

# FRENCH BANK TRIPLES PUBLISHING THROUGHPUT AND CUTS PRODUCTION TIME BY ONE THIRD

## CM-CIC ASSET MANAGEMENT CHOOSES QUARK FOR AUTOMATED PUBLISHING OF UCITS SHEETS

Quark’s content automation platform allows CM-CIC Asset Management (CM-CIC AM), a member of the Crédit Mutuel-CIC group, to automate financial sheet production while retaining data integrity and optimising their content review and approval workflow.

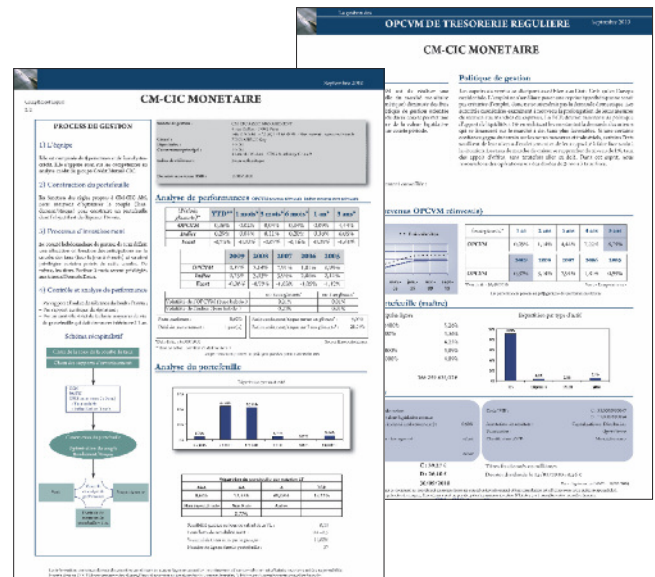
### UCITS Reports: Documents Under Tight Surveillance

UCITS (Undertakings for Collective Investments in Transferable Securities) are portfolios of transferable securities managed by professionals and held collectively (as shares) by private or institutional investors. UCITS can be divided into two types: SICAVs (investment companies with variable capital) and FCPs (investment funds).

Every month, CM-CIC Asset Management produces two-page UCITS sheets that include numerous financial data in text, table, and graph format. Available on the bank’s networks, they are a major source of financial information and are therefore carefully examined as they indicate the past and future trends of the investment funds.

### A Manual Process

Gilbert Godard, Head of Project IT at Euro Information Développement (EID), describes the long process the company had to go through in the past to produce such information: “Previously, everything was done manually. We produced about 150 UCITS financial sheets every month,



putting together vital data such as statistics and graphs from Excel and PowerPoint files that Ghislaine Brugère, manager of the publishing division, entered in Excel. This process had shown its limits, however, with an obvious lack of rationalisation, major risks of error — related to manual copy-paste operations — and an increasingly large but non-standardized information flow.”

Brugère adds, “Collecting legal data, for example, was extremely complex. The diversity and multiplicity of sources, combined with last-minute changes, were the main obstacles to true workflow rationalisation. It was also exceptionally time-consuming, and we got to the point where we managed to publish our documents when they had already become partly obsolete.”

### Rely on Business Expertise

Godard, encouraged by Vincent Delaunay, CM-CIC Asset Management development director, started to investigate the possibility of automating these publishing workflows. It wasn't just an academic exercise — there was another reason behind this decision. "The objective was also to increase the production frequency to supply more up-to-date information in a weekly format." When the time came to choose which solution would deliver this revolution in the company, Quark already had the advantage of being present on Brugère's workstation. "I liked the fluidity and simplicity of QuarkXPress when producing several communication documents. The fact that Quark also develops content automation software was critical."

The power of networking is evident in all industries, but it is especially important in the banking sector. "We heard that the Caisse d'Epargne had adopted a Quark solution which met their expectations perfectly, and that they were pleased with it," continues Godard. "This confirmed our choice. Through its business expertise, Quark was the obvious solution to our requirements, matching the specifications perfectly."

### Creation of a Data Repository

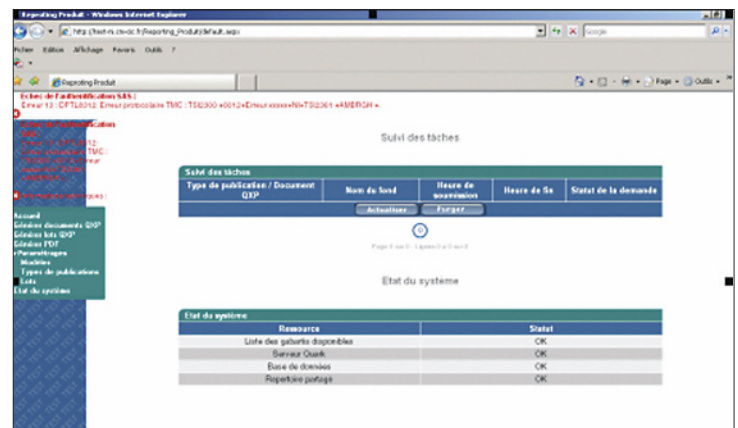
Automation means collecting information, from whatever source, in a data node. At CMCIC Asset Management, the teams had been collecting information for over 18 months, but a server architecture was needed to bring together all of the information stored in the QuarkXPress client applications on each workstation.

"First, we defined the user interface," explains Godard, "then the data well diagram, which automates data searching, and an MMI (man-machine interface) model." Several templates were then created, corresponding to the requirements issued by CM-CIC Asset Management, and a fusion engine was produced to allow data transfer to these templates. Lastly, the application was deployed and configured within two weeks.

After six months of development, the EID department, the Quark team, and the integrator Atos Origin, produced successive upgrades. "The most difficult aspect," points out Godard, "was to standardise the various sources required to produce the UCITS sheets. The sheets are made up of the manager files — which include the short descriptions at the start of the report — our own sources, files from the EuroPerformance website<sup>1</sup>, and images, etc."

### Three Times as Many Documents, Three Times Faster

After 18 months of document production, CM-CIC Asset Management can confidently say that Quark's solution has proved extremely efficient. "Previously, we published about 150 sheets on the 23rd of every month, which was not very good," said Brugère. "With Quark's solution, we are now able to move publication to the first half of each month, and we could shorten the production time even more if we did not have to integrate external data from Europerformance."



Apart from a considerably reduced production time, the implementation of Quark's solution also broadened the scope of production. "The publishing department now produces not only these CM-CIC AM sheets, but also those of dedicated funds, i.e., 400 sheets within the time periods mentioned by Brugère. For example, the 250 sheets from one of our subsidiaries are published within five days!"

And Godard adds, "Thanks to this totally reliable and secure system, other departments have asked us to produce their sheets, which is proof that there was enormous demand in this area."

### Multichannel Publishing

A tried and true method, tested over the past 18 months, the content automation solution from Quark has opened the way to new developments for CM-CIC AM. In addition to the French version, some of the UCITS sheets are already available in English, and will shortly be available in German. "Everything is managed directly in the data repository," explains Godard. "Since the notion of languages only arises in text content, not in graphs and other data, the QuarkXPress templates are already formatted to include

<sup>1</sup> Europerformance measures the performance of investment funds (OPCVM, FCP, SICAV) and analyses the collective management market.

these various languages, with a block size adapted to their dimensions." A warning is triggered when the contributor exceeds the authorised length.

Another project is to expand the department's expertise to other entities of the group. "CM-CIC AM is now equipped with a system for the production of documents which, although highly technical, conveys a specific brand image," adds Delaunay.

### CHALLENGES

- Cost-effective implementation of automated publishing processes
- Creation of a data repository to compile content from numerous contributors
- Improved security and reliability for a financial workflow

### SOLUTIONS

- Quark Publishing Platform
- QuarkXPress

### RESULTS

- Over 400 UCITS sheets produced versus 150 previously
- Production times reduced by a third despite a 300% increase in production volume
- Completely secure workflow
- Deployment of English and German versions planned
- Future Project: Become the hub of creative forms of reporting for management companies whose accounts are insured by CM-CIC AM

## ABOUT QUARK SOFTWARE INC.

Quark Software Inc. develops a content automation platform that helps large organisations streamline the creation, management, publishing and delivery of business-critical content. Our solutions automate the process with reusable Smart Content components that can be dynamically assembled and delivered with precision in any format and to any channel — web, tablet, mobile, print, and more. As a result, leaders in industries such as finance, manufacturing, energy, and government can reduce costs, save time, improve consistency and make their content brilliant.

To find out more about Quark Enterprise Solutions visit [www.quark.com/enterprise](http://www.quark.com/enterprise) or contact us at [www.quark.com/contact](http://www.quark.com/contact)

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