

Relieving the Burden of Fact Sheet Creation

STREAMLINE DOCUMENT CREATION
AND REDUCE COSTS WITH INTELLIGENT
DYNAMIC PUBLISHING TECHNOLOGY

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EXECUTIVE SUMMARY

CHALLENGE

Each quarter, asset management firms struggle to produce their fact sheets efficiently and accurately. Manual processes and limited resources can result in lengthy turn times, opportunities for errors, and compliance oversights.

This time-consuming process is a persistent pain point – straining internal resources, creating additional costs, and distracting staff from the focus of remaining competitive in the challenging world of asset management.

SOLUTION

Intelligent dynamic publishing platforms leverage forward-thinking technology that empowers asset management firms to work smarter, not harder. These platforms connect compliance regulations with web-based fact sheet design and data to automate document creation, streamline review cycles and help ensure the data and content is accurate, timely and meaningful for fact sheets and other marketing materials.

KEY BENEFITS

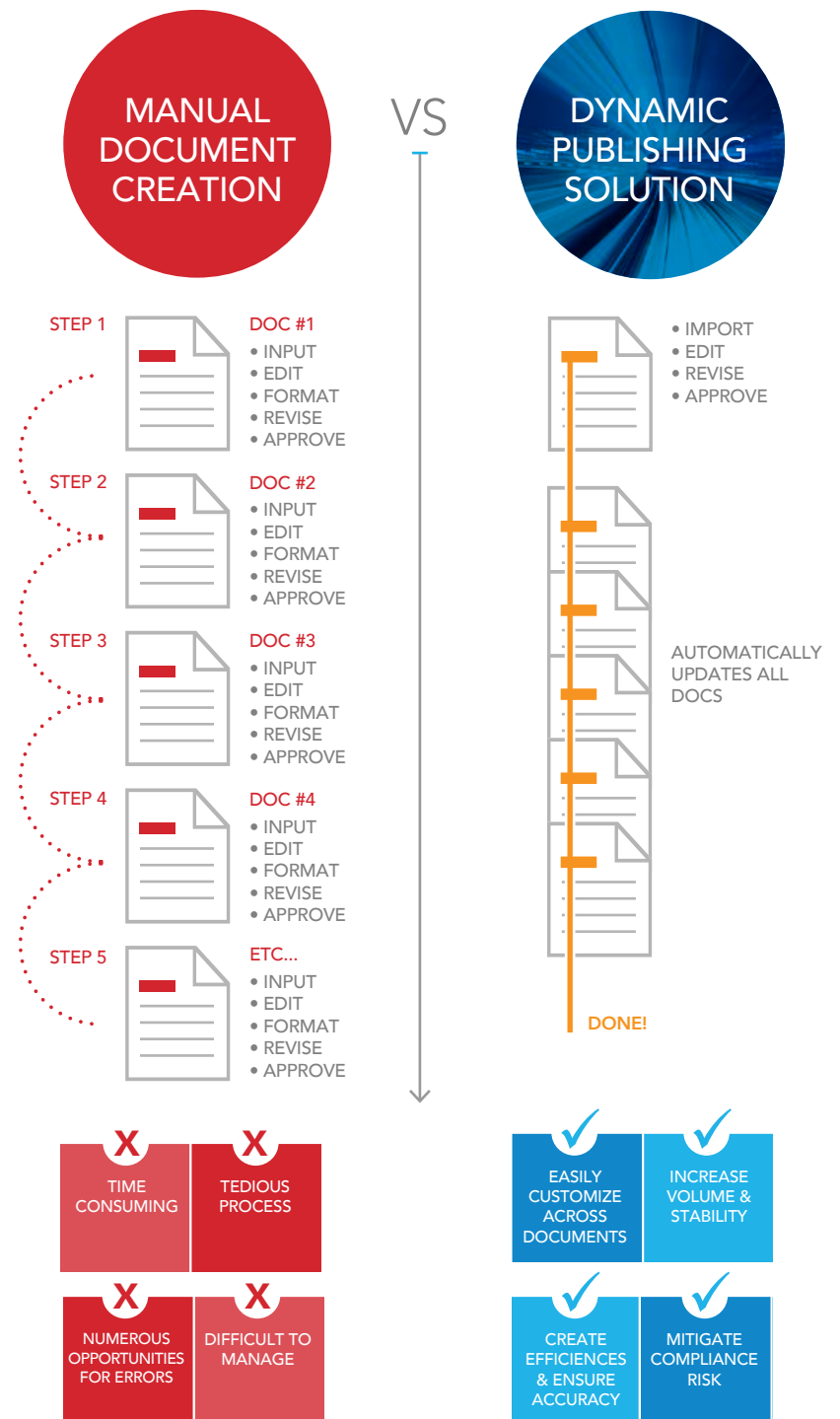
- ✓ Empower and refocus your staff by mitigating the burden of fact sheet creation
- ✓ Generate fact sheets significantly faster – in real-time (as users update content, data) – while supporting complex style and design requirements
- ✓ Departments and/or authors can work simultaneously on different sections of a document
- ✓ Preview pane - multi-channel document previews integrated within system and authoring environment
- ✓ Browser-based solution - gives user the ability to author documents anywhere an internet connection is available
- ✓ XML-based content authoring solution – edit once, multiple outputs
- ✓ Reduce fact sheet templates and simplify document proofing through integrated, customizable workflow in conjunction with tracked changes and comments
- ✓ Simplify compliance-driven changes
- ✓ Streamline review cycles with tracked changes and integrated workflow
- ✓ Ensure accuracy and mitigate compliance risks through automated import, change management, shared content and data
- ✓ Drive operational efficiencies, cost savings and increased ROI

Increasingly competitive market for asset management firms

For asset management firms, successfully navigating today's intensely competitive market is not only needed, but has become necessary to thrive. In this time of regulation imposed changes and close examination of fees – finding efficiencies, opportunities to streamline processes, and effectively utilizing resources is top of mind for many within the industry.

Ultimately firms need to optimize their marketing teams by getting them back to the business they know best, planning and executing marketing strategies, instead of draining these valuable resources on the mechanics of keying in and proofing documents and data. This is best accomplished by partnering with subject matter experts who understand the process of fact sheet creation and can implement ways to reduce cost and mitigate risk.

Providing accurate, well-branded, high-quality, compliant and timely fact sheets through a streamlined and scalable solution is instrumental to the way clients perceive a brand. The solution used to create your marketing materials should not just be to meet expectations, but to exceed them. Doing so by refocusing internal resources through the resulting efficiencies is increasingly critical to the growth and prosperity for all asset management firms.



Key pain point: Creation of fact sheet documents

Asset Management firms are certainly aware that managing the creation and distribution of fact sheets is an ongoing challenge that presents significant internal costs and strains employee resources. As the fact sheet creation process begins each quarter, employees are required to start the painful cycle of data entry and validation, content input, formatting, endless revision reviews and compliance checks.

Typically, these documents are created and worked on in multiple technology programs, which is only intensified by revision bottlenecks and duplicated efforts throughout the workflow and review process. This manual editing process is slow and tends to be highly error-prone. Reviewing multiple versions of fact sheets, leaves considerable room for human error and regulatory oversight. Common edits fail to make it to every version; countless revision cycles lead to version confusion and efforts to produce fact sheets in a timely manner exacerbate this process. By the time the entire process is complete, the information is already stale and can not easily be updated until the entire process is started again.

The traditional fact sheet creation process entails a great deal of work (at great cost), presents numerous opportunities for error and threatens a high cost for those errors. With the increased focus on finding efficiencies in the process, while still ensuring flexibility, quality, and compliance, today's asset management firms need a better solution. They need an approach that minimizes the burden on staff, reduces creation and production times, mitigates the risk of error and reduces the overall cost of the process.



Manual versus automated process of fact sheet creation

MANUAL DOCUMENT CREATION



DYNAMIC PUBLISHING SOLUTION



Traditional fact sheet creation process

The traditional process creates burdens, costs and challenges at every step, leaving substantial room for improvements.

Traditional fact sheet management solutions are lacking

Continuing to place the burden of fact sheet creation on internal resources is typical of asset management firms. However, this model continues to fall short. Employees become frustrated with the tedious process, the opportunity for errors is substantial and the time to market is not competitive. More importantly, valuable resources are unable to focus on the tasks of marketing promotion and positioning of the funds offered by the firm, limiting growth and brand awareness. And if market share does increase and additional funds are offered, there is still no scalable option available through a manual process. With an automated solution, your refocused staff can produce more materials as your investments grow.

MANUAL DOCUMENT CREATION



The solution: Intelligent dynamic publishing solutions

A solution is available that effectively accomplishes the highly valued goal of reducing review cycles while mitigating the risk of errors. This comprehensive solution, Merrill Connect Dynamic Publishing platform, leverages forward thinking technology to enable asset management firms to work smarter, not harder. By shifting the focus from the mechanics of the process to an automated solution, staff can quickly create high quality materials, that utilize real time data, updating numerous documents at a time that can be scaled for efficiencies in both creation and production. Merrill's intuitive content automation platform improves fact sheet creation, streamlines formatting, branding, editing and review, workflow, and drives significant savings by dramatically reducing internal staffing costs for the fact sheet creation process.

DYNAMIC PUBLISHING SOLUTION



Key elements of an intelligent dynamic publishing solution

● DATA UPLOAD MADE EASY

No more waiting for data to be loaded into the system. Merrill's solution allows you to import raw data directly into a single system and it immediately maps to the right fields in the right documents, removing the risk of incorrect data entry.

● POWERFUL DOCUMENT ASSEMBLY

Easily eliminate hours of manual reformatting. Automated page layout and formatting provides flexible layouts that support your branding requirements and automatically resizes content to ensure effective utilization of document white space. This functionality eliminates text breaks and reflow issues and allows you to instantly differentiate fact sheets for all your asset types with color, disclosures, footnotes and awards.

● REAL-TIME PREVIEW

Gone are the days of waiting for proofs. Instantly watch your fact sheet populate as you modify your content and data with instantaneous preview. Preview documents in real-time even when they're checked out by other users so you're always seeing the most current version.

● FACT SHEETS WITH STYLE

Fact sheets are the face of a brand; your chosen automated solution should fit your branding requirements – not the other way around. Merrill Connect Dynamic Publishing can accommodate the most

sophisticated template styles and designs so your brand is represented in an inviting, engaging and brand consistent way every time.

● CHARTS THAT COMMAND ATTENTION

Charts are a must in fact sheets, and need to be eye catching and easy to read. Merrill's solution automatically produces more than 100 types of charts, customizable to fit your business needs, with easy to interpret labels and legends. Chart technology provides aggregations, comparatives, allocation calculations and other presentment of your data.

● COLLABORATION MADE SIMPLE

Significantly reduce proofing time. Multi-user collaboration tools let departments and authors simultaneously edit, comment, track changes and perfect the content and data. Integrated, customizable workflow generates automated notifications to route documents to content owners and approvers and displays status within a dashboard, improving accuracy and reducing risk.

● MULTIPLE OUTPUT FORMATS IN ONE STEP

Simplify cross-media production. Produce professional, high quality output of your finished documents in multiple types of media including print-ready PDF, HTML and more. Quickly publish fact sheets for print, web, and other digital formats. Accommodates multi-language versions including all European languages as well as Chinese, Japanese, Korean.

TRUE PARTNERSHIP WITH CONSULTATIVE EXPERTS

Through our conversations with your peers we recognize the shortcomings of the existing approach to onboarding and implementation. To go beyond these shortcomings, Merrill's in-house team of experts have created a roadmap to establish a true, ongoing partnership with our clients from the initial meeting, through onboarding and implementation. Our dedicated team uses this in-depth and client-specific knowledge to mitigate issues before they happen and resolve issues quickly when they do.

CASE STUDY

A Fortune 500, mutual fund company recently deployed the Merrill Connect Dynamic Publishing solution to manage its fact sheet processes. The organization reports several definitive first-year impacts, including:

- + Reduced time spent producing fact sheets by 25%
- + Fewer overall staff involved in document review process
- + Eliminated need to document requested changes separately
- + Provided effortless and tracked collaboration between marketing, accounting and compliance

One solution for all your marketing (and regulatory) needs including, but not limited to, the following document types:

MARKETING

- + FACT SHEETS
- + FUND GUIDES
- + FUND STATISTICS SUMMARIES
- + COMMENTARIES
- + PERFORMANCE BULLETINS/SHEETS
- + SCORECARDS
- + GLOBAL RESEARCH EXHIBITS
- + PORTFOLIO SUMMARIES
- + PITCHBOOKS

REGULATORY

- + STATUTORY PROSPECTUSES
- + SUMMARY PROSPECTUSES
- + STATEMENTS OF ADDITIONAL INFORMATION
- + SUPPLEMENTS ("STICKERS")

Powerful business impacts of intelligent dynamic publishing

FACT SHEET CREATION: INTERNAL BURDEN MINIMIZED, BRAND CONSISTENCY AND QUALITY OBTAINED, FASTER TIME TO MARKET

Utilizing an intelligent dynamic publishing solution removes a substantial strain from the internal resources of an asset management firm. Centralized content collection allows information to be easily combined from multiple sources and multiple formats (fact sheets and more). Additionally, content components are stored in a library to be shared across any document, allowing content to be quickly and effortlessly customized to fit your specific business needs. This includes formatting in a way that is consistent with the positioning of your brand, and providing accommodation in regards to both volume and scalability. This solution finds efficiencies in every step of the fact sheet creation process, and exploits those efficiencies to save time, money and negate the burden on resources. Providing firms with a competitive advantage by delivering professional, high quality fact sheets quickly and easily.

DRAMATIC INTERNAL TIME SAVINGS FROM SIMPLIFIED REVIEW PROCESS

Our solution enables a real-time review process that significantly speeds up the proofing process. Multiple parties can review fact sheet documents simultaneously, with edits and comments centrally tracked. Your users can aggregate edits for the next round of reviews by

simply accepting and/or rejecting tracked changes and making additional updates based on comments. Clear marking of changes makes individual review quick and easy, eliminating the need to painstakingly review every word of the document. This simplified, real-time review process can drive significant internal time savings that grow exponentially based on the number of reviewing parties within an asset management firm.

IMPROVED DATA INTEGRITY AND REDUCED REGULATORY RISK

A simplified, centrally managed review process also mitigates the risk of missed edits and version confusion, ensuring accurate creation of fact sheet documents. Data-driven dynamic publishing creates each individual fact sheet with exceptional accuracy, instantly mapping individual fund data into the approved fact sheet templates. This eliminates error-prone manual data entry, formatting issues and streamlines content and legal review.

DRIVES MEASURABLE SAVINGS ACROSS THE ORGANIZATION

The advantages of dynamic publishing described above deliver significant measurable time and cost savings throughout the fact sheet process. This innovative solution does not merely reduce the workload among internal resources – it leverages forward-thinking technology to

replace human-driven workflows with intelligent, data-driven processes. The end-result is significant cost savings over traditional approaches. This creates a lasting foundation for ROI that grows with each cycle.

Dynamic publishing: a competitive advantage today – an essential tool tomorrow

Asset management firms are all too aware of the challenges when it comes to timely and accurate fact sheet creation. These challenges will only grow as more scrutiny, especially in regards to cost and compliance, is placed on the market. Leveraging an advanced, dynamic publishing platform, such as Merrill Connect Dynamic Publishing, can immediately ease this burden, redefining productivity by generating fact sheets and other marketing documents in a matter of minutes vs. days, with impacts that will continue to increase ROI over time. Asset management firms can significantly reduce the internal burden and cost of this process, by transforming human driven workflows into intelligent, data-driven processes, enabling streamlined, collaborative review cycles, and mitigating the risk of costly errors. Allowing firms to retain investors and attract new ones, by consistently delivering compliant, timely fund fact sheets within budget. Merrill Connect's forward-thinking technology, which is built on industry proven expertise and lessons learned, provides a competitive advantage today – empowering firms to redeploy staff and funds toward other critical growth initiatives – and is an essential tool for driving growth and ensuring prosperity in an increasingly competitive landscape.



About Merrill Corporation

Merrill Corporation provides technology-enabled platforms for content sharing, regulated communications and compliance services. Merrill clients trust our innovative cloud-based applications and deep subject expertise to successfully navigate the secure sharing of their most sensitive content, perfect and distribute critical financial and regulatory disclosures, and create customized communications across stakeholders. Merrill clients turn to us when their need to manage complex content intersects with the need to collaborate securely around the globe.

Merrill Corporation secures solutions at every phase, so you can secure ongoing impact and growth.

To discuss how Merrill Corporation can help you manage and share content securely online, please contact us.

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DYNAMIC

PUBLISHING EMPOWERS FINANCIAL
SERVICES ORGANIZATIONS TO TRULY
ACHIEVE MORE, IN LESS TIME,
AT A LOWER COST.