



SUNGARD AMBIT PRIVATE BANKING

Customer
Relationship
Manager

AMBIT CUSTOMER RELATIONSHIP MANAGER

INDUSTRY OVERVIEW

Across the Private Banking landscape, Customer Relationship Managers need to access data in disparate systems in order to gather the required client information. As the industry continues to grow in size with multiple systems, data duplication becomes a persistent threat to accuracy and efficiency. Banks need a single point of entry and the ability to separate confidential client data from public data.

Furthermore, the bank – client relationship doesn't end once the initial processing is complete. Private banks must constantly learn about their customers in an effort to provide superior service as well as present their clients with tailored solutions to meet their needs.

Private banking institutions need flexible, scalable technology that can provide the right level of security – along with the ability to separate private from public banking data, track all movements within accounts by providing audit trails, offer anti-money laundering features and provide complete access to client data

for marketing efforts. By offering the right products and services at the right times, private banks can create long lasting and profitable client relationships. Marketing campaigns need to facilitate the management of prospects and must filter to match the affinity groups. Additionally, private banks need to ensure that they adhere to both customer requests for discretion and confidentiality while also maintaining compliance with local and international regulation.

Private banks must constantly learn about their customers in an effort to provide superior service as well as present their clients with tailored solutions to meet their needs.

THE SOLUTION

SunGard can help. SunGard's Ambit CRM is a complete customer relationship solution that provides private banks with the means to satisfy the strict security needs of their targeted high net worth clients while capturing important





demographic data to maximize future product offerings. The solution helps banks consolidate client information from disparate systems, thus reducing operational costs and inefficient maintenance of redundant client data. Multiple security layers, audit trail features and active anti-money laundering options offer complete security, protecting both your bank and sensitive client information while improving operational efficiency throughout the entire client account lifecycle.

The Ambit CRM solution provides end-users with an easy to use graphical user interface (GUI) and utilizes a high-quality Windows application for data access, enabling fast response times.

Data from existing host systems can be readily integrated and complex manual workflows automated, and the solution's ability to separate confidential client data from public data can help ease the burden of many Customer Relationship and Compliance Managers by putting them in control of information dissemination, especially in the context of potential partial outsourcing of systems and services. This also aids private banks in maintaining compliant confidentiality – ensuring respectful discretion with customer funds while also ensuring

compliance with home country and international regulatory conditions.

The Ambit CRM solution provides end-users with an easy to use graphical user interface (GUI) and utilizes a high-quality Windows application for data access, enabling fast response times. The solution can be fully integrated into existing systems and supports the complete front-to-back office banking lifecycle, from opportunity management with client profiling, client opening workflow through targeted marketing efforts.

FEATURES

Complete Auditing Tool Set

- Audit logging of client and individual data
- Two person validation – “four eyes principle”
- EU tax reporting file IEU_T004

CRM options

- Note06
- Pre-defined MIS lists
- User-defined data fields
- Inter-relationships between individuals
- Client and individual keywords



Complete Document Scanning and Security

- Scanning of documents and correspondence, including Legal documents, identifying documents (e.g. passport), signatures and bulk scanning with barcode recognition
- Simple search functions, with online displaying and printing of documents
- Password options, data encryption and access controls
- Compare client lists with black list name checking via World Check and Factiva, with advanced linguistic analysis and name comparison available as a supplemental option

BENEFITS

Maximize Front-to- Back-Office Efficiency and Business Processes

- Secure client opening and contract management
- Improved document and output management, via archiving functionality for the core banking system output, OMR coding for automated mailing system, and an automated e-mail / fax mailing / online archiving which complement a full suite of mail and hold mail management options
- Access up-to-date information about clients, portfolios and individual relationships

Ensure Compliance with Regulatory Requirements

- Ensure document integrity and security with full audit trails and documentation of data modifications
- The Ambit CRM solution's register of attorneys provides information pertaining to signatory rights and restrictions
- Anti-money laundering tools help manage AML hits, calculation of the Client Risk Index and parameterization of country risk based on TICPI 2009

Improve Marketing Reach to Customers

- Ambit CRM provides management of marketing and promotional products,



SunGard is one of the world's leading software and IT services companies with more than 25,000 customers in more than 70 countries, including the world's 25 largest financial services companies.

orders and deliveries, invitations and marketing products and event management

- Improved customer relationships and communications with telephony features that provide caller recognition, direct dialing via Ambit CRM and directory tools

Gain Complete Control for Administrators

- Administrators can realize control over system parameterization, tables maintenance and output settings (addresses, logos, etc.)
- Management of users, passwords and application authorizations including user privileges and setup of user groups
- Access controls and view of Account Manager (AM) portfolios

THE WELL MANAGED BANK

The financial crisis led to the realization that banks need a prudent, long-term balanced view of their business. As the global economy begins its recovery, banking leaders are refocusing on their core business principles; they've recognized that their sustainability is provided by their customers; that their business operations rely on the expertise of their staff, however much this is leveraged with technology; and that their capital represents their ability to survive into the future.

The key therefore, is to ensure that these three assets are managed in a balanced, risk adverse and profit focused manner.

SunGard can help. SunGard's Ambit banking solution suite helps retail, corporate and private banks to better manage their customers, staff and capital. We work with over 800 customers in over 70 countries, providing services and solutions to help them retain and acquire customers, achieve dynamic staff efficiency and effectively measure and allocate their capital.

STABILITY IN TOUGH ECONOMIC TIMES

Backed by SunGard. SunGard is one of the world's leading software and IT services companies with more than 25,000 customers in more than 70 countries, including the world's 25 largest financial services companies. With annual revenue exceeding US\$5 billion, SunGard is ranked 435 on the Fortune 500 and is the largest privately held business software and services company on the Forbes list of private businesses. Based on information compiled by Datamonitor*, SunGard is the third largest provider of business applications software after Oracle and SAP.

*January 2009 Technology Vendors Financial Database Tracker <http://www.datamonitor.com>

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