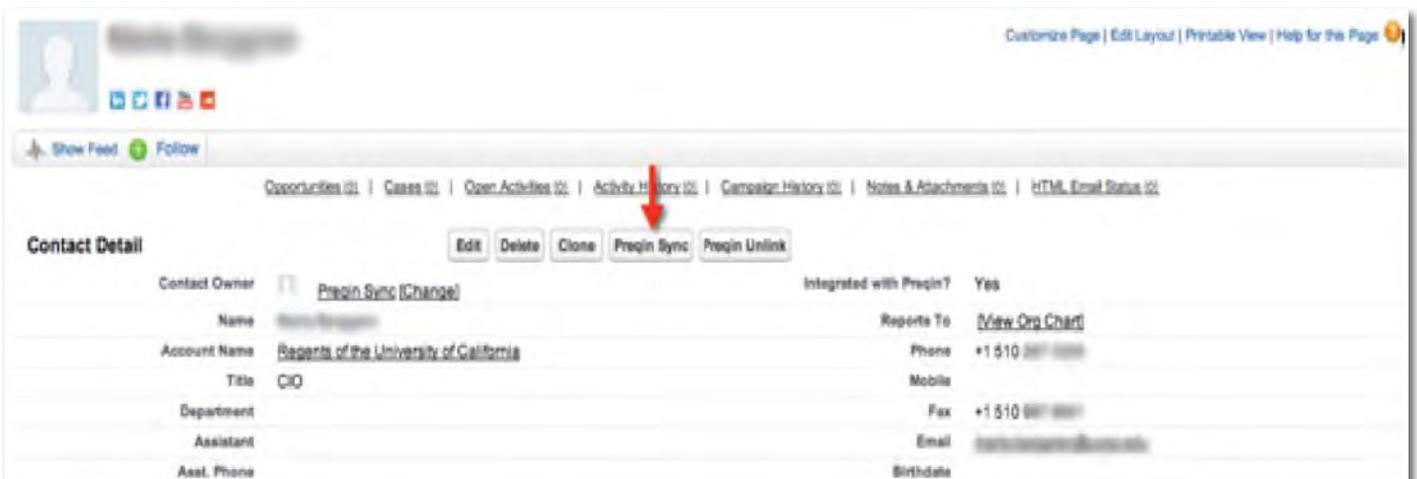
The process of adding a new contact to Salesforce or updating an existing contact within Salesforce is the same as within the “Find Contacts” sub-tab.

CONTACT MAINTENANCE

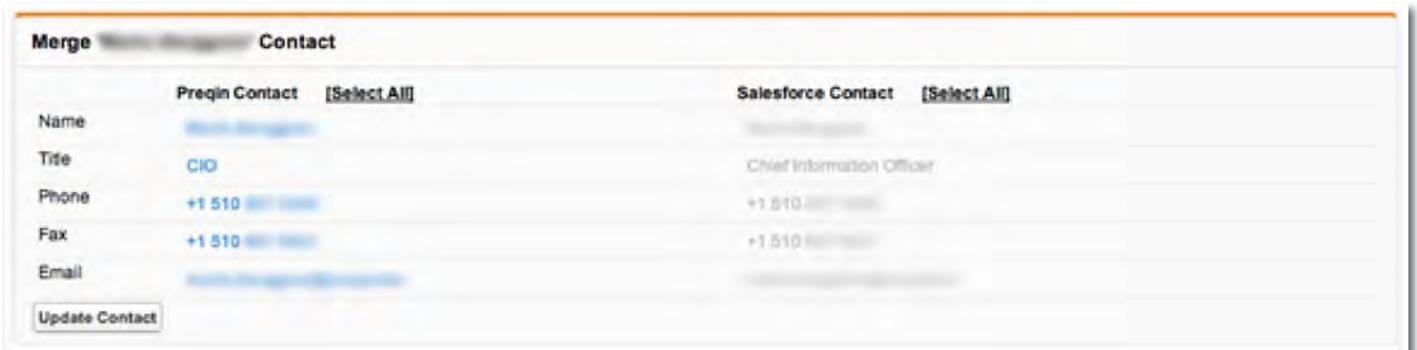
After you have downloaded a Preqin contact into Salesforce, it may be necessary at some point in the future to update the details of that contact in Salesforce based on new information from Preqin, or unlink a Salesforce contact from a Preqin contact so that it can be linked to a new Preqin contact.

Sync Contact

In order to update the details of a Salesforce contact based on new information from Preqin, just navigate to the desired contact record in Salesforce, and then click the “Preqin Sync” button.



You will then be presented with the “Contact Sync” screen.



The “Contact Sync” screen shows you all of the fields that Preqin is providing to Salesforce, and then lets you decide which value to update in Salesforce; the value from Preqin or the value from Salesforce. All of the field values highlighted in blue are the ones that will be updated to Salesforce. If you want to select a different field value than what is already highlighted in blue, simply click the alternate field value.

	Preqin Contact [Select All]	Salesforce Contact [Select All]
Name	[Redacted]	[Redacted]
Title	CIO	Chief Information Officer
Phone	+1 510 [Redacted]	+1 510 [Redacted]
Fax	+1 510 [Redacted]	+1 510 [Redacted]
Email	[Redacted]	[Redacted]

Update Contact

Using the above example, the Title value of “Chief Information Officer” in Salesforce will be updated with the Preqin value of “CIO”.

Once you have finished deciding which field values will be updated in Salesforce, click the “Update Contact” button. You will then be presented with the “Contact Edit” screen. This screen will have information defaulted from the “Contact Sync” screen, and will allow you to update any of your own organization’s required fields before saving the contact.

Contact Edit Help for this Page ?

Contacts not associated with accounts are private and cannot be viewed by other users or included in reports.

Contact Edit Save Save & New Cancel

Contact Information I = Required Information

Contact Owner	Preqin Merge	Reports To	[Redacted]
First Name	[Redacted]	Phone	+1 510 [Redacted]
Last Name	[Redacted]	Mobile	[Redacted]
Account Name	Regents of the Univers	Fax	+1 510 [Redacted]
Title	CIO	Email	[Redacted]
Department	[Redacted]	Birthdate	[Redacted]

Using the above example, notice that the Title value has been replaced with “CIO”.

Once you have saved the contact in Salesforce, you will then be returned to the contact record in view mode.

Unlink Contact

In order to unlink a Salesforce contact from a Preqin contact so that it can be linked to a new Preqin contact, just navigate to the desired contact record in Salesforce, and then click the “Preqin Unlink” button.



The “Integrated with Preqin?” field should then change from “Yes” to “No”.