



Acsys Software (India) Pvt Ltd.



DEALER MARKETING SYSTEM
Sales Prospecting System for
Mutual Fund Marketers

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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

Dealer Marketing System is a Powerful Sales Prospecting System, which is designed to monitor Distributor performance and prospect sales for a Mutual Fund Distributor. Tracking and reporting on distribution performance enables cutting edge information to be presented to the Distributor's Clients.

Key Features

- View performance of Distributors, Branches and Clients.
- Carry out telephone based prospecting, with a database of prospects.
- Ability to prospect registered and unregistered Client
- Auto insert of prospects into the Prospect Master based on transaction import.
- Import of Transaction data from Third party Transfer Agent.
- Multilingual, Multi-Currency Support
- User defined terminology for key terms such as Fund, Distributor etc.
- Task Scheduler enabling inter-communication between application users.
- Schedule of meetings / appointments through calendar.

Architecture

DMS 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.

Audit Trail

DMS maintains an audit trail of changes made to the database. Audit Trail carries the date and the user ID.

Import Process

- Import of transactions of trade data from any Third Party Transfer Agent.
- Complete logging of import operations
- Options to correct and re-import erroneous transactions
- Import controls to analyse transactions fed into the system
- Listing of Distributors or Branches transacting for the first time.
- Data sheets to obtain information about new entities.
- High value transaction fund tracker to monitor sales.

Masters

DMS provides the facility to add or edit the various master tables. Selected master information can be printed as mailing labels or as worksheet files.

Prospecting

Prospects can either be manually created or auto-inserted based upon trade size during the Import Process. Prospect lists can be printed for the prospects selected on various criteria such as Client ID, Distributor, Fund, Call Status and Prospect Size.

Prospect Notes

Notes can be added to Client Prospect lists on a continual basis. Even if there are many entries against a Client in the Prospect table, they will all point to the same Notes. All Notes are logged with the date and the user ID for future reference.

Profile

Profile is a snap shot of an entity's performance over a period of time.

Profile facilitates the following :

- It helps the user in identifying the performance of an entity on different periods
- Fund wise aggregate sales and redemptions both for the current and previous year can also be viewed through this session.
- The last 10 / 25 trades made by an entity can also be viewed.
- Profiles are available for Clients, Branches and Distributors.

Correspondence

DMS incorporates DMS - Word, a Word look alike word processing software that allows mail merge of the database information of Distributors , Branches and Clients which are then embedded in pre-drafted letters.

Fund Information

Through this facility, the Promoter can refer to Fund related marketing and performance information on-line or source documents from any file in MS Word, Excel, 1-2-3, Word Perfect format.

Work Flow

This feature 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.

Normally in a work environment, many operational activities will involve more than one person working on different aspects of the activity either for security reasons or for efficiency reasons. For example, replies to customer letters are typically inwarded by one person, replied and printed by another and mailed by a third. The "activity" here consists of the entire set of actions, but is broken down into three parts. Task scheduler is a system feature that enables this hand over to be accomplished within the system rather than outside it. Task scheduler is also used for inwarding of service requests and complaints, whether by email or letter.

Preferences

DMS allows the user to change 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. DMS also facilitates reporting of appointments.

Query Maker

The Query Maker enables the user to design the required query either through SQL statements or through in-built query designs. Queries created can be saved for future reference.

Trade Moves

Trade Moves help moving specified trades from one Client to another Client. The process adjusts all amounts and instantly updates the database.

Transaction

The Transaction screen allows the user to Enter / Locate / Cancel the transaction with user friendly options. The system is also designed to reflect changes in the various performance figures.

Holiday Master

Using the Holiday Master the Holidays can be generated both for specified date and specified day within the given period.

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

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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 .

Agent Information System (AIS)
A Mutual Fund Distribution Channel Performance Monitoring System.

Literature Fulfillment System (LFS)
Literature Management System

This Software Product Description refers to Dealer Marketing System (DMS) v 3.2

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