



Rydex Investments CASE BRIEF

Automating Marketing Performance Data

Automated performance data downloads enable the marketing department to compile fact sheet information in 75 percent fewer hours while delivering double the volume of fact sheets in 50 percent fewer days.

The Challenge

For Rydex Investments, producing fact sheets was a stressful and consuming task at the end of each quarter. The sense of urgency to provide the documents as quickly as possible and to get them in the hands of the sales organization was intense, since the fact sheets serve as key sales tools. However, gathering the performance data, index comparisons, and other data needed to populate the fact sheets required many man-hours of marketing staff time. That was because the information had to be gathered from disparate systems and various departments. From beginning to end, the task:

- Consisted primarily of manual processes, requiring one Full-Time Employee (FTE) to spend four weeks gathering information, developing the fact sheet content, verifying and proofing drafts, and managing the print production process
- Required the marketing person to rely on other groups to provide the data, and then enter it into the system manually
- Was prone to human error and required a second resource to double check manual entries to ensure accuracy
- Consumed 20 working days for 35 fact sheets, forcing the sales organization to wait a full month
- Grew in scope each time a new fact sheet was added to the collateral mix

Fact sheets weren't the only marketing challenge Rydex faced. Populating the Rydex Web site and other third-party Web sites with fund information in a timely manner was equally challenging.

The Results

Today, Rydex has overcome many of their fact sheet challenges by automating the process of pulling performance information from their desktops. They are now incorporating total return calculations and other data from Unity™ Performance and have implemented Unity™ Benchmarks for their index information and comparisons. With Confluence software on their desktops, Rydex marketing staff can pull the performance information they need immediately, without reliance on other departments, other systems, or manual processes.

Reduce Costs

By automating the download of performance data via Unity Performance and scheduling the delivery of various reports, Rydex has reduced the time needed to collect performance information by 75 percent.

Eliminate Risk

Unity Performance is now the system of record for all performance data, eliminating the manual collection of data from disparate systems. As a result, the integrity of the data is maintained and the risk of error is virtually eliminated.



Elevate Service Levels

The marketing department at Rydex can now pull reliable performance data from the convenience of its desktops in real time, eliminating the dependency on other departments to provide performance information after a month of waiting. FundStation immediately delivers the approved data without manual intervention. It provides the flexibility to research performance data, determine trends, and respond quickly with new marketing messages and collateral to more effectively promote their mutual fund products.

Increase Scalability

Since making Unity Performance available as the system of record for marketing performance data, the Rydex marketing team has been able to respond to the growth in the number of fact sheets produced with minimal incremental strain on marketing resources. In fact, today the team produces 80 fact sheets—nearly two times the previous quantity of 45—in half the time than before.

Company Profile of Rydex Investments

Rydex Investments continues to drive change in the financial industry by introducing investment products and services that challenge conventional thinking, empower investors and provide essential new options for uncertain market conditions. Rydex manages approximately \$15 billion in assets via nearly 100 mutual funds and exchange traded products.

About Confluence

Founded in 1991, Confluence is the global investment management industry's leading provider of automated data management solutions. Confluence helps investment management companies gain unprecedented control by automating every step of the fund administration process—including the collection, creation, confirmation, and delivery of investment product data—while maintaining control of the process. Results are lower costs, reduced risk, decreased reporting turnaround times, and the scalability to automate more processes without additional resources. Confluence solutions are used by 40 percent of the leading global investment managers, and more than 60 percent of US mutual funds. Unity™, the Confluence platform, addresses a wide range of problems from performance measurement to customized reporting for a full array of domestic and international managed investment products, including mutual funds, funds of funds, collective funds, separate accounts, and variable products, as well as hedge funds and other alternative investments. Major fund companies and service providers like PFPC and Bank of New York rely on Confluence. Confluence, headquartered in Pittsburgh, PA, serves the international fund industry with key locations in London and Luxembourg.

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