



FALFURRIAS CAPITAL

Falfurrias Capital Partners is a Charlotte-based private equity investment firm that acquires or invests in middle-market businesses. The firm was founded in 2006 by Hugh McColl, Jr., the former Chairman and CEO of Bank of America, and Marc Oken, the former CFO of Bank of America.

The firm is focused on making private equity investments in a diverse portfolio of companies operating in the southern United States. By leveraging the extensive strategic and operational experience as well as the business relationships of our Principals, Falfurrias Capital Partners is positioned to be a value-added partner for both our portfolio companies and our limited partners.

Project Goal

Falfurrias Capital needed a solution that could manage its complex relationships between individuals, prospects, deal influencers, portfolio companies, and service providers. In addition, Falfurrias needed a repository to house all due diligence deliverables, and a system that would help facilitate the day-to-day operations of its portfolio companies.

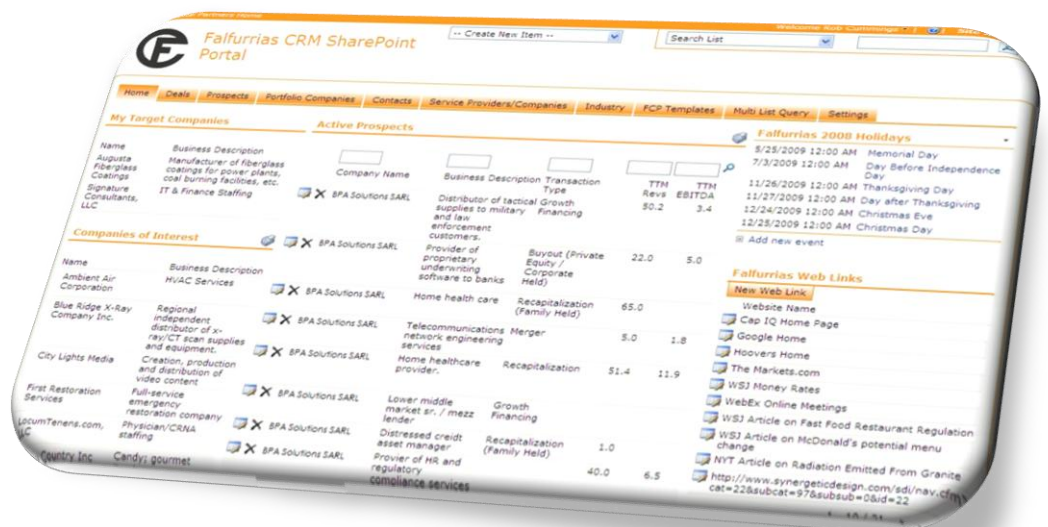


The Principals and Analysts in our firm interact with hundreds of individuals and companies each month. We needed a system that recorded each of these 'touches' and maintained the intricate relationships between our network of businesses and deal influencers. SharePoint CRM allowed us to define the relationships while utilizing our jargon and business workflow.

Solution

After conducting a detailed evaluation against other SaaS CRM and Industry specific software solutions, Falfurrias selected BPA's Easy CRM Solution for SharePoint. Falfurrias initially engaged BPA to setup the 'shell' system capturing the complex relationships between SharePoint Lists. Once completed, Falfurrias extended the Lists to include required Columns and data elements. The result was a customized solution to meet Falfurrias' exact fit needs.

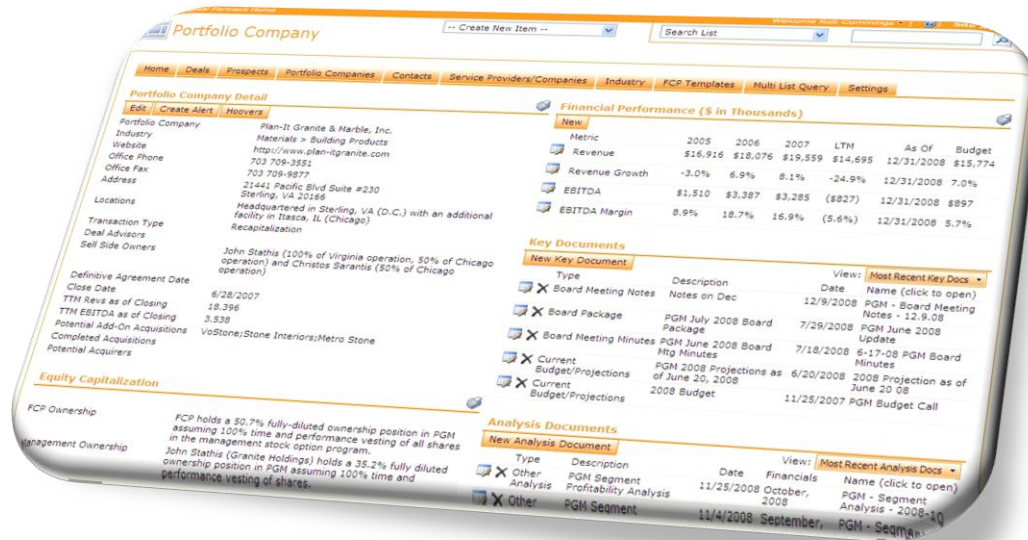
BPA CRM for SharePoint is modeled after Falfurrias' daily workflow. Prospect pipeline reports are generated directly from the system for weekly sales meetings. Company and Industry snapshots are produced with a click of the mouse so that Principals are prepared for upcoming meetings. And daily e-mail summaries ensure that everyone is aware of all research, financial models, and meeting results compiled that day.



“

...Easy CRM for SharePoint has become the backbone of our business. It is the first application our Principals and Analysts open each morning. Each phone call, meeting, company visit, and research report is recorded in the system. Each day at 4pm all users of the system receive an e-mail alert summarizing the day's activities.

Screenshot: Falfurrias utilizes BPA CRM for SharePoint to help manage its portfolio companies. The Portfolio Company home page (shown below) provides a quick snapshot of financial performance, Board meeting notes, industry analysis, and acquisition details.



Portfolio Company

Home Deals Prospects Portfolio Companies Contacts Service Providers/Companies Industry FCP Templates Multi List Query Settings

Portfolio Company Detail

Plan-It Granite & Marble, Inc.
 Materials > Building Products
 http://www.plan-itgranite.com
 703 709-3551
 703 709-9877
 21441 Pacific Blvd Suite #230
 Sterling, VA 20155
 Headquartered in Sterling, VA (D.C.) with an additional facility in Itasca, IL (Chicago) Recapitalization

Financial Performance (\$ in Thousands)

Metric	2005	2006	2007	LTM	As Of	Budget
Revenue	\$16,916	\$18,076	\$19,559	\$14,695	12/31/2008	\$15,774
Revenue Growth	-3.0%	6.9%	8.1%	-24.9%	12/31/2008	7.0%
EBITDA	\$1,510	\$3,387	\$3,285	(\$827)	12/31/2008	\$897
EBITDA Margin	8.9%	18.7%	16.9%	(5.6%)	12/31/2008	5.7%

Key Documents

Type	Description	Date	View: Most Recent Key Docs
Board Meeting Notes	Notes on Dec	12/9/2008	PGM - Board Meeting Notes - 12.9.08
Board Package	PGM July 2008 Board Package	7/29/2008	PGM June 2008 Update
Board Meeting Minutes	PGM June 2008 Board Mtg Minutes	7/18/2008	6-17-08 PGM Board Minutes
Current Budget/Projections	PGM 2008 Projections as of June 20, 2008	6/20/2008	2008 Projection as of June 20 08
Current Budget/Projections	2008 Budget	11/25/2007	PGM Budget Call

Analysis Documents

Type	Description	Date	View: Most Recent Analysis Docs
Other	PGM Segment Profitability Analysis	11/25/2008	October, 2008
Other	PGM Segment	11/4/2008	September, PGM - Segment

Equity Capitalization

FCP Ownership: FCP holds a 50.7% fully-diluted ownership position in PGM assuming 100% time and performance vesting of all shares in the management stock option program.

Management Ownership: John Stathis (Granite Holdings) holds a 35.2% fully diluted ownership position in PGM assuming 100% time and performance vesting of shares.

About the Project

“

After 2.5 hours of training via gotomeeting.com, we were able extend the system to meet our specific needs. We did not have to purchase additional hardware or hire an Administrator for the system. Our hosted solution is up-and-running 24x7. If a question arises, BPA is quick to respond to support@bpa-solutions.net. We are happy with our decision to go with BPA CRM for SharePoint.

Results and Next Steps

Falfurrias has been utilizing the system since May of 2008. They have upgraded along the way to take advantage of new features like the 'View Picker' and 'Outlook Connector'. A second phase is planned for the Spring of 2009.

“

One of the strongest benefits of BPA CRM is its flexibility. Our needs continuously evolve and BPA CRM can quickly adapt. When we have invented cool new features, BPA support has willingly worked with us to make the feature a reality.

Conclusion

Falfurrias looked at other solutions like salesforce.com and concluded that the cost and benefits of Easy CRM for SharePoint made it an ideal solution. Falfurrias is now working with its portfolio companies to rollout Easy CRM Solutions tailored to each of their unique businesses.

“

When we showed the solution to one of our portfolio companies, they immediately 'got it' and saw how BPA CRM could improve communications between employees, franchisees, and retail stores. This company has planned to rollout their BPA CRM solution in early 2009.

<http://www.falfurriascapital.com>