

British Financial Services Company

Production of complex statements delivers additional sales opportunities



Business overview

The British financial services company provides a wide and growing range of services made available in the United Kingdom exclusively through a group of highly experienced financial advisers. Its parent company is listed on the London Stock Exchange, with portfolios amounting to £9.5 billion.

Challenges

The company had no existing solution for the creation of complex statements. It could only produce simple statements without graphical content. It needed a robust document creation solution that could take XML data input files and produce a personalized financial statement with graphical output and data-driven formatting.

Prior to initiating the project, the company identified a set of goals and objectives:

- Deliver a high-quality statement containing a summary and analysis of clients' financial holdings
- Attain the ability to produce statements in an annual print run and on demand via its intranet
- Obtain a system that delivered data-driven formatting with variable pagination and graphical content dependent on clients' holdings
- Select a solution that would be applicable to future document production requirements

EMC solution

The company implemented EMC® Document Sciences® xPression® for the development of customer statements in print, PDF, e-mail, and archive formats. The xPression implementation was conducted by Xenos, an authorized EMC Document Sciences value-added UK reseller.

xPression was installed on a Windows 2000 server and integrated with a number of systems, including the company's Oracle corporate database. Data is extracted and formatted as XML and passed to xPression, with the output PDFs forwarded to an outsourced print company. There is also an online request mechanism that enables intranet requests to produce an individual PDF document and e-mail it back to the requestor. The Xenos Professional Services group built an e-mail integration piece that facilitates user lookups and mail server integration to enable e-mail formatting of documents.

Six companies competed for the chance to develop the solution, but the EMC Document Sciences/ Xenos solution was selected, mostly due to company strength, financial services experience, and professionalism. In addition, the company was impressed by the technical competence of the individuals who visited it.

The company knows it made the right decision. It now has a smooth document creation process that enables it to generate an annual print run of high-quality client statements. Partners can also request statements on demand from the company intranet. Feedback from both clients and partners has been exceptionally positive.

Return on investment results are evident in both client satisfaction and selling opportunities. This application is the first integrated statement of the company's total financial holdings, and the financial analysis available now enables the company's partners to identify gaps in their clients' portfolios, leading to increased revenues for both company and partner.

Summary

The xPression solution selected by the British financial services company has enabled the delivery of high-quality statements containing summaries and analyses of clients' financial holdings, the ability for partners to request statements on demand from the company intranet, and the facilitation of user lookups and mail server integration for e-mail formatting of documents.

About EMC

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