



JustSystems Solutions for Financial Services

Securities firms, commercial and investment banks, and insurance companies all face the challenge of managing how information is created, reused, distributed, and maintained over time. Financial services institutions are under tremendous pressure to increase revenues, drive down costs, and capture new customers, and streamlining and automating publishing and other document-based processes is essential for gaining a competitive advantage in an increasingly deregulated world economy.

Within the document-heavy world of financial services, organizations are still burdened with manual processes and technical inefficiencies. Manual account processing forces organizations to maintain multiple, disconnected documents to service customers, and the workforce is forced to spend an inordinate amount of time tracking down information to serve customers, capture new accounts, and develop new services. What's more, existing publishing processes can't keep pace with the speed of change. As a result, information delivered to customers, partners, and personnel is often out of date. This can lead to costly mistakes, customer services issues, and the risk of non-compliance with relevant regulations.

Financial service institutions need to streamline operations so that customers, employees, and other stakeholders can more efficiently gain access to timely and relevant information. In any area of financial services, client trust, loyalty, and regulatory compliance are absolutely essential to your success. Managing and efficiently making use of information is critical to building long-term account relationships and attracting new customers. Financial services organizations are awash in information—both unstructured content stored in repositories and file servers and structured data in relational databases and legacy/mainframe systems.

Consolidation and deregulation are driving financial services institutions to bridge information silos and streamline business processes by integrating automated transaction workflows and implementing more workforce-centric document-based workflows. Maintaining account relationships is essential for long-term growth, and institutions that can provide information workers with timely access to relevant information can gain a strategic advantage in the marketplace.

JustSystems provides powerful solutions that allow financial services organizations to dramatically improve how information is created, published, and consumed. The worlds of document publishing and application development are converging and the document itself is becoming the application—with live data and an interactive user experience. We offer a variety of solutions from publishing documents to driving collaboration and business process transformation—all of which center around our mission to improve business through more efficient and effective creation, reuse, and delivery of information.

SOLUTION OVERVIEW

JustSystems is a global software leader with over 30 years of innovation in information management technology and extensive experience with financial services customers. Today, with XMetaL, JustSystems is helping financial services institutions take advantage of XML to rapidly create, integrate, visualize, and deliver content and data across the organization. This helps securities institutions, banks, and insurance firms reduce the cost and delays of content creation and maintenance and improve the effectiveness of business processes that rely on diverse, distributed—and often isolated—“islands of content and data.”

Structured Authoring and Reuse

Financial services institutions can accelerate creation and improve the quality and consistency of business-critical documents while reducing the cost and complexity of multi-channel publishing, localization, and maintenance over time. JustSystems’ structured authoring and reuse solutions allow both technical authors and business contributors to easily create valid XML to accelerate the creation, simplify the maintenance, and improve the quality of content found in technical manuals, policy documents, financial information, and any other content-based products, services, or communications vehicles. Structured authoring provides the basis for conversion, reuse, localization, and multi-channel publishing of business-critical content, and the XMetaL product line is the leading structured authoring and publishing solution available today.

XMetaL provides a rich authoring solution that allows technical editors to exploit the full power of XML while enabling business contributors to create XML in a highly intuitive, WYSIWYG environment. XMetaL Reviewer is a powerful collaborative solution for streamlining the content creation, review, and approval lifecycle. XMetaL XMAX is a component framework that allows structured authoring capabilities to be transparently embedded into any web-based or traditional application. XMetaL provides a flexible and powerful means for financial services institutions to ensure important information assets are accurate, current, and presented in the most effective form.

Solution Name	Description
Marketing Materials	Organizations can more efficiently create brochures, prospectuses, policies, retail web content, etc. XMetaL allows institutions to create reusable XML components to represent highly branded, regulated, and approved language. Authors throughout the institution can reuse these components to accelerate the assembly of new marketing collateral, ensure quality of branded materials, accelerate content creation and localization, and improve customer service, goodwill, and loyalty.
Pitch Book Creation	Rather than copying and pasting or creating net-new content, employees can rapidly assemble pitch books based on authoritative language and reusable content assets. Institutions can reduce the content creation and review time burdens on well-compensated financial professionals, allowing them to focus their energies on higher value activities.
Policies & Procedures	Organizations can benefit from faster and lower-cost policy creation, maintenance, and localization. They can create and publish policies based on reusable XML components to ensure clear and consistent dissemination of the most up-to-date rules and procedures and gain centralized control over the implementation of policy changes.

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Reusable Pitch Book Components	Financial services institutions can increase win rates through better reuse of proven—and approved—materials, such as corporate boilerplate, services descriptions, case studies, biographies, methodologies, and policies.
Reusable Customer Responses	Institutions can improve customer service and loyalty—and gain increased “wallet share”—by improving the responsiveness, timeliness, and consistency of answers to common customer service questions. Creating reusable responses to customer services questions as XML provides the basis for a call center/branch office/agent knowledge base and for feeding an automated response system for web-based questions.

Financial Services Solutions from JustSystems

XMetaL, the XML-based software for structured authoring and content collaboration, helps your organization get to market faster with your information products by bringing structure and automation to managing high volumes of valuable content.

Financial services firms worldwide rely on structured authoring and reuse and dynamic delivery solutions from JustSystems to create, unify, visualize, and deliver the business-critical information that is the lifeblood of the financial services industry. For more information about our solutions for securities firms, commercial and investment banks, and insurance firms, visit www.justsystems.com.

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About JustSystems

JustSystems is a leading global software provider with over three decades of successful innovation in office productivity, information management, and consumer and enterprise software. With over 2,500 customers worldwide, the company is continuing a global expansion strategy based on its XMetaL content lifecycle solutions, the world's most complete and user-friendly XML authoring tool. JustSystems has been received many industry accolades including: *KMWorld's* Trend Setting Product of 2011, 2010's *KMWorld's* 100 Companies that Matter in Knowledge Management, *Software Magazine's* The Software 500 of 2008, and many others. Major strategic partnerships include IBM, Siemens, and EMC. For more information, visit: www.justsystems.com.

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