

In conversation with...

# How Data, Integrations and AI Are Transforming Private Markets.

# Welcome to **in conversation with**, the series where we sit down with industry leaders to explore what drives them, the challenges they've faced, and the lessons they've learned along the way.

In this episode, Maria Monton, it|venture's Director, Data Strategy speaks with William Collier, Product Owner of Connect, it|venture. They discuss the role of integrations and data strategy in private markets transformation, the ways technology is shaping deal-making, and how emerging tools like AI are influencing how firms operate and make decisions.



## William Collier

Product Owner, Connect  
it|venture

William has deep expertise in product development, technology transformation and data strategy for private capital and financial services. After driving platform innovation and client delivery at DealCloud, he now leads the development of Connect at it|venture, helping firms use data and technology to achieve better outcomes.

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## About it|venture

it|venture helps private market firms leverage cutting-edge IT to drive business success, unlocking complex data to support informed decision-making. With a presence across the UK, EMEA, and the US, they bridge technology strategy and practical application.

To tackle integration challenges, Connect, their proprietary platform with over 20 prebuilt integrations including DealCloud, eFront, Chronograph, iLEVEL, Excel, and Snowflake, streamlines system and data interactions. Its user-friendly interface reduces reliance on any single individual while turning fragmented landscapes into secure, scalable digital foundations.

 [it|venture website](#)



## What is Connect, and what problem was originally designed to solve?

Connect is an integration platform. It began as a way to make integrations simpler and more flexible for our clients. A lot of them were frustrated with having to dive into code or manage multiple API versions just to make small changes.

With Connect, they now have one central place where they can see and update all their integrations without touching a single line of code.



## Why do you see integration as a foundational element of any private equity transformation journey?

Today, firms are working with multiple systems just to manage fundraising, funds, and deal closings. Integrations are what keep everything aligned, they reduce mistakes, save time, and really give firms a competitive edge. The way data can connect and flow is practically endless.

Integrations are instrumental for firms of any size, and the possibilities and combinations of data connectivity are endless. At it|venture, we've even been able to automate entire workflows, speeding up deals and cutting down errors from manual work.



## From your experience, what typically breaks first when firms try to transform without solid data or integration foundations?

From my experience, the first thing that usually breaks is the integration itself, most often when someone changes a field name, type, or data structure, because traditional integrations are rigid and expect very specific inputs.

This happens because most integrations are written in code like python, .net, or C# and have very rigid logic. They expect certain values to be passed, and they expect to push them to very specific endpoints.

The problem is that fixing these issues typically relies on a single person with knowledge of the platform or the code, creating a bottleneck and risk for the business.

That's why when we created Connect, we built a user interface around the integration, so clients no longer have to read through hundreds of lines of code to make an update. They can simply login to their tenant and make the updates to the fields they are using. This reduces dependency on one person and dramatically lowers the risk of "breaking" an integration.





## How do you see AI reshaping SaaS platforms – replacement, evolution, or something else entirely?

I see SaaS platforms evolving to incorporate AI. We've already seen how AI is shaping the way firms make decisions and operate, but at the end of the day, these SaaS platforms still play a vital role in the day-to-day running of a business.

To stay relevant, SaaS providers not only need to stay ahead of the AI curve with new developments, but they also need to educate clients on why these platforms remain essential. Clients are becoming more reliant on new AI technologies, and rightfully so. But, AI models are only as good as the data they rely on, and bad inputs can lead to bad outcomes.

That's why we work with firms to build strong data and AI foundations and to set up scalable, future-proof infrastructure and technology tailored to their unique needs. Our team also has a wide range of AI capabilities to support these efforts.



## “ Measure twice. Cut once. ”



## What advice would you give to someone about to start a transformation journey?

The best piece of advice I would give is to really think about your architecture and workflows before you start building. You need to understand your needs, map out a clear strategy, and make sure everyone's aligned.

From there, you can implement integrations and data models confidently. It also often means putting governance in place to keep data clean and reliable.

When we work with clients, we first understand their needs and then consult them on best practices to create a data strategy that they can feel confident in. It's important to look at the data ecosystem as a whole before making changes. It's always better to dedicate time towards planning to deliver something worthwhile and long standing.

Like my dad always said, “measure twice, cut once”.



[Explore what Connect can do for your organisation](#)

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# About the interviewer.



## **Maria Monton**

Director, Data Strategy  
it|venture

Maria brings over 15 years of hands-on experience in Data and AI, combining business strategy, enhanced ways of working, data governance, and innovative technology solutions. With experience across Private Markets, Retail Banking, Asset Management, and Real Estate, she has a strong understanding of how data and AI can unlock sustainable value across financial markets



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