

Speed Up the Creation of Fund Fact Sheets

And publish automatically to print, Web, and digital devices

BENEFITS

20% Reduction in Authoring Time

With automated template creation, direct integration of marketing tools with other data sources, and freedom from formatting

20% Reduction in Reviewing Time

By eliminating redundant or irrelevant reviews

80% Reduction in Cross-media Production

By using information from a single source and automatically creating fact sheets for print, Web, and digital formats as required

10% Reduction in Cycle Time

Due to elimination of copy/paste and the introduction of a streamlined and automated process

Fund Fact Sheets: A Marketing Nightmare

Does your Marketing department struggle to produce fund fact sheets, merging narrative content — such as investment objectives, strategies, and profiles of fund managers — with data from spreadsheets and data repositories, such as holding percentages, returns, and performance?

Are you able to merge all of the required information in a way that complies with regulations and communicates in an attractive way so you can retain existing clients and attract new investors?

If you're like most fund companies, the way you produce fund fact sheets is a nightmare

for your Marketing department that diminishes your competitive edge because:

- You rely heavily on cutting and pasting information from various sources into a layout, which means an hour or more of work to create, review, and approve each fund fact sheet.
- A high degree of manual effort creates a drag on the production of fact sheets and makes last-minute changes expensive and time-consuming.
- You cannot easily deliver fact sheets to your clients in both print and digital formats, because publishing fact sheets to multiple media involves more time, effort, and cost.

Create Accurate and Distinctive Fund Fact Sheets, Fast

Using Quark®'s dynamic publishing software, your Marketing department can improve the speed and lower the cost of creating, formatting, validating, and disseminating distinctive fund fact sheets across multiple types of media — including print, Web, and other digital formats.

Our software connects your Marketing department to databases and other business systems, so you can:

- Develop distinctive templates where your Marketing team can automatically merge narrative content with content from spreadsheets and data repositories, eliminating error-prone manual work
- Make sure only authorized personnel can edit certain information
- Integrate local and remote writers

- Streamline the content and legal review processes, making it easy to automatically incorporate last-minute changes

"Previously, everything was done manually...Through its business expertise, Quark was the obvious solution to our requirements."

Gilbert Godard, Head of Project IT at CM-CIC Asset Management subsidiary, EID

- Automate the publishing of fact sheets to print, Web, and other digital devices

With a more efficient process, you can gain a savings of 20% or more in the time and cost of authoring and publishing your fact sheets.

And with access to better information that helps your clients to understand your funds' objectives and track their performance, your clients will reward you with greater loyalty and more business.

Dynamic publishing with Quark Publishing System® streamlines the development of accurate and distinctive fund fact sheets.

20%



Authoring

20%



Reviewing

80%



Cross-Media
Production

10%



Cycle

Do You Pass the Test?

If you do not agree with one or more of the following statements, you may benefit from using dynamic publishing software for producing fund fact sheets.

The way we produce our fund fact sheets:

1. Allows us to consistently deliver fund fact sheets on time and within budget
2. Allows us to easily make our fund fact sheets available in print, Web, and other digital formats
3. Makes it easy to combine information from multiple sources
4. Makes compliance with strict corporate and government rules for disclaimers and disclosures easy
5. Makes it easy to maintain accurate information and deliver professional, high-quality material

Our Dynamic Publishing Software Consists of:

QuarkXPress®

Lets you create design templates for automatically publishing professional materials.

Quark Publishing System

Integrates the tools your Marketing group uses with other business systems and offers publishing automation.

Quark XML Author™

An add-in to Microsoft Word that helps you address the problems and challenges that are caused by creating unstructured word processing files that cannot support reuse or drive automated publishing.

Adapters for Content Management Systems

Quark Publishing System Adapter for Microsoft SharePoint and ready-made adapters to integrate Quark XML Author with Microsoft SharePoint, IBM® FileNet® Content Manager, and EMC® Documentum®, which help you connect your publishing tools to your enterprise content management system so you can easily manage data, XML content, and other assets through a single, connected system.

Why Quark?

Only Quark offers:

- The ability to publish your fact sheets to digital devices with interactive content, giving your clients new ways to engage with the information you provide, distinguishing you from your competitors
- A new approach to automated dynamic publishing using Microsoft Word together with Quark's industry-standard publishing technologies
- An end-to-end publishing system, from content creation through integration with leading content management systems, to cross-media publishing
- Technology that can be easily integrated with existing business systems

For more information on how dynamic publishing can help speed up the delivery of fund fact sheets, visit www.quark.com.

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