

SIEBEL FINANCE INSIGHT-DRIVEN FUNDS WHOLESALING



KEY BENEFITS

- Provides funds wholesalers with a 360-degree view at each level of the firm/territory/branch/advisor network, including profile information and funds data
- Enables wholesalers to identify and nurture profitable broker/dealer and advisor relationships
- Enhances collaboration across the organization with a single source of relationship information
- Automatically generates wholesaler call lists whenever advisors make large purchases or redemptions
- Provides real-time insight and historical trending information for all levels of the distribution hierarchy across sales and product information, cross-sell effectiveness, and interaction and service activities.

The Siebel Finance Insight-Driven Funds Wholesaling solution set from Oracle provides a comprehensive relationship management platform for mutual fund wholesalers of any size, providing deep insight into the needs of all key stakeholders, including executive and operational management, marketing, internal and external wholesalers, and advisors who serve as intermediaries to individual clients.

Leveraging Insight-Driven Funds Wholesaling

Faced with continued regulatory scrutiny, fund scandals, and increased competition from alternative products, mutual fund wholesalers are focused on restoring the confidence of their broker/dealer networks, advisors, and unit shareholders. This requires firms to deepen their customer knowledge, improve the quality of customer service, and increase marketing effectiveness.

Deepen Customer Knowledge

Funds wholesalers are focused on deepening customer knowledge to increase sales through existing top-producing advisors while also building relationships with new advisors to drive growth.

Deliver World-Class Customer Service

World-class customer service is enabled through a common platform and standard business processes to streamline and coordinate customer service across all channels.

Improve Marketing Effectiveness

Funds wholesalers are focused on identifying potential relationships that can be deepened if they offer the right mix of products and services.

Comprehensive Relationship Management Platform

The Siebel Finance Insight-Driven Funds Wholesaling solution set, developed in close collaboration with many of the world's leading funds wholesalers and systems integrators, enables our customers to meet today's challenges. It provides a comprehensive relationship management platform that enables firms to

- Grow assets under management with new and existing clients
- Improve visibility across the broker/dealer network
- Empower team collaboration between internal and external wholesaling teams
- Automatically generate wholesaler call lists when advisors make large purchases or redemptions

KEY FEATURES

- Single view of the distribution hierarchy, integrated with funds data and back-office cross-reference information
- Tailored client proposals and presentations
- Book-of-business management
- Literature delivery and tracking
- Advanced closed-loop marketing and campaign management
- Events and conference management
- Industry-specific mutual fund wholesaling business analytics and performance dashboards
- Automated personalized alerts

- Manage complex many-to-many relationships, leading to higher close and cross-sell rates
- Provide service to broker/dealers, advisors, and unit shareholders

Integrated Sales and Service Platform

Given the 4,000 customers and 4 million users who use the Siebel front-office application platform, the Siebel Finance Insight-Driven Funds Wholesaling Solution takes advantage of its roots. A streamlined and simplified user interface, coupled with business-process guides, further enable users to self-train and easily complete more tasks. Deep industry-specific and integrated business analytics bring insight to users at every level. Enhanced integration with enterprise e-mail and calendar solutions provides seamless information sharing. Call center capability brings CTI integration, built-in privacy and authentication mechanisms, customer dashboards, and streamlined workflows.

360-Degree View of the Distribution Network

The Siebel Finance Insight-Driven Funds Wholesaling Solution Set enables funds wholesalers to model the firm/territory/branch/office/advisor hierarchy with deep industry-specific profiling capabilities and business processes. Cross-referenced with back-office codes and enhanced with funds data, the solution enables wholesalers to easily see fund purchases and redemptions at each level over specific time intervals.

Customer-Centric Sales and Service

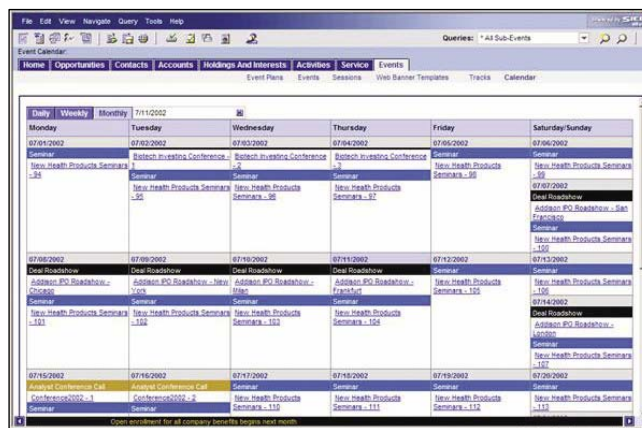
Customer-centric sales and service are delivered as funds wholesalers adopt customer-centric business processes and enable all stakeholders on a common platform. Internal wholesalers empowered with intuitive tools, guided processes, and consolidated data can easily address inbound requests from external wholesalers or unit shareholders. Internal wholesalers can analyze big tickets or first purchases and respond directly to advisors. Collaboration between relationship managers and internal and external wholesalers is greatly improved. Internal wholesalers collaborate with external wholesalers to arrange targeted travel schedules and assist in preparing tailored firm/branch/advisor messages for their appointments. Siebel Finance Insight-Driven Funds Wholesaling also delivers integrated literature fulfillment capabilities, which track and streamline delivery of literature and prospectuses to advisors or unit shareholders.



Siebel Business Analytics enables portfolio managers and relationship managers to track the performance of their entire book of business.

Real-Time Business Intelligence for Wholesalers, Relationship Managers, and All Levels of Management Measure, Monitor, and Manage

Siebel Finance Insight-Driven Funds Wholesaling provides integrated business intelligence dashboards powered by Siebel Business Analytics. With these dashboards, funds wholesalers can proactively respond to first purchases or large purchases and redemptions by advisors. Wholesalers can see the next likely product to cross-sell. Sales and service analytics allow wholesalers to manage territory revenue and identify product family cross-sell trends and overall product penetration. By delivering real-time feedback and trend analysis at all levels of the broker/dealer network, Siebel Business Analytics enables fund wholesaling managers to focus their attention on appropriate broker/dealers or advisors and respond immediately to shifts in the market to meet their revenue production goals. In addition, Siebel Business Analytics delivers personalized alerts via multiple channels—including e-mail and handheld devices—keeping relationship managers and management informed of events that require immediate follow-up.



Siebel Finance Insight-Driven Funds Wholesaling helps relationship managers execute events that drive new business.

SELECT CUSTOMERS

- AIM Investments
- Credit Suisse Asset Management
- Fidelity Investments
- John Hancock Funds
- Merrill Lynch Investment Managers
- Oppenheimer Funds
- Putnam Investments
- UBS Global Asset Management
- Van Kampen Investments

Delivering Targeted Campaigns

In the ultracompetitive and scandal-ridden world of the mutual fund industry, maximizing marketing budgets and campaign effectiveness is a key competitive advantage. Multichannel, multisegment, multistage closed-loop marketing allows funds wholesalers to excel in marketing and campaign effectiveness. Siebel Finance Insight-Driven Funds Wholesaling from Oracle allows wholesalers to develop and execute targeted campaigns—including Web-based, e-mail, and hard-mail campaigns—based on client segment and interest. The solution also provides event management capabilities that enable firms to create lists of invitees, track attendees, track results, and measure return on investment.

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