

# ACHIEVING BUSINESS TRANSFORMATION THROUGH CONTENT AUTOMATION FOR FUND MARKETING

## GLOBAL ASSET MANAGEMENT FIRM STRUCTURES CONTENT TO IMPROVE CLIENT SATISFACTION, REDUCE RISK AND SPEED TIME-TO-MARKET

With offices around the world, a global asset management firm serves customers in 150+ countries and manages hundreds of billions of dollars of assets. However, working at a global scale comes with challenges. One challenge – faced by most Fortune 500 companies – is how to stay competitive in the digital world. Today's customers demand immediate access to accurate and updated information across any number of formats and devices. At asset management firms the brunt of this challenge often falls to the fund marketing team.

In an industry that largely relies on outdated content practices, how can fund marketing teams in financial services modernize the development and delivery of content to solve this challenge?

The Vice President of Marketing Technology & Strategy at this global asset management firm is responsible for the successful execution of marketing transformation efforts. The VP's goals for marketing transformation are two-fold: 1) lead marketing initiatives that enable digital transformation and 2) support the ongoing production of marketing materials through new technology, processes, and operational models.



The VP's responsibilities support the company's overall business drivers, which are to deliver high-performing experiences to clients and introduce new products to market quickly and efficiently. In today's world of asset management, these drivers are not only competitive differentiators, but competitive requirements. And, the efforts are two sides of the same coin. They require fundamental business transformation and a departure from business-as-usual.

### **The Changing Customer and Competitive Landscape**

In almost every industry consumers have changed how they interact with brands – whether the brand is providing a product or service. Think about how consumers interact with Ama-



zon and Google. Up-to-date information is delivered digitally and on-demand. "Our consumers have the same expectations of us as they do for the Googles of the world," says the VP of Marketing Technology & Strategy.

The marketing organization needed to transform its processes and systems in order to remain competitive. One priority was getting up-to-date and accurate content to market more quickly and across more channels.

According to the VP of Marketing Technology & Strategy, "Getting content to market quickly is critical. There aren't only competitive pressures but third party investment research data providers that will publish information as soon as it's available – and some of the providers might be digital-first. Clients say, if I can get it from them, why can't I get it from you?"

### Fund Marketing Requirements

To communicate with customers and prospects this global asset management firm develops performance and prospectus information from portfolio managers who actively manage investments. This type of fund marketing content comes in the form of profiles, commentaries, and fact sheets for each fund. The content describes the holdings and funds, details recent activity, and explains what is coming next for the fund. Clients want this information as quickly as possible.

The profiles, commentaries, and fund fact sheets typically include content tables and sophisticated charts. Profiles range up to six pages, commentaries are two pages, and fund fact sheets are also two pages. Each is translated into at least 20 languages and currency types. Once produced, a PDF of the fund marketing collateral is posted to the firm's website, created in HTML, and in some instances it's emailed to clients as a link or embedded as an attachment.

### Outdated Content Processes Guarantee Delay and Risk

However, as is true for most asset management firms, the creation of fund marketing material was all very manual. The VP of Marketing Technology & Strategy describes a common workflow: Commentary authors and portfolio managers created fund marketing content in Microsoft Word. Every publishing cycle, the Word docs were sent along to a team responsible for the administration of the content. That team set up every piece of content, formatted the documents in

PDF and then pushed the PDFs through to the intended channel.

For profiles, some of the charts were automated but a different team would copy the commentary content and paste it within the data. If the charts were non-standard, the team copied and pasted the data and then quality checked the content. (There is a significantly higher rate of error when copying and pasting content with data). Then the team would convert the profiles to PDF. The PDFs were sent to various teams that prepared for email, loaded into the CMS, added to the internal Website, and provided to fulfillment.

Clearly, in a world that requires accurate and on-demand access financial information, this process needed transformation.

### Fund Marketing Content Requirements

The VP of Marketing Technology & Strategy knew there had to be a better way of managing content creation and delivery at scale. The firm already had a robust approach to digital content management, but needed a platform that could handle all fund marketing output – digital, print, PDF, and Web.

Initial research with analyst groups Gartner and Forrester gave the VP a sense of which solutions could ingest data from multiple data sources, allow for componentized content creation, and enable the automatic assembly of both for output and delivery. Ultimately the firm selected Quark's platform for content automation. Quark was able to offer all the elements that the VP knew would be critical to successful transformation.

- Leading Experts in Structured Content
- Familiar Structured Authoring Environment Based on Microsoft Word
- Easy Integration with Proprietary, Morningstar and Third Party Benchmarking Data Sources
- Flexible and Customer-focused Professional Services Team
- Competitive Pricing and Strong Value Proposition

### Partnering with Quark for Content Automation

Quark develops an end-to-end content automation platform that helps B2B organizations streamline the creation, man-



agement, publishing, and delivery of multi-channel content. The platform is best suited for business-critical content that must reach customers, partners and employees at the right time and right place. In the case of asset management firms, this includes the fund marketing content created for profiles, commentaries and fund fact sheets.

“Content automation enables marketing departments to shift away from low value activities, such as manually updating large volumes of content via copy and paste,” said the VP of Marketing Technology & Strategy. “It offers true transformation and required us to take a look at how we structure our organization. We could have opted for a straight tech implementation and made no other changes, but we would have been left with the same mundane processes. It wouldn’t have been as impactful.”

“IS CONTENT AUTOMATION WORTH THE INVESTMENT? THE ANSWER IS ABSOLUTELY YES. WE EXPECT TO SAVE \$1M OVER THE COURSE OF THREE YEARS AS WE GO THROUGH OUR OVERALL BUSINESS TRANSFORMATION PROCESS AND THIS IS JUST THE COST SAVINGS. ON TOP OF THIS WE ARE POSITIVELY TRANSFORMING OUR CLIENT EXPERIENCES.”

- VICE PRESIDENT OF MARKETING & STRATEGY

The asset management firm chose Quark’s solution, Content Automation for Fund Marketing, which includes Quark Publishing Platform and Quark XML Author for Microsoft Word. Quark XML Author is an add-in to Microsoft Word that enables non-technical authors – such as portfolio managers and commentary authors – to create structured content components in a familiar Microsoft Word environment. Content created in a structured format with Quark XML Author can be tagged with metadata that allows it to be stored, searched, updated, tracked, and controlled within a central repository.

Quark Publishing Platform is the central content repository that manages content components created with Quark XML Author. It also manages previewing, review and approval workflows, and digital asset management throughout the

### CHALLENGES

- Legacy content processes and technology
- Unable to scale due to highly manual content processes
- Too many workarounds and exceptions
- Client satisfaction waning due to limited and late access to content

### SOLUTIONS

- Content Automation for Fund Marketing by Quark

### RESULTS

- Established a new marketing production model relieving teams of manual work.
- Automated the delivery of thousands of marketing pieces to multiple sources and output types
- Improved time to market for all marketing content
- Increased customer satisfaction

content lifecycle. Based on rules created by the asset management firm, Quark Publishing Platform automatically assembles and delivers content in required formats, whether print, PDF, or the Web.

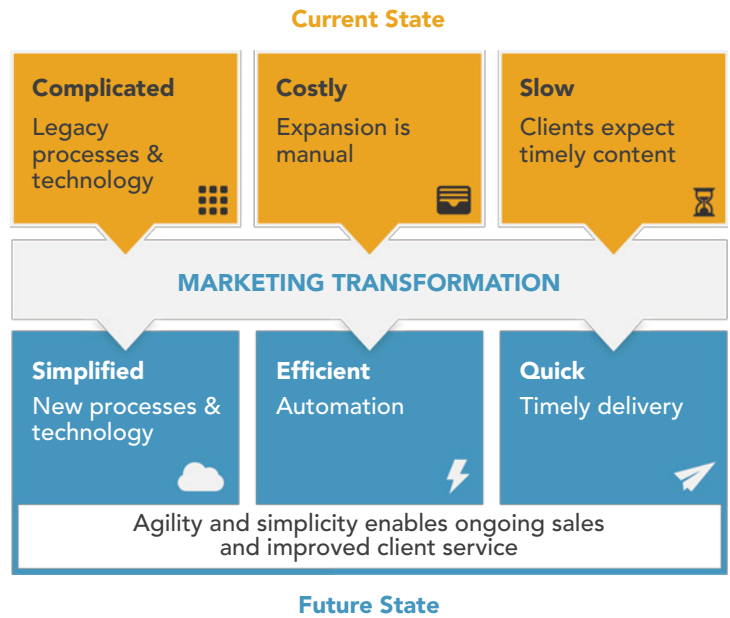
Regarding Quark XML Author, the VP says, “Because our authors now work in a Word-type environment, the actual change management process was much easier due to familiarity. We also quickly got used to seeing content in components. We have a special view for reviewers that shows the copy in context of the final document versus how authors can view as components.”



Now, the asset management firm maps all their fund marketing content with metadata. Quark Publishing Platform is the central hub where content is created (commentary and data are packaged), the content flows into the correct template and is routed through the correct protocols. Once validated, users click a button and final PDF or HTML versions are pushed to the content management system and the information is then available to clients. It's also pushed to sales, marketing, order and fulfillment teams and if anyone want a hardcopy they can print a PDF and mail it to clients.

“Overall, marketers want to help their organizations be as effective and efficient as possible while building confidence among clients with timely, high-quality content. Taking the first step toward content automation gives you the ability to meet client expectations by reusing, repackaging, and personalizing content at scale.”

## Why Transformation?



## ABOUT QUARK SOFTWARE INC.

Quark Software Inc. develops a content automation platform that helps large organizations streamline the creation, management, publishing and delivery of business-critical content. Our solutions automate the process with reusable Smart Content components that can be dynamically assembled and delivered with precision in any format and to any channel — web, tablet, mobile, print, and more. As a result, leaders in industries such as finance, manufacturing, energy, and government can reduce costs, save time, improve consistency and make their content brilliant.

To find out more about Quark Enterprise Solutions visit [www.quark.com](http://www.quark.com)

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