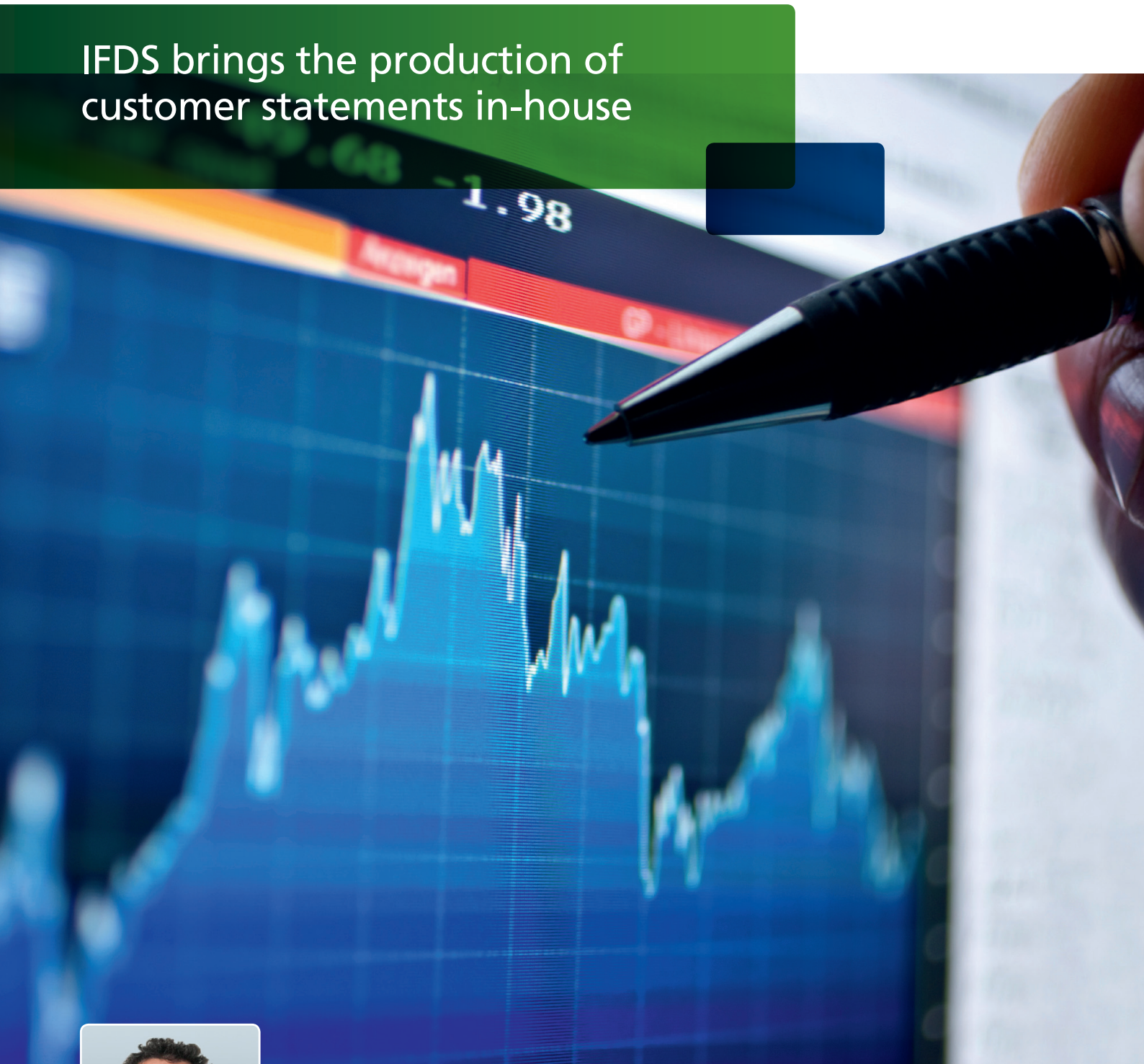


## IFDS brings the production of customer statements in-house



“The GMC solution fulfilled our document composition requirements. It has enabled us to meet the expectations of our clients with its flexibility and modular interface.”

David Hamilton-Brown, Chief Information Officer

## Maximum flexibility to market demands

IFDS is the UK's leading supplier of investor recordkeeping services and systems to the UK domestic and European 'offshore' markets with customers such as Virgin Money and the Aberdeen Group.

For these types of organisation, efficient, secure and accurate data handling is of prime importance. The right pieces must be sent to the right people at the right time. After reviewing all its existing print production facilities, the business identified the need to streamline document production and composition to reduce costs and offer clients more flexibility.



Delivering key financial information to over 17 million investors every day

IFDS needed a system which could manage all aspects of the production workflow: a system that caters for complex data processing and integrates mailsort and print file generation – wherever that might be.

### Systems and service

IFDS is a joint venture between DST Systems and State Street. Similar joint ventures operate in Canada, Ireland, Luxembourg and the USA. Everyday IFDS' software handles over 17 million investor accounts worldwide, with over 150 clients.

Globally, IFDS' services are used by retail and institutional fund managers, fund distributors and platforms, investment trust companies, and providers of group and individual defined contribution pensions.

Its aim is to be the industry benchmark for client satisfaction, building long-term partnerships by not only consistently meeting its commitments, but exceeding client expectations. Clients are invited to use IFDS' services and technology in a way that best suits their business and as customer requirements evolve, it is important for IFDS that it retains the flexibility to change with them.



Bringing new services to improve customer satisfaction

The company's technology is a key factor in delivering this vision. It was developed with business change in mind and the platform is constantly being enhanced. Its unique systems architecture and data driven approach allows high levels of customisation and it has the ability to link to other corporate systems for client contacts, cash management, general ledger and agency activities. Initially, when looking at new software, IFDS wanted software for documents such as statements and income vouchers produced from the system.

### The issues

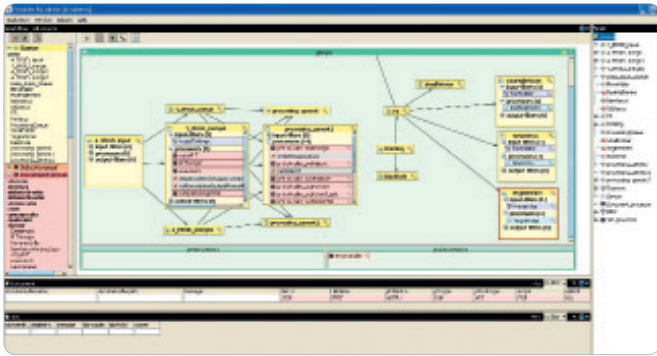
After pre-processing the data, the print was outsourced to external print providers. However, customer feedback showed that this system did not provide the service levels and turn-around times that IFDS wanted and customers had come to expect. There was also room for improvement in the design process with functions such as merging mul-

**“For us, the technological advantage of the GMC solution opened up a whole field of marketing possibilities.”**

iple data sources into a single envelope, gathering data from external data bases, dynamic marketing messaging, version control, data manipulation and design complexity.

To tackle these issues, IFDS decided to bring around 50% of its bulk print and mail operation in house and scan the market for better composition tools. IFDS recognised that

selecting the right software provider to accommodate their service as it continues to develop – and solve their current requirements too – was a vitally important task.



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The checklist IFDS applied in the search was stringent. The software solution had to:

- provide greater control
- introduce uniform output.
- provide the foundation for an evolving service model
- increase revenue
- lessen reliance on external print companies

A number of alternative suppliers were considered. GMC were considered to provide the best all-round package of functionality through its GMC solution and support capabilities via its UK and CZ operations.

**“The GMC solution gives us maximum security, efficiency and independence from external suppliers.”**

#### GMC solution

The GMC solution has delivered on all IFDS' requirement, providing a solution that controls and delivers data and information so that IFDS can print all the necessary documents at any time on any output device, irrespective of the device and supported print protocols.

With the GMC solution each IFDS requirement was met. The layout and design of documents is done in a 'live visual' environment, so users see exactly what they are doing during the design process. Loading background stationery allows accurate placement of objects and data driven dynamic documents can be created from multiple data sources.

Proofing can be done online and instantaneously, so operators can check work as they are designing and building jobs. This saves time as errors can be corrected immediately, and there's no need to stop and proof. Users can see

the complete job and all the data attached, saving time on questions and queries. Both static and dynamic documents can be produced from the same set of tools in an easy to use graphical user interface.

Print Net also provides user security so only the authorised user can access the solution at the defined points. GMC's software also places strong emphasis on standards and business processes, with the ability to interrogate any received data, applying the required business rules to ensure IFDS meets its contractual obligations.

**“The software allows us to be more responsive to the needs of our clients – now and in the future.”**

The automated generation of MIS, production and performance statistics is a vital feature to ensure that production can be easily and correctly reconciled to meet strict FSA regulations and avoid financial penalties. The output can easily be integrated into most MS Office formats and third party systems for further automation or information distribution.

#### Business benefits

For IFDS this has resulted in faster turn round and shorter time to market for its client documentation. There are more opportunities for cross-selling and up-selling in documents. The company has the tools to be more responsive to market demands – now and in the future – and has been able to use the technological advantage the GMC solution has provided to improve customer service and meet its obligations as well as win new business.

## Key facts

### Client

- A joint venture between DST Systems and State Street
- Supplies investor recordkeeping services and systems for the UK and European 'offshore' markets
- Daily handles over 17 million investor accounts worldwide
- Clients such as retail and institutional fund managers and investment trust companies

### Challenge

- Bring part of the production and distribution of customers statements in house
- Improve the document design and data handling processes
- Offer better customer service

### Solution

- Best all-round package
- Meets needs with functions such as workflow automation, improved composition tools, integrated mailsort, online proofing
- Ensures essential security features

### Results

Faster turnaround and time to market for

- Client documentation
- Improving customer service
- Winning new business at the same time as meeting legal and regulatory obligations



IFDS group are the world's leading provider of transfer agency solutions