

Automating Fund Fact Sheet Production Streamlines Web Presentment and Print Output



Client:
Leading mutual fund company

Market:
Financial Services

Solution:
Mutual fund fact sheets

Services:
Automated process for document design, rendering, digital and print output

Benefits:

- Increased staff productivity
- Enhanced brand image
- Improved visibility and control
- Faster speed to market

Situation

One of the industry's oldest mutual fund companies, with more than \$175 billion in assets under management, has plans to significantly grow its domestic business and retail sales operations over the next five years. An essential part of its strategy is to provide accurate financial information quickly and easily to clients and prospects through the web or print as required.

The company's investors and registered representatives routinely need access to fact sheets on mutual funds they are considering buying or recommending to clients. Previously, the company struggled to keep its black-and-white fact sheets up to date and readily accessible to investors and registered reps alike. With help from Taylor Communications, they are now providing full-color fact sheets on 48 different funds through a much easier process.

Solution

In a previous attempt to streamline the process, the company retained an IT consulting firm to develop an automated system for creating and updating its fund fact sheets. The consulting firm built a Microsoft® Word®-based process which ingested data about various investments and combined them into individual fact sheets for different funds. These fact sheets were updated quarterly.

The process did not include templates, so each sheet had to be created from scratch each time it was updated. This meant a designer had to adjust fonts to ensure information fit into the available space, manually modifying the layout. After those manual steps were completed, each document had to be thoroughly proofed. In frustration, the company

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considered bringing the process in-house, but was reluctant to invest in new equipment or require additional support from their internal IT group. That's when they turned to Taylor Communications, a long-time supplier of print-on-demand and fulfillment services, to find a workable solution.

Working closely with its technology partners, Taylor Communications developed an automated process that leverages XMPie® and Adobe® InDesign® to automatically generate fund fact sheets with a more professional appearance. Now the fact sheets include data on the performance of stocks, bonds and other investments which is automatically compiled from multiple systems, then aggregated and stored in the company's enterprise content management system. From there, the data is converted to XML and transferred to an automated composition workflow hosted on the technology partner's fully integrated customer communication management (CCM) platform. Now the company's design group has secure online accesses to a fully integrated CCM platform that provides powerful tools for creating, modifying and updating the fact sheets. The technology platform uses InDesign with XMPie plug-ins to build 48 different kinds of fact sheets from just two flexible templates. XMPie, which bills itself as a leading provider of software for cross-media, variable data one-to-one marketing, works natively with InDesign. As a result, InDesign automatically interprets business rules to generate the correct formatting for each document.

The system gives the mutual fund company's designers greater visibility into all work in process by presenting PDF proofs of their changes on the fly. Documents are also stored in the system for easy retrieval when updates are needed. Using this CCM platform has enabled the marketing communications department to avoid the expense of its own XMPie license, staff training on the software and internal IT support.

Finished documents are now posted online for easy download by clients or registered reps, as well as printed in bulk and on-demand for use in hard-copy sales kits.

Benefits

By using a more robust and responsive composition engine and the hosted CCM platform, the mutual fund company is able to create fact sheets for both web applications and print output much more quickly, while reducing errors and minimizing risk. While it still takes time to review and approve the final documents, Taylor Communications' solution has dramatically accelerated the process and significantly reduced the time it takes to render and program fact sheet updates each quarter.

The platform empowers the investment firm's designers to manage ongoing document maintenance without needing to involve their internal IT department. It also provides designers with the ability to create other one-to-one marketing materials in the future. In addition to gaining more control, the design team has been able to enhance the look and feel of the fact sheets, as they are no longer constrained by the design limitations of Microsoft Word.

- Less risk of typographical errors and other mistakes
- Increased productivity of design team
- Upgraded look and feel of fact sheets
- Improved visibility and control of work in process
- Enhanced company's reputation and speed to market

Are you interested in improving customer loyalty and generating a positive return on your marketing investment? Contact Taylor Communications today!

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