Leading global asset manager integrates compliance and pitchbook automation systems.

Case Study

Marshall Christopherson, Project Manager at Synthesis

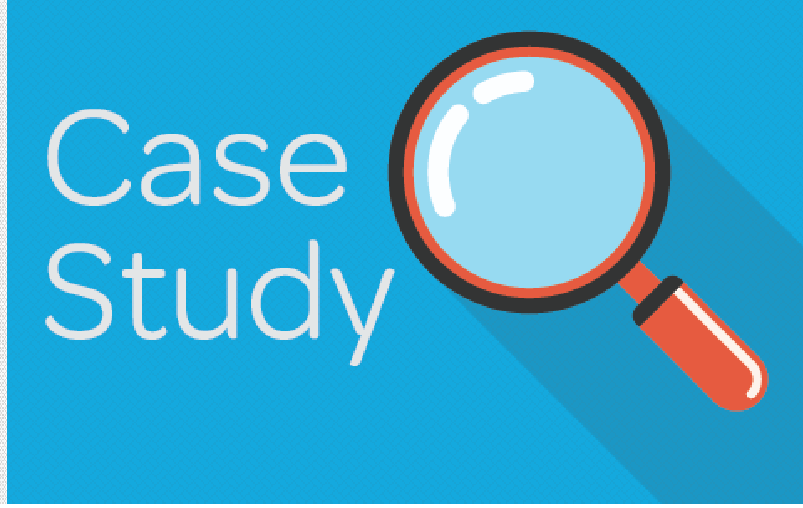
"Our client saw a great opportunity to streamline their pitch book creation and approval process, save time, and minimize risk. By integrating FlightDeck with AdMaster, we were able to accomplish that."

SUMMARY

Choosing best-of-breed solutions for content management and compliance workflow left this asset manager with the need to create a user-friendly and integrated user experience for both content creators and content users. The diverse and global nature of their business imposed complicated rules around content control, user permissioning and cross-workgroup collaboration. With Synthesis' FlightDeck selected to manage presentation materials and Red Oak's AdMaster workflow tool deployed to manage compliance review, these two vendors were tasked with creating a seamless process. As a result, they created an integrated solution that caters to the unique needs of their diverse global workgroups and satisfies the central and common need for compliance to be at the heart of all their sales communication efforts.

THE GOAL

The client's vision was to create a central repository of compliant content for their global sales teams. This repository will house about 5,000 slides and provide access for over 1,300 sales users for different distribution channels (Retail, Institutional, ETF Business) in different regions across the globe (US, EMEA, APAC). There are approximately 1500 Product strategists who create and manage presentation content for the firm's 8 different asset classes, such as Global Fixed Income, Active Equity, Beta, and Multi-asset products. The goal was to integrate FlightDeck and Admaster to create one seamless, efficient process for creating, managing, approving, tracking, and storing compliant slide content for immediate use by sales groups.



"By integrating best-of-breed technologies like Synthesis's FlightDeck and Red Oak's AdMaster together, global asset managers are able to improve market and customer delivery timelines in a way that improves efficiency, reduces risk, adds transparency, and maintains compliance. With this solution, marketers, sales representatives, product strategists, attorneys, and compliance professionals are able to collaborate in ways never before possible."

Rick Grashel, CTO at Red Oak

THE SOLUTION

Product Strategists upload their presentation slides in AdMaster, which kicks off a compliance review and approval process. Once approved, the content gets pushed automatically into FlightDeck and "tagged" based on the meta-data assigned to the slides during the upload process. These tags drive permissioning and enable the appropriate sales teams to access the right content for their different distribution channels and regions. (EMEA Retail, Institutional Client Business, ETF Brand APAC, etc.)

With this solution in place, salespeople across the globe can log into FlightDeck to access only the *relevant* and *approved* content for their distribution channel. They have the ability to use stock presentations or create custom presentations using the slides in the library. FlightDeck provides the compliance control to ensure custom presentations are created within certain business and compliance rules (disclosure inclusion, grouping, ordering). Every sales presentation that is created in FlightDeck is automatically checked back into AdMaster and receives a unique approval "code" and then securely stored for tracking & auditing purposes.

"The result is more velocity in the sales process, providing distribution teams with a way to create compliant, customer-centric presentations very quickly with minimal risk."

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Results

This integrated solution has improved the communication and collaboration between Product Strategists, Sales, and Compliance teams globally. This has led to more velocity in the sales process, providing distribution teams with a way to create compliant, customer-centric presentations very quickly with minimal risk.

The new workflow ensures that content is tagged, approved, and made available to the correct distribution team, which offers a "single source of truth" with regard to sales presentation content. This ensures that sales groups can easily and quickly access the *right* content and create custom and *compliant* presentations for each client interaction.

All presentations created by the sales team are approved and automatically stamped with a unique identifier for proper tracking, then stored in AdMaster for auditing purposes. This has greatly reduced the time Compliance spends reviewing and approving marketing material, and greatly improved risk management.

Quick facts:

- *More velocity in the sales process allows distribution teams to conduct more meetings.*
- *More personalized, client-centric presentations allows distribution teams to provide a better sales experience.*
- *More meetings and opportunities turn into new business.*
- *More control over content creation and distribution minimizes risk of non-compliance.*

Synthesis®

135 S LaSalle Street, Suite 2025
Chicago, IL 60603

Contact us at 312-948-4949 or
visit synthesistechnology.com

RED OAK Compliance Solutions

1101 Arrow Point Drive, Suite 301
Cedar Park, Texas 78613

Contact us at 888-302-4594 or
visit redoakcompliance.com