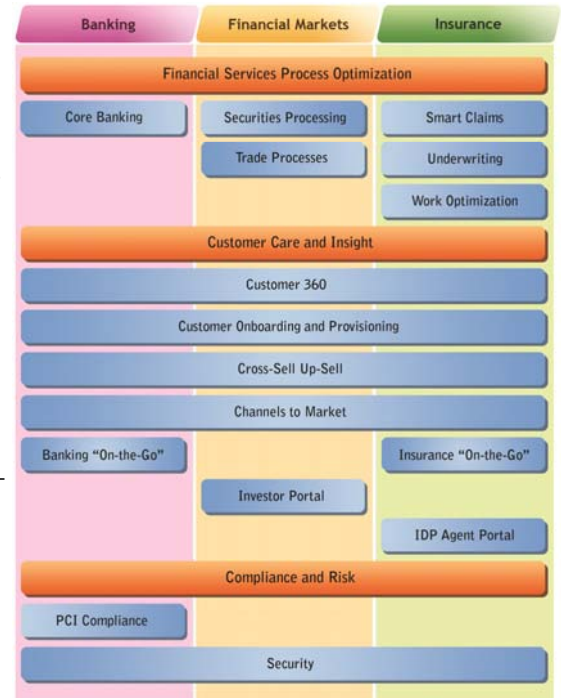




# SOLUTIONS FOR THE FINANCIAL SERVICES INDUSTRY

In a constantly changing market, organizations in the finance and banking space are facing significant challenges to improve efficiencies and reduce costs. In response to the economic climate, major reforms and industry standards, such as Basel II Accord, Sarbanes-Oxley Act, FIX, SWIFT and the BAI2 format, are demanding increased levels of control and transparency with stricter rules, forcing organizations to take a closer look at their operations and adjust accordingly to stay in compliance. In addition, the economic downturn has made way for a higher number of mergers and acquisitions, creating the need to seamlessly integrate systems and applications across all enterprises. The development of technologies such as internet, telephone and mobile banking, and the shift in focus from transactional systems to customer-facing systems have all brought about extensive changes in the way financial services organizations operate. To satisfy these business requirements and incorporate agility into IT environments, organizations are striving to upgrade their technologies in order to streamline processes, automate tasks, enhance reporting and audit capabilities, and improve integration, among other advantages.

Prolifics' solutions help financial institutions optimize costs and improve agility by automating and accelerating manual tasks in daily business processes, which can be time-consuming and error-prone – such as loan approvals, account opening, credit evaluation, settlements, and fraud detection. With proven expertise, Prolifics helps banks adapt to ever-changing regulations and allows buy-side and sell-side financial firms and exchanges to handle increasing data and transaction volumes and meet stringent performance requirements. Prolifics helps organizations meet compliance standards and mitigate risk, with solutions that protect customer information, enforce access controls and reduce fraud. Leveraging Portal and Social technology, financial entities are able to collaborate in real-time in order to make better decisions and improve services, deliver information through an exceptional, personalized user experience, and enhance the customer experience through the use of profiles, communities and integrated mobile support.



## Business Transformation

Prolifics helps organizations to transform their core banking and financial platforms with initiatives for post-acquisition integration, centers of excellence, process improvement and centralization, and enterprise-wide master data management for customer information. Helping firms deploy a financial services integration hub, Prolifics has significant experience integrating 3rd party applications such as Charles River Trading System, Global Payments Solution, ACH, FedLine and Broadridge.

## Process Automation

Essential for operational efficiency, Prolifics helps firms with their process optimization and automation initiatives, modeling the current business process workflow and providing a business case for a streamlined set of processes. We have significant expertise automating human centric processes that cover daily branch activities for processing financial transactions and branch operations such as: Check Requests, Fed Funds, Journals Entry, ACH Instructions, Executions & Modifications, Branch Complaints and Correspondences, Payments, and Address Change.



*Prolifics' level of experience and knowledge in the financial industry was key to delivering our successful project, and we were very impressed with their depth and breadth of expertise with IBM technologies.*

*—Chris Tressler, Director International Clearance & Settlement, Ridge Clearing & Outsourcing Solutions*

## Regulatory Alignment

Prolifics works with financial services firms to implement an enterprise-wide security model that enables transparency, compliance and risk management. We help customers comply with regulations including SOX, GLBA, PCI and the FFIEC mandate with the goal to safeguard customer information, prevent money laundering, reduce fraud, inhibit identify theft and promote the legal enforceability of their electronic agreements and transactions.

## Customer Care and Insight

With a focus on Customer Care and Insight, you can build a foundation for creating a single view of the customer and enabling more effective and efficient sales and service. Prolifics' solutions for customer insight can optimize service processes including case management, dispute management, and event-based decision-making. Banks and financial firms are able to deploy a superior customer experience that maximizes client satisfaction and sales results. Prolifics designs and implements monitoring solutions to manage business performance near real time with dashboards, providing managers with visibility into their branch activity metrics for financial transaction volumes, employee performance and SLAs.

## IBM Software Portfolio Expertise:

Prolifics will build out a fully integrated financial services platform utilizing best of breed technology from IBM. We have deep expertise with:

- ◆ IBM's BPM and SOA Suite: Business Process Manager, WebSphere Process Server, Lombardi, ILOG, Transformation Extender, ESB, Message Broker, MQ
- ◆ Collaboration Software: WebSphere Portal, Web Content Manager, Lotus Connections
- ◆ Business and Systems Monitoring: Tivoli Composite Application Manager, Business Activity Monitoring
- ◆ Security: Tivoli Identity Manager, Access Manager, Federated Identity Manager and TAM ESSO

## Special Offerings:

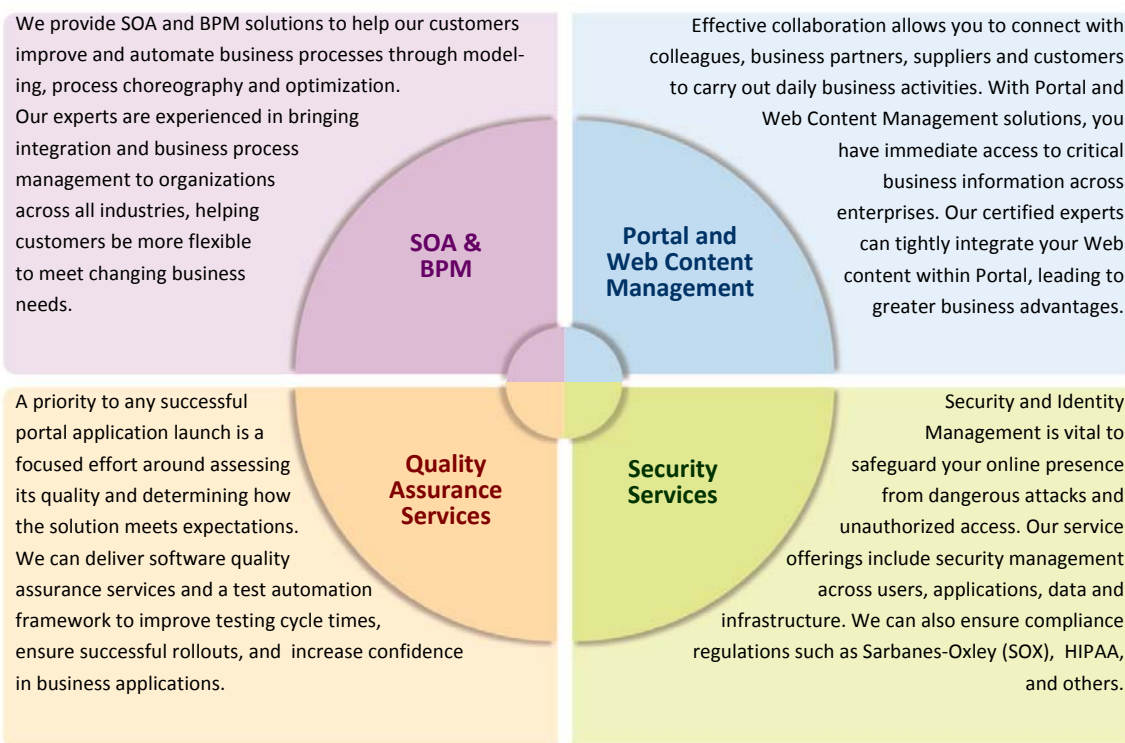
### Discovery Call

Join a 30-60 minute consultative call with Prolifics' solution experts to evaluate your company's business requirements and current infrastructure. The call is designed to outline a strategy for moving forward with solution in order to achieve your overall goals.

### Project Assessment

Prolifics will perform a comprehensive analysis of your existing IT environment to understand requirements and deliver a complete plan for successfully implementing a solution for your finance and banking needs. We will provide you with a report that includes details of the analysis, a project roadmap, and recommended next steps.

## Related Service Offerings



## About Us

Prolifics is the largest systems integrator specializing in IBM technologies. Having garnered awards for its solutions and technical excellence across IBM's entire software portfolio, Prolifics provides expert services including architectural advisement, design, development and deployment of end-to-end SOA, Portal and Security solutions. SemanticSpace, Prolifics' parent company, is a global IT services firm providing application development, testing, application maintenance and outsourcing services. Bringing over 30 years experience and a strong global presence across US, Europe and Asia, the SemanticSpace companies offer end-to-end services combined with the market's most seasoned and skilled consultants and the dedicated care and attention that comes from a highly-specialized, boutique company. By combining application frameworks, prebuilt components, custom development expertise, a governance framework and a blended shore model, we help organizations decrease risk in complex software development and deployment investments, improve time to market and increase success of business strategy execution.

**Prolifics**<sup>®</sup>

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## Finance Customers:

- ◆ Bank of America
- ◆ Britannia Building Society
- ◆ Brown Brothers Harriman & Company
- ◆ Capital One Financial Corporation
- ◆ Charles Schwab
- ◆ Citigroup
- ◆ Compass Bank
- ◆ Credit Suisse
- ◆ De Lage Landen
- ◆ Deutsche Bank
- ◆ Ellie Mae
- ◆ Fidelity
- ◆ Franklin Templeton Investments
- ◆ GE Commercial Finance
- ◆ Hong Kong Stock Exchange
- ◆ John Hancock
- ◆ JP Morgan Chase & Company
- ◆ MasterCard
- ◆ Moore Capital
- ◆ Morgan Stanley Smith Barney
- ◆ Natexis Bleichroeder
- ◆ Nomura Securities International
- ◆ PNC Bank
- ◆ RAKBANK
- ◆ Royal Bank of Scotland Citizens Bank
- ◆ Sumitomo Mitsui Banking Corp
- ◆ The Bank of New York Mellon
- ◆ The Bank of Tokyo-Mitsubishi UFJ
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- ◆ The Depository Trust & Clearing Corporation
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