GEMMA ANALYTICS

AUXEUM CASE STUDY

YOUR HANDS-ON PARTNER FOR DATA THAT DRIVES REAL IMPACT.

With 70+ successful projects in 5 years, our senior team brings cross-industry expertise and deep technical know-how. **Fast, flexible, and always tailored.**

WE DON'T JUST CONSULT – WE DELIVER.
Our work reduces costs, boosts revenue, and improves decision-making across your portfolio – directly impacting EBITDA.

FOUNDER-LED. EXECUTION-FOCUSED.
With Gemma Analytics on your side, your data function becomes a growth driver – not a cost center.

MANIKO®   yfood®   CIRCUS Group   flaschenpost.de   WIKINGER REISEN Urlaub, der bewegt.

McMakler   VIESSMANN   Enpal.   Vaillant

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WE PROVIDE TANGIBLE RESULTS FOR INVESTORS

01 **Better decision-making** enabled by data transparency and visualization (in particular financials, sales, & marketing data).

02 **Efficiency gains** from automated reporting and transparency leading to EBITDA improvements.

03 **Setting organizations up for scale** through holistic data strategy and professional data pipeline setup.

04 **Consistent approach and quality** across all portfolio companies in accordance with the investor's strategy.

05 **Enablement of the organization** through change management, training of employees, and hiring support.

✳ **WE ENABLE TEAMS TO MAKE DATA-DRIVEN DECISIONS.**

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WE PARTNER WITH INVESTORS TO ENABLE FAST AND PROFITABLE GROWTH OF THEIR PORTFOLIO COMPANIES

	AUXEUM Group GmbH	cleanwatts & InnoNature	DUE DILIGENCE (deal not disclosed yet)	ASPHALTGOLD	natsana
PORTFOLIO COMPANY*					
INVESTOR	DEUTSCHE PRIVATE EQUITY	verdane	AUCTUS	Rigeto	DOMUM
DESCRIPTION	Set up analytics infrastructure for the operations team to enhance steering capabilities, as well as measuring doctor capacity for future appointments to effectively allocate marketing spend.	CW: Implemented IRR & NPV calculations in data warehouse, improving project management in the sales pipeline. IN: Set up an automated P&L yielding daily, granular insights to help units steer activities.	Processed sales data of >15 subsidiaries of the target (within 2 weeks) in order to gain transparency on revenue and other P&L items during DD phase. Made data available to Auctus for further analyses.	Built an automated reporting structure for the Finance and Marketing teams increasing efficiency and allowing steering via self-service analytics solutions.	Set up analytics infrastructure delivering insights into revenue drivers and profitability, as well increasing operational efficiency by streamlining manual processes.
MAIN RESULT	In Progress	+2% pooled IRR / +3% CM1	Data transparency for DD	+5% Retention rate	+ 0.7 m€ p.a. EBITDA

DETAILED CASE STUDY ON THE FOLLOWING SLIDES

*SELECTION OF RECENT INVESTOR DRIVEN PROJECTS

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CASE STUDY AUXEUM

IMPROVING OPERATIVE EFFICIENCY AND MARKETING SPEND ALLOCATION WITH DATA & ANALYTICS

THE COMPANY

Auxeum is a leader in lipedema surgery, plastic surgery and aesthetic dermatology

PROBLEM STATEMENT

Operations were not streamlined, leading to limited visibility on data and repetitive manual reporting (such as number of performed surgeries, number of doctor appointments)

GEMMA SOLUTIONS:

Analytics infrastructure

Gemma set up an analytics infrastructure for the operations team to gain automated visibility on KPIs in order to enhance steering capabilities

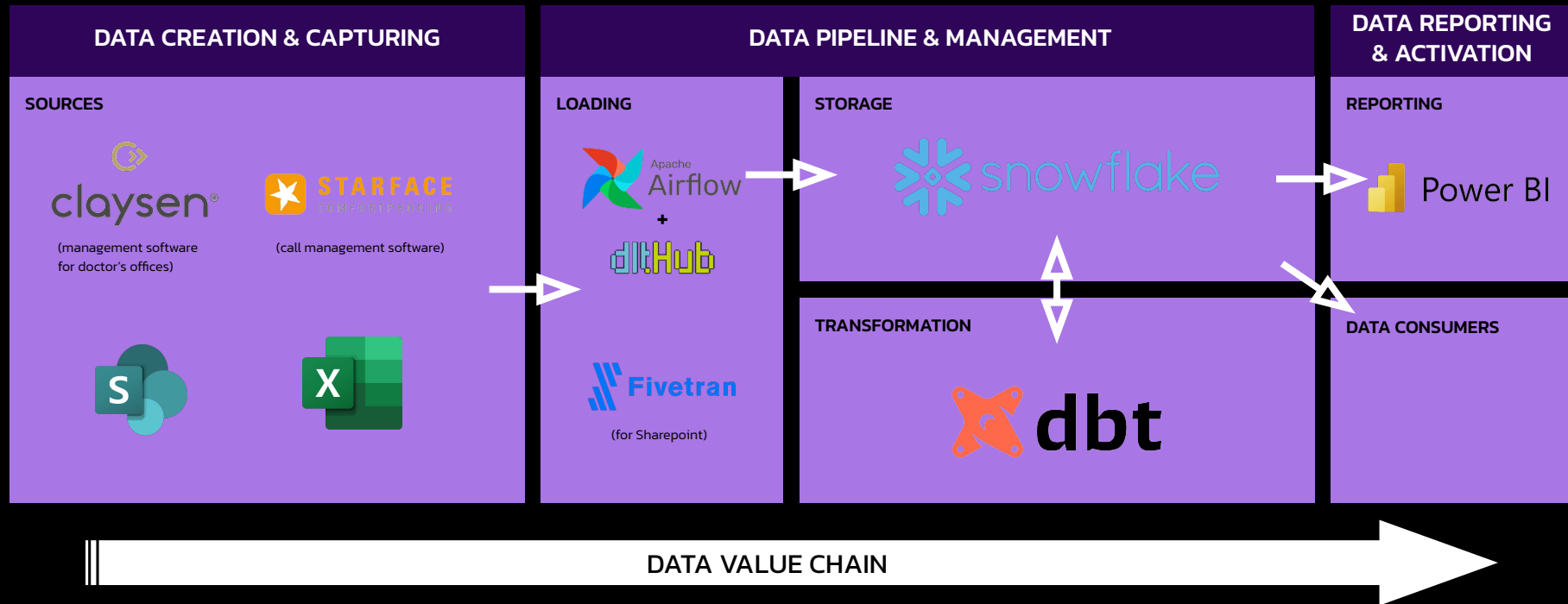**Marketing spend optimization**

Gemma enabled the automated measuring of doctor capacity for future appointments to more effectively allocate marketing spend

Finance/Operations Reporting

Gemma built automated dashboards for most relevant KPIs — Allowing for easy identification of top revenue generators and early alerting of problem areas

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AUXEUM
Group GmbH

DEUTSCHE PRIVATE EQUITY

CASE STUDY AUXEUM – INFRASTRUCTURE

DATA CREATION & CAPTURING	DATA PIPELINE & MANAGEMENT	DATA REPORTING & ACTIVATION

SOURCES

claysen®
(management software for doctor's offices)

STARFACE
(call management software)

LOADING

Apache Airflow
+
dltHub

Fivetran
(for Sharepoint)

STORAGE

snowflake

TRANSFORMATION

dbt

REPORTING

Power BI

DATA CONSUMERS

DATA VALUE CHAIN

✳ **GEMMA ADDITIONALLY OFFERS: DATA STRATEGY & UPSKILLING & HIRING SUPPORT**

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CASE STUDY AUXEUM – DEEP-DIVE

PHASE	**01** Data Loading & Infrastructure	**02** Data Modelling & Transformation	**03** Visualization & Data Validation	**04** Replicate For Multiple Clinics
DESCRIPTION	• Set up DWH + Airflow server + dlt + connection to clinic management tool (Claysen praxismanager) + Visualization Tool • In parallel, discussed reporting needs for phase 2 in a couple of workshops	• Modelled patient treatment journey and patient funnels, invoice data, yearly budget targets • Also included data validation	• Built operations and finance dashboards and iterated with key stakeholders on number validation	• Replicate phase 1–3 for multiple clinics (less effort needed on infrastructure setup and modelling because data structure is the same)
TIMELINE	ca. 9 days of work	ca. 9 days of work	ca. 11 days of work	Ongoing ca. 5 days per month

✳ **DEEP COLLABORATION WITH KEY STAKEHOLDERS ESPECIALLY IN PHASE 2 & 3**
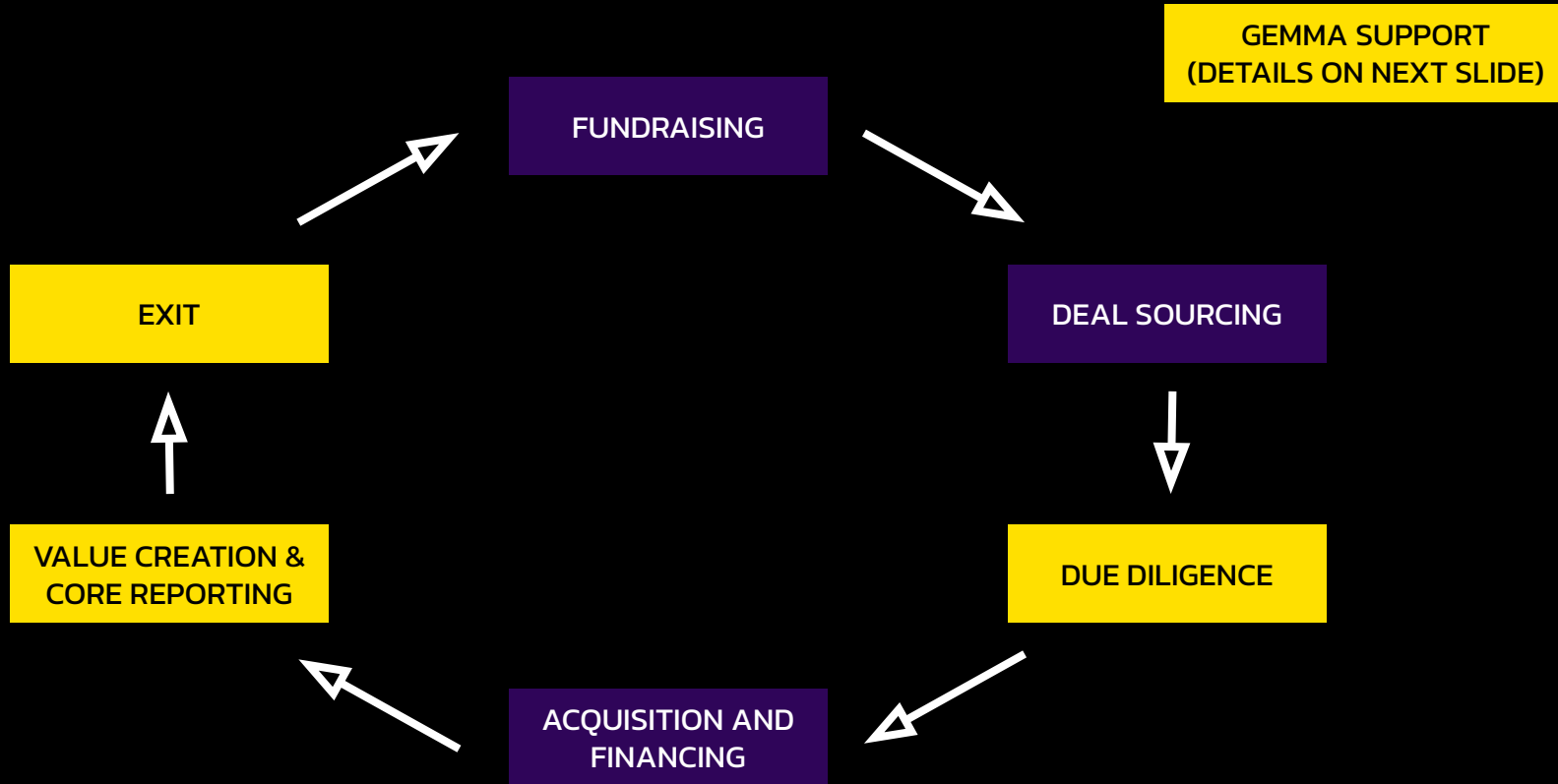
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HOW DOES AUXEUM USE THE DATA?

- **For Operational steering** – Operations dashboard gives them with an overview of their pipeline, under or over utilization of doctors, and cancellations

- **For Marketing spend allocation** – Open appointment planner identifies free future space with clinics/doctors for consultation appointments, so marketing spend can be efficiently allocated to where increased patient inflows can be tolerated

- **For Financial planning** – Overview how far off budget they are – are they better off YTD? What's the pipeline value in each clinic? Which doctors are generating the most revenue with higher conversion rates from consultation to surgery (biggest money-maker)

✳ **GEMMA TURNED WEEKLY MANUAL EXCEL UPDATES INTO AUTOMATED REPORTING**

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GEMMA SUPPORT ALONG THE PE LIFECYCLE

GEMMA SUPPORT
(DETAILS ON NEXT SLIDE)

FUNDRAISING

DEAL SOURCING

EXIT

DUE DILIGENCE

VALUE CREATION &
CORE REPORTING

ACQUISITION AND
FINANCING

ANALYTICS PRODUCTS FOR PRIVATE EQUITY

GEMMA ANALYTICS

GEMMA PROVIDES A BROAD PORTFOLIO OF ANALYTICS PRODUCTS ALONG THE PRIVATE EQUITY VALUE CHAIN.
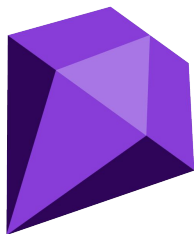
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CORE REPORTING

- Automated reporting of KPIs tailored for Management, Investors and Advisory Board
- Creation of a single source of truth to provide transparency and enable data self-service
- Unification of various data sources to enable companywide reporting and holistic analysis of company performance

DUE DILIGENCE

- Fast-paced data transparency pre-deal (results in 2-3 weeks)
- Gemma can ensure anonymity for the PE investor, i.e., employees of the target will not be made aware of an ongoing due diligence despite the analytics deep dive
- Self-service dashboards & data sources for investment managers and one-off analyses in order to uncover red flags

VALUE CREATION

Custom solutions based on the client's needs, e.g.

- Working capital optimization
- Automated & standardized ROI/IRR calculations
- Marketing analytics
- In-depth P&L transparency
- Self-service reporting
- Upskilling, hiring support & enablement of organization

EXIT

- Preparation of exit database for data room including sales, costs and other relevant data
- Provision of visual interface for potential buyers to enable custom analyses and analytics self-service
- Provide a tailored, easy to use experience for potential buyside investors to maximize deal interest and reduce time spent on individual requests

GEMMA SUPPORTS IN MULTIPLE FORMATS

01
DISCOVERY CALL

- Create common understanding of business model and current tech setup
- Identify pain points and potential solutions

02
DEEP DIVE CALL

- Data Audit
- ROI Analysis
- Custom workshop depending on pain points
- Scoping of PoC

03
PROOF OF CONCEPT

- PoC with 1–3 concrete milestones
- E.g., Creating a management dashboard
- Typically 10–30 days of work over a period of 8–12 weeks

04
RETAINER

- Monthly retainer to work on further milestones, ad-hoc requests as well as maintenance work
- Typically 6–12 days per month

05a
MAINTENANCE

- Maintenance of functionalities without adding new functionalities
- Typically 1–2 days per month

05b
INTERNALIZATION

- Inhousing of analytics function
- Gemma supports in the hiring process

PE INVESTMENT MANAGERS CAN BE INCLUDED IN THE PROCESS AS MUCH AS WANTED

GEMMA ANALYTICS

THE END OF OUR PRESENTATION.

THE START OF TURNING DATA INTO POTENTIAL.

WE LOOK FORWARD TO HEARING FROM YOU!

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