

ACS Financial and Securities Solutions



A **xerox**  Company



ACS Financial and Securities Solutions is a Software as a Service (SaaS) suite of out-of-the-box solutions that enables financial services clients to:

- Gather, analyze and track transactional financial data
- Seamlessly integrate sales and marketing data with CRM
- Report firm-, branch- and rep-level activity
- Track purchases, redemptions and assets
- Access, manage, integrate and report Omnibus data
- Integrate institutional data with CRM
- Manage compliance reporting
- Gain the loyalty of current customers and attract new ones.

Our Broker/Dealer Solution

With an abundance of distribution channels, mutual fund sales reporting is more complicated than ever. The Broker/Dealer Solution is a powerful tool that helps you manage key operational tasks, including:

- Transaction reconciliation
- Wholesaler commission
- Literature fulfillment
- Comprehensive sales reporting
- Compliance reporting and trend analysis.

The Broker/Dealer Solution serves as the central location for all your transactional sales data. It accepts data feeds from multiple sources, including major Transfer Agents, as well as Variable Annuity, Supermarket and Omnibus Data Providers. Plus, it provides a comprehensive list of flexible views and reports.

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Our Mobile Solution

Today's busy wholesalers need tools that enable immediate, tangible productivity in numerous areas, from contact management to sales reporting. You can optimize your productivity and efficiency by having CRM data delivered directly to your preferred mobile device.

Our Mobile Solution provides a single source for e-mail, calendaring, office tools and transactional data. It enables you to make the most of your time and information. And, fitting in the palm of your hand, it's built for convenience – integrating seamlessly with the entire suite of ACS products.

Our Mobile Solution provides:

- Broker/Advisor/Branch/Firm contact information
- Purchase, Redemption, Net Sales and Assets
- Representative Activity Management
- Call, Meeting and To-Do Tracking with Notes

Our CRM Solutions

Bundle the Broker/Dealer Solution with our CRM solutions, and you have one of the market's most comprehensive, end-to-end packages. Our three CRM solutions include:

- **Broker/Dealer CRM.** We've partnered with SalesLogix, an industry-leading CRM software vendor, to create our Broker/Dealer CRM. It integrates sales and marketing data from the Broker/Dealer Solution into a comprehensive CRM solution for internal and external wholesalers.

Using industry-leading marketing strategies and systems, the Broker/Dealer CRM empowers wholesalers to be proactive in managing and growing the firms' assets under management. The tool includes marketing campaigns, automated processes and reports to manage critical daily activity. As an example, you can open your calendar each morning and have a list of prioritized calls or meetings based on purchase and redemption activities from the previous day. Our goal is to provide tools that empower sales teams to grow the business.

Our world-class technology frees you to focus on your business, not the technology that enables it. All our solutions are provided in a hosted environment with SaaS technology. This allows for seamless, successful CRM implementations. Once CRM systems are up and running (typically within six to eight weeks), our dedicated team of account

managers and system administrators provides regular maintenance and upgrades. This assures you of dramatically enhanced sales productivity and operational efficiency.

Broker/Dealer CRM provides all the benefits of our robust Broker/Dealer Solution, while adding the ability to better know your customer. Since this is true CRM, typical features – scheduling calls, meetings and follow-up – are integrated with your sales data. Use the CRM calendar or your Outlook calendar; both are easily integrated. And, our Broker/Dealer CRM Solution also provides a comprehensive list of views and reports.

- **Institutional CRM.** Institutional CRM is an advanced SaaS solution. It's fully customized to seamlessly integrate data from multiple sources, and then deliver a clear picture of your organization's customer information.

Our Institutional CRM is an out-of-the-box solution that can be custom-tailored. Since your firm has its own unique data needs, our experts work with you. They come to understand your unique data landscape, and then modify Institutional CRM to handle your distinct business requirements. Your data integrate seamlessly into our world-class SalesLogix CRM technology – and in the process, become instantly accessible and useful.

- **Investment Advisor CRM.** With Investment Advisor CRM, you can pursue the kinds of marketing and customer service initiatives that produce profitable growth. The solution consolidates critical information over all major supermarkets to enhance visibility of the trading landscape. It can also track, consolidate and analyze the supermarket trading history of investment professionals in a variety of interfaces.

Powered by the Discovery RIA database, Investment Advisor CRM is versatile. It provides numerous views and reports, such as:

- Sales purchases
- Redemptions
- Monitor-timing activity
- Comprehensive global advisor
- And much more.

All this information is indispensable for:

- Developing effective marketing efforts
- Tracking flows
- Compensating sales professionals
- Policing timing activities.

Why We're Different

With our Financial and Securities Services suite of products, you can leverage world-class expertise, processes and technology. Our comprehensive, robust products provide:

- Unmatched customer service
- Easy identification of cross-selling and up-selling opportunities
- True automated reconciliation
- The ability to view reports in any combination
- Seamless software implementation, maintenance and upgrades.

Our solutions enable you to:

- Consolidate data and provide a clear picture of your organization's relationship with customers
- Accumulate customer service information that fosters customer loyalty, all in a single, easy-to access database
- Lock in your most profitable clients
- Evaluate clients' asset potential, monitor activity, and target clients that best fit your own investment strategies.

As a group, or individually, these products significantly increase the potential for asset acquisition.

Contact Us

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About ACS

ACS is part of Xerox's \$22 billion global enterprise with 140,000 employees serving our clients in 160 countries.

You can learn more about us at www.acs-inc.com.



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