



Acsys Software (India) Pvt Ltd.



eFundDistributor
Web based Fund Distributor
Information 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

eFundDistributor, is a browser based software application intended for use by Distributors of Mutual Funds . The software has full-fledged Front Office Sales capability, Back Office Computing ability and an exhaustive Reporting Feature.

Distributors of financial products may either not have access to large and expensive Customer Relationship Management Systems or such generic systems available off the shelf may require substantial customization to meet their needs. However, in a highly competitive market scenario, where customer service becomes the most important distinguishing feature, Distributors need access not only to customer data but also to systems, which can use the data to provide a meaningful insight into the business

Key Features

- ☑ Allows to identify an Investor by a unique client id mapped to his multiple investment folio nos.
- ☑ Updating and valuing customers' portfolio at regular intervals, thus making available cutting edge information such as size of customer relationship, on line, to the Front Office Sales personnel. Also available, in a like manner is information on Product, NAV, Load and Commission structures.
- ☑ Controlling the revenue stream by computing/ reconciling both Commission receivables as well as payables, and thus generating product/ asset class/ customer relationship wise profitability figures.
- ☑ Generating a host of reports, by drilling down from any level of the Product Hierarchy to any level of Business Hierarchy and vice-versa, thus providing valuable decision support such as product / asset class sales trends, for Marketing/ Sales Planning and Analysis.

Architecture

eFundDistributor follows a Three-Tier Architecture comprising of a Presentation Layer, Web Server and the Database Server. The Presentation layer is built using HTML and Java Script so that any Web Browser can present the contents. The Web Server Tier is any web server, which can support Sun's Java Servlet Specification. The Database Server is Oracle 8.x or later.

Security

Users are given a functional ID and password to access **eFundDistributor**. Pre defined security levels determine the limitations of user access ranging from administrator to service executive. Remote access to specific functions can be allowed controlled.

Audit Trail

eFundDistributor maintains an audit trail of major changes to the Database. Audit trail carries the date and the user ID.

Enquiry

This module facilitates on-line Enquiry of **Client's** static as well as transaction details. Also available, on-line are consolidated relationship level Statements of Account. The Enquiry screen also provides a graphical representation of the Customer's current Asset Allocation. Other enquiry options available are:

- ☑ **NAV** Enquiry – Of the latest NAV as on date
- ☑ **Transaction** Enquiry - Of the transactions which have been processed
- ☑ **Trailer fee** Enquiry – Projects the commission based on the Data

received from Feed.

- Subbroker** Enquiry – All static data related to subbrokers including the transactions done through that subbroker
- Commission** Enquiry - Projects the commission based on the computation done through the process

Master Setup

Masters have been systematically classified into four broad categories:

1. **Business Masters** are used to maintain static details of the various entities in the business hierarchy. At the base of the business pyramid is the customer or the transacting entity. The software has the facility to generate and maintain in-house Account Nos. for each such customer, which can in turn be mapped to various external Issuer Folios. House holding of in-house Accounts is also feasible.
2. **Product Masters** are used to maintain the static details of the various entities in the product hierarchy.
3. **Generic Masters** have been provided to facilitate data capture, in the first instance and to filter the database and mine the data selectively, in the subsequent instance.
4. **Fee Masters** provides the rates receivable & rates payable for commission computation Both Upfront & Trailer fee based on the period of transactions.

Transactions

Financial Transactions in the nature of

- Subscription,
- Redemption,
- Switch in/ Switch out

can be handled with ease by the software. The software updates the database automatically with the static as well as transaction details pertaining to the customer / transaction. The software provides for capture of normal as well as deviated deals. Acknowledgement Slips for all transactions can be printed.

Non-Financial Transactions like

- Change of Address,
- Change of Nominee,
- Change of Folio Number &
- Change of subbroker code

can also be handled apart from the usual financial transactions .

Import Process

The software has the facility to import processed data

- FolioImport – Static Details of clients
- NAV Import – Latest NAV as of date
- Transaction Import – Of the transactions based in Transfer Agent Feed periodically on daily /monthly basis as per requirement.
- Trailer Fee Import – Of the trailer fee computed based on the Transfer Agent Feed.

Computation Process

The unprocessed transactions already available in the database will get automatically mapped with the processed transactions received, based on pre-defined rules. Transactions that remain unmapped after this automatic process can be manually mapped. Such mapped transactions are thus linked to the relevant in-house Account.

The fee computation module is flexible and handles fee rates based on asset slabs as well as time consideration and flat rates.

- ☑ **Rates** can be defined at scheme level. The rates can be linked to one or Group of schemes.
- ☑ Computation of **Upfront / Trailer Fee Receivables** from Issuer is based on an independent computation Process.
- ☑ Computation of **Upfront / Trailer fee Payables** to the Subbroker is based on an independent computation process
- ☑ Computation of **Payables** to Client at the time of transaction is also possible.
- ☑ **Deviated Deals**, wherein the commission as a % of receivables at the transaction level can be passed back to the Client .

Reports

The software provides for an exhaustive Reporting Feature that enables generation of reports classified as Parameter (Rate) Reports, Performance (Mobilization) Reports, Process Reports, Profitability (Income) Reports and Portfolio (Investor) Reports. Reports can be generated by drilling down from any level in the Business Hierarchy to any level in the Product Hierarchy or vice versa. Options to view, print and export reports have been provided in the reporting module.

MIS Reports

- ☑ **Net Sales/Earnings Analysis & Reports:** eFund provides these for all the branches/Regions/Specific branch/Manager for a financial year/Month/Week etc for detailed sales and Earnings analysis. It also provides these details across all Fund houses/Specific fund house/Group of schemes/Specific scheme for a thorough Sales & Earnings analysis .
- ☑ **Business Reports:** Provides the Assets under Management Analysis/Reports for all the branches/Specific region/Specific branch/Specific sub broker as on a specific date.
- ☑ **Transaction Reports** – Provides detailed reports of Processed / Unprocessed transactions. Also details of Mapped transaction with the status of Instrument details are provided Clientwise, Productwise, Brokerwise & period wise as per requirement.
- ☑ **Brokerage Reports** – Provides the details of Commission computed and the actual received based on the feed file , productwise , Periodwise
- ☑ **Subbrokerage Reports** – Provides the details of Commission computed to be paid to the sub-brokers, productwise, Periodwise.
- ☑ **Reconciliation Reports** - Generates a report providing details of Mapped & unmapped transactions respectively.

Other Key Features

- ☑ Authorization procedure for all master/ transaction/ feed data entered / modified can be incorporated.
- ☑ Pre defined security levels/ privileges determine the limitations of user/ ranging from administrator to users. Remote access to specific

functions can be allowed or controlled.

- Facility for import of logo is available, in the software.
- SIP/SWP- As per client requirement.
- Options for computing & deducting TDS details can be provided as per Client requirement.

Other Options that can be Built

System Requirements

Web Server : Intel Pentium III, 600 Mhz, 512 MB RAM, 10 GB HDD. Sun's Java Servlet Specification compliant Servlet container with a HTTP server.

Database Server : Intel Pentium III, 600 Mhz, 512 MB RAM, 18 GB SCSI HDD with Oracle 8.1.x or above

Client : Intel Pentium III, 600 Mhz, 32 MB RAM, 1GB HDD with Win9x / Win NT / Win 2k with Internet Explorer 4.0 or better

Network Protocol: TCP / IP

Contacts

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Other Products

Investrak
Transfer Agent 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.

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 eFundDistributor Version1.0.0
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