

# Abraaj Drives Innovation in Private Equity Market With Implementation of iManage's Cognitive Search Solution

The Abraaj Group has successfully implemented iManage Insight, a cognitive search platform which intelligently transforms the way they locate, leverage and collaborate on expertise.



## Industry:

- Financial Services

## Challenges:

- Needed to leverage the local teams' regional & sector experience and couple that with regional execution and central, global functions
- Current investment research and proposal formulation process was lengthy and disjointed. Information often missed or overlooked
- Ensure new system supported all core functions of the business
- Needed to support and accelerate fund raising by differentiating themselves

The Abraaj Group is a leading investor focused on select markets across Africa, Asia, Latin America, the Middle East and Turkey. They currently have circa US\$ 10 billion in Assets under Management and focus on investment strategies encompassing Private Equity, Impact Investing, Credit Strategies and Real Estate.

They combine deep local reach, a global platform and underwriting standards with extensive operating capabilities, generating leading returns and value creation in market-leading companies. It is the deep, local knowledge of Abraaj employees that helps them better understand the markets in which they operate.

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“Our primary goal here is to leverage knowledge to accelerate business and deal decision- making and to harness the collaborative power of a multi-geography growth markets organisation. iManage Insight is an important component in a differentiation we bring to our investors around how we share knowledge and get to more dynamic decision on deal flow. Additionally, it helps us harness macro-economic, sectoral and functional knowledge flows seamlessly and is ultimately a major competitive advantage for us.”

— Ovais Naqvi, Managing Director at Abraaj

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## Solutions:

- Enterprise search, knowledge management and unstructured data that takes mining to unprecedented levels
- Intelligently transform the way staff locate, leverage and collaborate on expertise across their highly distributed network
- iManage Knowledge Graph® feature to visualise and navigate the interrelationships between experts, content investments, and investors in a way that was previously impossible

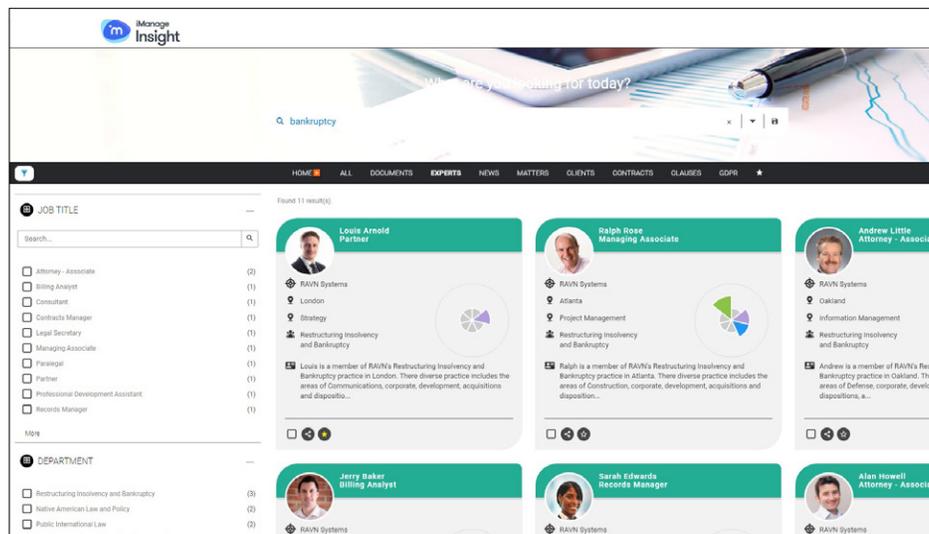
## Benefits:

- Allows for quick and efficient access to both proprietary and commissioned knowledge sources via a single interface working in a seamless manner
- Provides rapid access to the relevant resource in a secure manner
- Highly effective in supporting all staff and core functions of the business from fundraising, through the screening and due diligence of potential deals
- Dramatically improved access to knowledge across the Group
- Able to harness macro-economic, sectoral and functional knowledge flows seamlessly to increase competitive advantage

## Challenge

Fundamental to the Abraaj Group's ability to identify compelling investment opportunities and create value and growth within its partner companies is its ability to both leverage the local teams' regional and sectoral experience and couple that with regional execution and central, global functions.

To support these operations, Abraaj has developed and deployed a Microsoft SharePoint platform called 'OPERA', which is an ever evolving central repository of the Group's intellectual property, including knowledge related to past and current deals as well the latest reports in key markets and sectors in they work in.



*Expertise Locator*

In researching potential investments and formulating proposals, Abraaj investment and operating professionals would be compelled to navigate to specific sites within the SharePoint intranet, as well as other databases and third party content providers. This was a lengthy, disjointed process and somewhat dependent on the individual's prior knowledge of where information resided. This led to potential important information being missed or overlooked.

Abraaj decided that a revolutionary approach was needed for search, knowledge management and collaboration, to improve and accelerate their business and deal decision-making process. The new platform would need to support all core functions of the business from Fundraising to Investing, Creating Value and Exit Investments.

Furthermore, to support and accelerate the fund raising, Abraaj saw this approach as a key way to differentiate themselves and the deal-doing process by demonstrating how they could leverage the collective extensive written and tacit experience and knowledge of its professionals to identify attractive, high potential return investment opportunities, whilst still respecting and complying with data access permissions.

## Products:

- iManage Insight  
(powered by RAVN)

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## About iManage

iManage transforms how professionals in legal, accounting and financial services get work done by combining the power of artificial intelligence with market leading document and email management. iManage automates routine cognitive tasks, provides powerful insights and streamlines how professionals work, while maintaining the highest level of security and governance over critical client and corporate data. Over one million professionals at over 3,000 organizations in 65 countries – including more than 2,000 law firms and 500 corporate legal departments – rely on iManage to deliver great client work.

**For more information, visit [imanager.com](http://imanager.com)**



## Solution

Abraaj investigated various search platforms and after a competitive tendering process that included the leading search vendors globally, iManage Insight (powered by RAVN) was selected as the preferred vendor to partner with Abraaj in their vision to transform their approach to knowledge management and collaboration across their 17+ offices.

The process began with a successful proof of concept, followed by a phased roll-out across the business, culminating in a go-live.

iManage Insight, built upon the iManage RAVN AI platform, takes enterprise search, knowledge management and unstructured data mining to unprecedented levels. It can intelligently transform the way staff locate, leverage and collaborate on expertise across their highly distributed network.

The platform provides quick and efficient access to both proprietary and commissioned knowledge sources via a single interface working in a seamless manner, exposed directly within the Abraaj 'OPERA' Intranet platform.

Significantly, the iManage Knowledge Graph® feature allows Abraaj to visualise and navigate the interrelationships between experts, content investments, and investors in a way that was previously impossible, making rapid access to the relevant resource in a secure manner, a reality.

## Benefit

Abraaj is leading the way as the first global Private Equity investor to adopt iManage's groundbreaking and innovative technology to leverage their considerable market and sector talent.

The solution has proven highly effective in supporting all staff and core functions of the business from fundraising, through the screening and due diligence of potential deals to the management and monitoring of investments through to ultimate exit.

iManage Insight (powered by RAVN) has dramatically improved access to Knowledge across the Group, enabling rapid, efficient and targeted surfacing of the knowledge from a single interface. Abraaj have been able to harness macro-economic, sectoral and functional knowledge flows seamlessly, that ultimately provides a major competitive advantage for them.

The application ensures Abraaj investment and operating professionals can rapidly pinpoint relevant material and expertise from both internal and external sources, to accelerate the deal screening and decision making process. The pro-active nature of the platform learns from system usage to promote the most relevant content and can push that dynamically to users.

Moving forwards, Abraaj intend to further expand the use of the platform's cognitive capabilities, extending it to further internal and external content sources and by extracting more information from the content corpus using the Cognitive Search, automatic classification and extraction capabilities of the underlying iManage RAVN platform.