

Acsys Software (India) Pvt Ltd.



**AGENT INFORMATION SYSTEM**  
Mutual Fund Channel Performance  
Monitoring System

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## About Acsys

Acsys Software (India) Private Ltd. is an Indian venture with investments by the associates of Computer Age Management Services Pvt. Ltd. (CAMS), HDFC Limited and HDFC Bank Limited. CAMS is the largest Third Party Transfer Agent for open-ended Mutual Funds in India. HDFC Limited is the largest non-government Mortgage Company in India and HDFC Bank Limited is the largest non-Government Bank in India. HDFC Group offers custody, cash management and distribution services to the Mutual Fund industry.

Incorporated in 1996, when the Mutual Fund industry in India was re-born, Acsys has primary focus of providing technological solutions and products for the Mutual Fund industry. Acsys has over the period, acquired business and technological capabilities to deliver world class technology solutions to the target industry. Currently Acsys is well positioned to offer its products and solutions to the Investment Fund Industry in Europe as well.

Acsys is a member of the National Association of Software & Service Companies (**NASSCOM**) in India and the National Investment Companies Services Association of America (**NICSA**). Acsys is also registered as a Software Technology Park of India (**STPI**) Unit.

Acsys Software Products come with the following advantages:

- ☑ **Business and Domain Knowledge:** Acsys has substantial business and domain knowledge of the Mutual Fund Industry and this is borne out by the fact that Acsys offers its clients appropriate products which are developed with end-user assistance and which follow successful market practices.
- ☑ **Process Orientation:** Acsys's Software Development Processes have been framed in accordance with the generally accepted Software Engineering Practices and ensures the quality of the deliverables as well as the Time to Market advantage for the clients. Acsys products are put through extreme test conditions in its stakeholders' businesses. Hence, Acsys products reach the market after having been tested and tuned, as appropriate.
- ☑ **On-going Development Plan:** Acsys operates in a dynamic environment dictated by the enormous growth in the domestic Mutual Fund Industry. Consequently, Acsys products need to have a stated and phased Development Plan running in the background to meet the requirement of new functionalities and features required by end-users to address the challenges of the dynamic and competitive market situation.

Acsys has a library of core products, which meets the software requirements of Asset Management Companies and Mutual Fund Distributors. All these products have been designed using the Oracle Database as the back end and are millennium compliant by design.

## Introduction

**Agent Information System (AIS)** is a comprehensive Mutual Fund Distribution Channel Performance Monitoring System. The system tracks and reports on distribution performance presenting cutting edge information. AIS supports a four-tier distribution structure.

## Key Features

- AIS is a Multi-AMC, Multi-Distributor performance reporting tool.
- Generation of sales channel performance reports using a wide variety of selection criteria.
- Scheduled reports for automatic generation at periodical intervals.
- Export of reports to a Worksheet, PDF, Excel, DBF file etc.
- Task Scheduler enabling inter-communication between application users.
- Schedule of meetings / appointments through calendar.
- User defined terminology for key terms such as Fund, Distributor etc.
- Multilingual , Multi-Currency Support

## Architecture

AIS follows a true Client - Server architecture. The database Oracle v 8.x runs on a server and the user interface is written in Power Builder v 7.x, a powerful Graphical User Interface (GUI).

## System Security

AIS and DMS offer a common user access table. Authority can be assigned based on pre-defined security levels. The system security is achieved using Menu Level security, Role Data security. The role decides the rights for each database objects. The user access in AIS/DMS screen will be controlled by menu level security. These security levels decide the user accessibility of a screen. Using the data security the user can be restricted to View / Print his records only, based on the level attached to him.

## Reports

A wide range of reports which have the potential to enhance the performance of the organisation. The following is a sample of the reports

### **Promoter.**

- Promoter Ranking.
- Promoter Redemption Ranking.
- Promoter Net Sales Ranking.
- Promoter New Client Audit.

### **Distributor.**

- Distributor Ranking.
- Distributor Ranking within City/Country
- Distributor Fund Tracking.
- Purchase By Top 30 Distributors.
- Purchase By Top 10 Distributors by Wholesaler.
- Distributor Holdings Report.

### **Branch.**

- Branch Ranking.
- Branch Ranking Within Distributor.
- Branch Ranking Within City / Country.
- Branch Fund Tracking.

- Branch Holdings Report.

**Client.**

- Client Ranking within Distributor / Branch.
- Client Ranking within Country / City.
- Client Fund Tracking.
- Client Holdings Report.

**Fund.**

- Fund Ranking.
- Fund Redemption Ranking.
- Fund Distributor / Branch / Client Tracking.
- Purchases By Top 5 Funds.

**Country.**

- Country Ranking.
- Country Redemption Ranking.
- Country Fund Tracking.
- Country Distributor Fund Tracking.
- Country Distributor Fund Net Sales Tracking.

**Transaction Reports.**

- All Transaction Details.
- Redemption Transaction Details.
- Purchase Transaction Details.

Reports can be taken for a wide variety of filter criteria and can be saved as PDF , Excel , DBF or as an HTML file.  
Some of the criteria are :

- A Period of Time.
- A set of Distributors / Branches/ Clients.
- A Particular Type of Transaction.
- A Range of Trade Values.
- Geographical Location / Region.

Graphical view is provided in Promoter reports with flexibility to explode a Promoter or an associated legend up to three levels down the hierarchical structure. The graph is designed to depict entity performance for a specified period.

## Profile

A Report can be saved as a Profile for scheduling or to avoid selecting the same criteria for the same report. Two or more Profiles can be associated to create a Profile set.

## Report Scheduling

AIS has the ability to schedule reports to be generated at user specified frequencies. A CRON – like utility checks the schedule and generates a report at the specified times.

Key Features include :

- Ability to generate reports saved under a Profile Set.
- Ability to specify the report frequency at hourly, daily, weekly or

monthly rests.

## WorkFlow

Workflow is designed to help users communicate with each other. This also helps the user to track operational activities that involve more than one person. The task scheduler serves as a useful guide to set reminders for oneself and to assign / monitor tasks for other users.

## Preferences

User can change the system terminology. For example, the user can change the system terminology "Dealer" to "Distributor" or change "AE" to "Client".

## Calendar

The Calendar schedules meetings / appointments. The user can add / view scheduled appointments which is represented in a graphical form showing time slots. AIS also facilitates reporting of appointments.

## System Requirements

Server : IBM / Compaq / Sun / other Intel based - 512 MB RAM, 9 GB SCSI HDD  
Client : Minimum 350 MHz with 64 MB RAM, 2.1 MB HDD  
Back End : Oracle v8.x On Win NT / Solaris  
Front End : Win 9x / Win NT Workstation / Win 2k

## Contacts

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## Other Products

**Investrak**  
Transfer Agent System.

**eFundDistributor**  
Web based Fund Distributor Information System

**MFISC/D**  
A Mutual Fund Distributor Front Office System.

**Distrak**  
A Mutual Fund Distributor Information Tracking System .

**Dealer Marketing System (DMS)**  
A Sales Prospecting System for Mutual Fund Marketers.

**Literature Fulfillment System (LFS)**  
Literature Management System

This Software Product Description refers to Agent Information System (AIS) v 3.2

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