Juniper Square

Understand which edition is right for your business

Compare Juniper Square offerings

Juniper Square is transforming the private funds industry with solutions that streamline fundraising, investment operations, and investor reporting. Designed specifically for the private markets, Juniper Square is trusted by over 1,200 firms to manage more than 200,000 investors and $1.5 trillion in capital.

We offer three editions of our software based on the scale and needs of your business - Sponsor, Professional, and Institutional. Our software price is based on equity under management, edition, and additional products purchased.

Sponsor

All-in-one investor relations software for sponsors with up to $200M in capital.

Includes:

+CRM
+Data Rooms
+Digital Subscriptions
+Investor Portal
+Distribution Notices

Professional

Comprehensive solutions for businesses with robust investor requirements.

Includes:

+Everything in Sponsor
+Juniper Square for Outlook
+Dynamic Subscriptions
+Net Income Accounting
+Advanced Structures

Institutional

Flexible and tailored solutions for businesses that manage institutional capital.

Includes:

+Everything in Professional
+ILPA Compliant Statements
+Management Fee Ledger
+Employee Participation Plans
+Dedicated Success Manager

		Sponsor	Professional	Institutional
Investor Portal				
Investment Correspondence	Automated and personalized investment correspondence and audit trail for every investor.	✓	✓	✓
Account Overview	Investors receive basic reporting on their investments, positions, and assets.	✓	✓	✓
Balances and Metrics	Investors can view their capital balance and performance details for each of their investments.	✓	✓	✓
Document Sharing	Secure document sharing with investors for offerings, investments, and taxes.	✓	✓	✓
Investor-Controlled Profiles	Investors can manage account information, payment details, and subscription documents.	✓	✓	✓
Transaction Details	Investors can view details for each investment, including capital calls and distributions.	✓	✓	✓
Detailed Asset Reporting	Includes statement of cash flows, summary of debt, equity and valuation, and performance metrics.		✓	✓
Customer Relationship Management (CRM)				
Investor Management	Manage investor communications from one place, across contacts, accounts, entities, and positions.	✓	✓	✓
Data Management Tools	Search, filter, tag, and apply edits across investment data sets.	✓	✓	✓
Activity Tracking	Track your activity with the built-in activity feed, tasks, and notes.	✓	✓	✓
Lead Management	Publish lead capture forms and manage leads in one place.	✓	✓	✓
Custom Fields	Configure data fields and document categories to fit your unique business needs.	✓	✓	✓
Juniper Square for Outlook	Access your Juniper Square CRM data directly from your Outlook account.		✓	✓
Fundraising				
Prospect Management	Manage and measure prospect outreach and fundraising pipeline.	✓	✓	✓
Customizable Data Rooms	Securely distribute documents and provide a digital marketing interface for your investments.	✓	✓	✓
NDA Automation	Gather and track electronic NDA signatures from prospective investors in a single interface.	✓	✓	✓
E-Signature Support	Document signature automation for subscriptions.	✓	✓	✓
Digital Subscriptions	Automate the process of assembling subscription documents, validating data capture, and capturing e-signatures.	✓	✓	✓
Document Watermarking	Create unique watermarks that are automatically applied to your documents.		✓	✓
Multiple NDAs	Manage and track multiple NDAs per offering or investment vehicle.		✓	✓
Dynamic Subscriptions	Add conditional questions to subscription agreements based on investor type.		✓	✓
Prospect Table Customization	Tailor the columns and data filters used to track the fundraising pipeline.		✓	✓
Identity & Watchlist Screening	Understand risks posed by prospective investors by screening them against government watchlists.		✓	✓

		Sponsor	Professional	Institutional
Reporting				
Custom Stationery	Reports and notices are generated with your custom branding or letterhead.	✓	✓	✓
Capital Calls & Distribution Notices	Manage capital calls, contributions, and distributions.	✓	✓	✓
Personalized Investment Summaries	Generate personalized, customizable investor reports that include details on active and completed investments.		✓	✓
NAV Statement	Generate net asset value statements across your investments on a per investor basis.		✓	✓
Capital Account Statements	Generate a partners capital account (PCAP) statement on a per investor basis.		✓	✓
Net income Notices	Generate personalize notices of net income transactions and estimated tax withholding.		✓	✓
ILPA Notices	Generate ILPA compliant capital call and distribution notices.			✓
Management Fee Notices	Generate separate management fee notices.			✓
Payments				
Manage Distributions	Generate ACH or check payment instructions and track payment status for each investor position.	✓	✓	✓
Configuration				
Basic Investment Structures	Manage basic investment structures, including special purpose vehicles, joint venture, and funds.	✓	✓	✓
Accounting Data Import	Import ownership, capital transactions, and net asset values.	✓	✓	✓
Waterfall Automation	Configure and execute waterfall calculations and allocations to investors.	✓	✓	✓
Configurable Transaction Types	Configure accounting components and capital allocation types.	✓	✓	✓
Investor Transfers	Manage and record transfer of investor positions within Juniper Square.	✓	✓	✓
Configurable Performance Metrics	Calculate and report firm-wide performance metrics to investors via the portal.	Yield, DPI, Completed IRR	Projected IRR, RVPI, TVPI	Time-weighted Returns
Advanced Investment Structures	Manage complex investment structures, including parallel funds, sidecars, blockers, and separate accounts.		✓	✓
Investment Data Export	Export ownership, capital transactions, entity, asset, and position data.	✓	✓	✓
Net Asset Value (NAV) Accounting	Calculate investor equity on the basis of net asset value.		✓	✓
Net Income Accounting	Calculate investor equity on the basis of a full capital account, inclusive of income, gains, and expenses.		✓	✓
Open End Funds	Calculate investor equity on the basis of units or shares, with support for ongoing contributions and redemptions.		✓	✓
User Permissions & Audit Log	Basic user roles and field-level log of changes to sensitive investor and investment data.		✓	✓
Management Fee Ledger	Manage a separate accounting ledger and generate separate notices for management fees.			✓

		Sponsor	Professional	Institutional
Compliance & Governance*				
Advanced User Permissions	Restrict user read and write permissions based on staff role and/or entities.		✓	✓
Compliance Audits	Assistance completing due diligence for information security and compliance.			✓
Off-Cloud Backups	Off-cloud storage for internal backup and warehousing or compliance purposes.		✓	✓
Email Archive	Automatically archive emails sent and received through corporate systems.		✓	✓
Enhanced SLA	Enterprise-grade commitments for uptime, recovery time, and recovery point objectives.		✓	✓
Contact Partitioning & Employee Participation Plans	Manage separate investment vehicles and investor access rights for employee participation.			✓
Data Services				
Accounting Systems Integration	Automatically sync investment data between Juniper Square and 3rd party investment accounting systems.		priced separately	✓
Analytics Connector	Securely integrate Juniper Square data into your existing data warehouse for robust analytics.		priced separately	✓
Customer Success				
Education Resources	Leverage guided courses, help articles, and live workshops to get the most value out of Juniper Square.	✓	✓	✓
Customer Support	Access point-in-time assistance by phone or email.	✓	✓	✓
Success Manager	Point contact to manage implementation and training, with years of PERE and financial services experience.		✓	✓

*requires additional fee

As of 10/2021