

Document AI for Private Equity: Deal Intake and Portfolio Reporting in Salesforce

Intelligent document processing that turns offering memoranda and portfolio reports into deals, matched records and filed documents

CloudFiles Document AI is part of CloudFiles, Document Automation for Salesforce. This guide describes a pattern we see at private equity firms that run deal flow and portfolio monitoring in Salesforce: two document streams, one for new opportunities and one for companies already in the portfolio, each handled by intelligent document processing inside the org.

What does the document problem look like at a private equity firm?

Two kinds of unstructured documents arrive all week. On the deal side, bankers and intermediaries email offering memoranda, teasers and management presentations. Someone on the deal team opens each one, reads it for the company name, sector, geography, headline financials and the sending banker, checks Salesforce for existing records, and re-keys what they find into a new Deal. On the portfolio side, companies send quarterly reports, valuations, audits, board packs, budgets and investment committee memos. Each file has to be recognized, tied to the right portfolio company and saved in the right folder so the investment team can find it later.

Both jobs have the same shape: a document arrives, someone reads it, decides what it is, matches it to records and files it. That is the work AI document processing takes over.

How does an offering memorandum become a Deal in Salesforce?

In the deal intake pattern, the process starts where the memorandum already lands: an email inbox.

1. **The email creates a Case.** Email-to-Case turns the incoming email into a Case with the memorandum attached. Email-to-Case attachments are one of the most common entry points for Document AI.
2. **A Doc AI Workflow reads the memorandum.** A record-triggered Flow on an asynchronous path starts the workflow with CloudFiles: Run Doc AI Workflow. Scanned pages are sent to OCR and native PDF text is read directly, so a memorandum exported from a deck and one scanned from paper go through the same process.
3. **Extract fields pulls the deal fields.** The Extract fields step returns typed fields described in plain language: the target company, sector, headquarters, the financial fields the firm tracks, the sending

bank and the banker. There is no template to draw, so a memorandum laid out differently from the last one is read the same way.

4. **Find records matches what already exists.** Find and search steps look for the company, the contacts and the deal source among existing records, by field match, fuzzy match or a match picked by AI. Where no record exists, a create step adds it.
5. **The sender confirms.** The extracted fields go back to the sender by email, and the sender replies to confirm or correct them.
6. **Only then is the Deal created.** After the confirmation, the workflow creates the Deal and links it to the matched company, contacts and source.
7. **The memorandum is filed.** CloudFiles Document Management files the document into the deal's SharePoint folder, so the file sits with the deal from the start.

Can the team review the deal fields before anything is written?

Yes, and in this pattern review is built into the process twice. The sender's reply is the first check. Inside the workflow, the review policy decides what is written without a person's sign-off: "Straight through" writes as the workflow runs, a hold on the first write pauses the run before it touches any record, and a stricter policy stops at every write. A single step, such as the one that creates the Deal, can be set to "Require approval for this write", so the create waits for a person while the matching steps run on their own. Paused runs show "Awaiting review", and every pause, approval and rejection is recorded in the workflow's step-by-step history.

Writes go through standard Salesforce DML, so the firm's validation rules and field-level security apply to every record the workflow creates or updates. A blank value never wipes a field, so a memorandum that leaves out a figure does not erase what the deal team already entered.

How are portfolio company reports classified and filed?

The portfolio reporting pattern starts with a folder rather than an inbox. CloudFiles Document Management connects Salesforce to SharePoint, and the firm keeps a "Drop Off" folder where portfolio companies or the investment team place incoming files. A file dropped into a connected folder can trigger processing.

- **Classify.** A Classify step reads the file and assigns it one of the firm's own document types: quarterly report, valuation, audit, board pack, budget or investment committee memo. The types are the firm's list, described in plain language.
- **Match.** The workflow matches the document to the portfolio company record, using the company name and other identifiers it finds in the text.
- **Confirm.** A confirmation reply settles the match before anything moves.
- **Route.** Document Management's Move Resource action moves the file into that company's subfolder.
- **Log.** A custom object records every route: which file, which type, which company, which folder. The investment team can report on what arrived and where it went.

A Decision step after Classify lets each document type follow its own path. A valuation can update fields on the portfolio company record, while a board pack is only filed.

What does the firm get from running this inside Salesforce?

The deal team and the investment team already work in Salesforce, so the documents, the extracted fields, the matches and the filing all stay in the system they use. Every run is recorded in Salesforce as a CloudFiles DocAI Run record with its status: Processing, Completed, Pending Review, Failed or Rejected. Reprocessing a document creates a new run and keeps the old one, so the history of a deal's documents is never overwritten.

Because each step is a Salesforce Flow action or a workflow step on a visual canvas, the firm's admin owns the process. Adding a document type to the portfolio list, a field to deal intake or a folder rule does not need a separate platform or a custom build.

Which CloudFiles Document AI pieces does this pattern use?

Step	CloudFiles piece
Email arrives with a memorandum	Email-to-Case, record-triggered Flow
Read, extract, match, create	CloudFiles: Run Doc AI Workflow
Recognize portfolio document types	Classify step, Decision step
Watch the Drop Off folder, move files	CloudFiles Document Management, Move Resource
Track each run	CloudFiles DocAI Run records, CloudFiles events

The firm can also build a dataset from deal documents and Salesforce records with CloudFiles: Create Dataset, then use CloudFiles: Query Document/Dataset to ask questions in plain language across memoranda and deals, such as which companies in a sector came in through a given bank.

Do our documents train the AI model?

No. CloudFiles does not train or fine-tune AI models on your documents. Document AI uses large language models and OCR. Your files are stored in the data-residency region you choose: United States, European Union, United Kingdom or Australia. Security documents are available under NDA from the CloudFiles Trust Center.

Get started

Install CloudFiles Document AI from AgentExchange and start a free 14-day trial or a Test Drive, or book a demo at cloudfiles.io. A free sandbox proof of concept is offered, so the firm can run this process on its own memoranda and portfolio reports.

