



Integrated Technology Solutions

An aerial night view of a city skyline, likely New York City, with numerous skyscrapers illuminated. The image is overlaid with semi-transparent blue geometric shapes.

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NATIXIS Global Asset Management Case Study

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Case Study: DocuBuilder Automation for Kiids Documents

Client: Natixis Global Asset Management (NGAM)

Background

- Natixis Global Asset Management (\$904.3 billion AUM as of June 30, 2015) is a multi-affiliate organization that offers a single point of access to more than 20 specialized investment firms in the Americas, Europe and Asia.
- Since 2011, the US-based Alternative Investments and Mutual Funds division of Natixis has partnered with Data Communique to create efficiencies with the creating, editing and publishing of its mutual fund and alternative investment products, using Appatura's DocuBuilder platform.
- In 2013 Client, through a rigorous RFP process, sought to find an automated solution and process for creating, updating and producing KIIDS for its 40 UCITS Funds, representing 741 class shares.

Key challenges

- Client was spending excessive amounts of time formatting documents and making repetitive edits, causing document inaccuracies and inconsistencies.
 - Client was spending more time "fixing" disclosure discrepancies and researching edit sources, resulting in inconsistencies and inaccuracies, rework and re-filings.
 - An unstable Word environment together with the lack of a precise audit trail and dependable blacklining capabilities resulted in excessive reviews and reworking of the documents.
 - Client was experiencing translation incongruities due to edits that were often missed. These incongruities resulted in multiple reviews and rework with translators, causing time delays and added costs.
 - Client felt the current model was not scalable for product expansion.
 - Client was concerned with the increased risks associated with missed and/or inaccurate filings such as industry-reputation compromises, delay and/or non-existent new-product launches and lost sales.
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Project details

- Solution required a fully-automated process for the creation, updating and production of Client's KIIDS.
- Initial implementation included the automation of the English-only KIIDS
- Scope involved 40 UCITS funds, (representing 741 class shares) which produced 198, 2-page KIIDS, using the representative share class approach.
- KIID translations included 12 languages, using a reputable Third Party.
- DocuBuilder rendered directly detailed black-lined proofs in a matter of minutes that were easily uploaded to Client's third-party translation firm and greatly streamlined quality translation and communication between the two parties.
- After a detailed review, with Client, about their current translation process, Appatura recommended focus on providing better quality documents from which to translate rather than re-engineering its entire translation process.

Solution benefits

- Client now experiences a collaborative work flow that streamlines the document-editing process by leveraging the dynamic power of the DocuBuilder Library.
 - DocuBuilder's robust and output-agnostic rendering engine, allows Client to now experience:
 - Significant time savings when rendering KIID proofs
 - Experience print-ready and web-ready proofs simultaneously and within a matter of minutes, ensuring integrity of disclosure across documents;
 - Reduced translation costs, directly related to the power of DocuBuilder's blacklining and audit functionality;
 - Greater efficiencies with update and filing processes;
 - Greater autonomy and control over content, documents and timelines;
 - Increased language consistencies;
 - Reduction in staff overtime and subsequent stress;
 - The ability to bring previously-outsourced projects back in-house;
 - Client is supported by Appatura's functional and technical support teams to answer all of their support needs.
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- Solution expansion**
- Appatura recommended a phased approach based on analysis of client readiness and need.
 - Due to the success of the initial implementation, Client is in discussion with Appatura to expand the scope of solution, to include but not limited to:
 - Additional document types, such as the Hong Kong and Singapore disclosure documents
 - Data feeds from DocuBuilder to support their web and marketing disclosure requirements
 - Expansion of the translation function to further incorporate DocuBuilder into Client's third-party translator's process

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- Conclusion**
- Adoption of the DocuBuilder KIID Solution came quite quickly as the strain on personnel, during annual updates, was immediately alleviated.
 - Because of DocuBuilder's robust blacklining and audit functionality, client has experienced translation and filing cost savings.
 - Prior to the DocuBuilder KIID solution, all edits were made to stand-alone MS Word documents. The same edit had to be made manually across every document and hours were spent on formatting, editing and modifying documents to protect brand integrity and to adhere to the two-page UCITS Funds requirement: All of these risk-inducing processes were mitigated when the DocuBuilder KIID Solution was implemented.

Appatura

Appatura formerly Data Communiqué has been providing component content management solutions and professional services to the mutual fund industry for over 30 years. Our driving principal is to innovate and deliver technology solutions that simplify complex content management and communication processes. To that end, our focus has been on the continuous expansion of products and services that allow us to deliver real tangible value to our clients.

Contact details

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