NexJ Customer Process Management

Processes such as client onboarding, account opening, KYC, and AML can be time-consuming and complex. Traditional, paper-based methods are inefficient and error-prone. Automation through Artificial Intelligence (AI) is critical to improving and personalizing the client experience, standardizing and streamlining sales and client service activities, and improving the quality as well as decreasing the cost of internal operations. This helps users complete sales, service, and regulatory processes faster and more accurately.

Companies face a number of challenges when automating business processes:

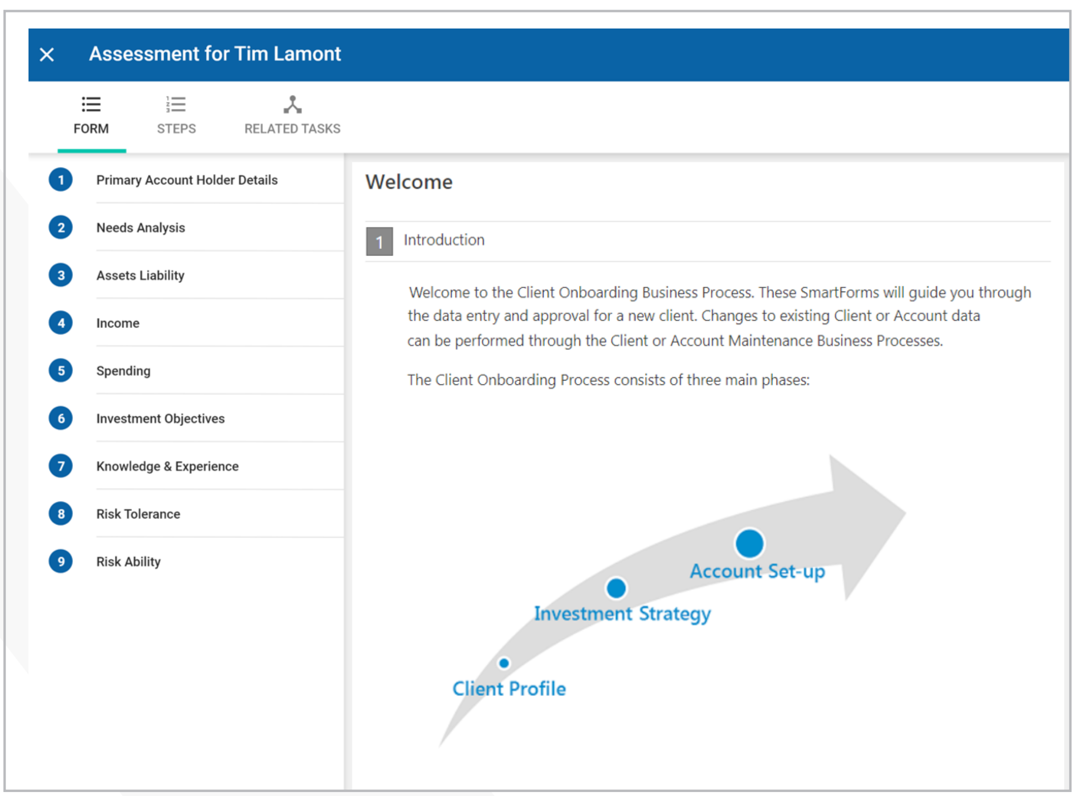
- Constantly evolving business rules and requirements create a heavy workload for IT and increase operational costs
- Lack of integration with data sources leads to redundant data entry
- Toggling between systems to enter and confirm data significantly slows down processing and creates room for error in data entry, review, and processing
- Generic tools do not support complex business scenarios

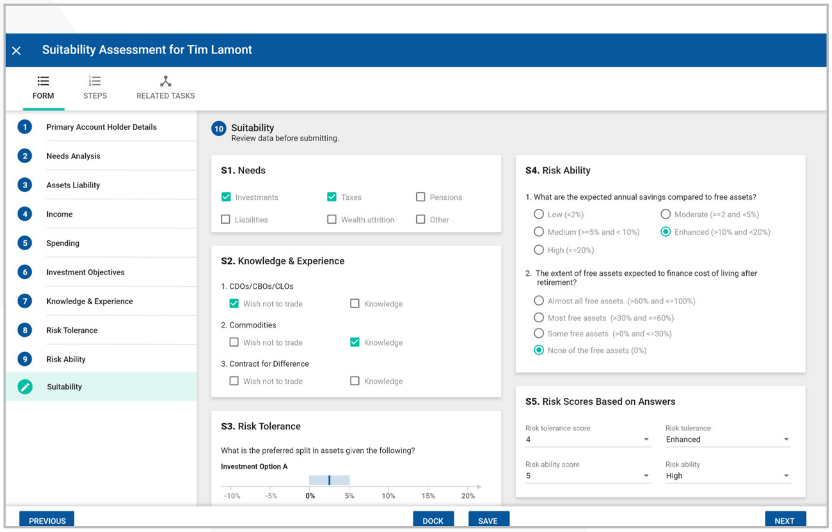
Companies invest time and money developing complex and proprietary procedures but often have limited success rolling these out to the business. Without sufficient automation and integration with existing systems and data stores, users find the processes unclear, inefficient, and error-prone.

NexJ Customer Process Management (CPM) is powered by SmartForms and Workflows, which enable effective and efficient Business Process Automation. This enables companies to quickly automate complex and tedious client-centric business processes and integrate them with their existing systems and data stores to increase efficiency and productivity, improve the client experience, and reduce operational costs.

Key Benefits

- **Provide a personalized and efficient client experience** by leveraging dynamically branching forms to tailor processes to specific needs
- **Guide front-line users through intelligent workflows** that automate key steps so they can focus on clients rather than working around complex processes and data entry requirements
- **Enforce consistent, compliant data collection and review** with embedded regulatory-mandated data entry rules, validations, and intelligence due-diligence checks
- **Stay ahead of the curve and future-proof your investment** with business-side tools for maintaining and modifying workflows that reduce dependency on IT





Dynamic and guided data entry

SmartForms guide users through the data capture process, dynamically presenting applicable fields and forms in response to the data input and the existing customer profile. With NexJ Customer Process Management:

- Pages tailor themselves right on screen to focus and guide the users' actions as they answer a series of questions
- Processes conditionally branch out to common sub-flows
- Firms can reduce operational risk by avoiding confusion, ensuring that users are compliant with the rules set out by administration and that the business process is followed consistently

Seamless integration to CRM and existing systems

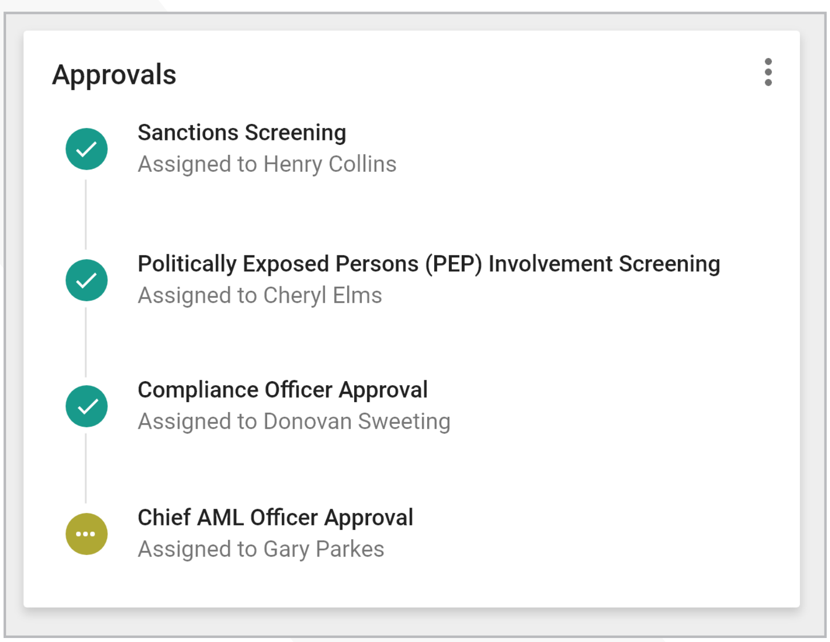
By exposing CRM and other system data in business processes, administrators are actually creating fully integrated data entry forms. With NexJ Customer Process Management:

- The latest data is automatically pulled in from CRM and other integrated data stores at the start of the process
- The time and risk associated with manual re-entry of data into the business process is avoided
- Additional integrations can be invoked to dynamically process or retrieve data based on input
- Once approved, data is synchronized back to CRM and integrated data stores, rather than locking the data away, so that it can be leveraged by other users throughout the enterprise

Cross-device business processes

SmartForms and Workflows leveraged by NexJ Customer Process Management do not need to be re-developed for the tablet interface, dynamically adjusting for a true write-once-deploy-anywhere approach. NexJ Customer Process Management allows users with a tablet or smartphone to:

- Complete data entry
- Submit, review, and approve business processes



Rule-driven approval routing and actions

Business-side system administrators can set-up approvals and actions predicated on the users' answers during data entry. Rule-driven workflows:

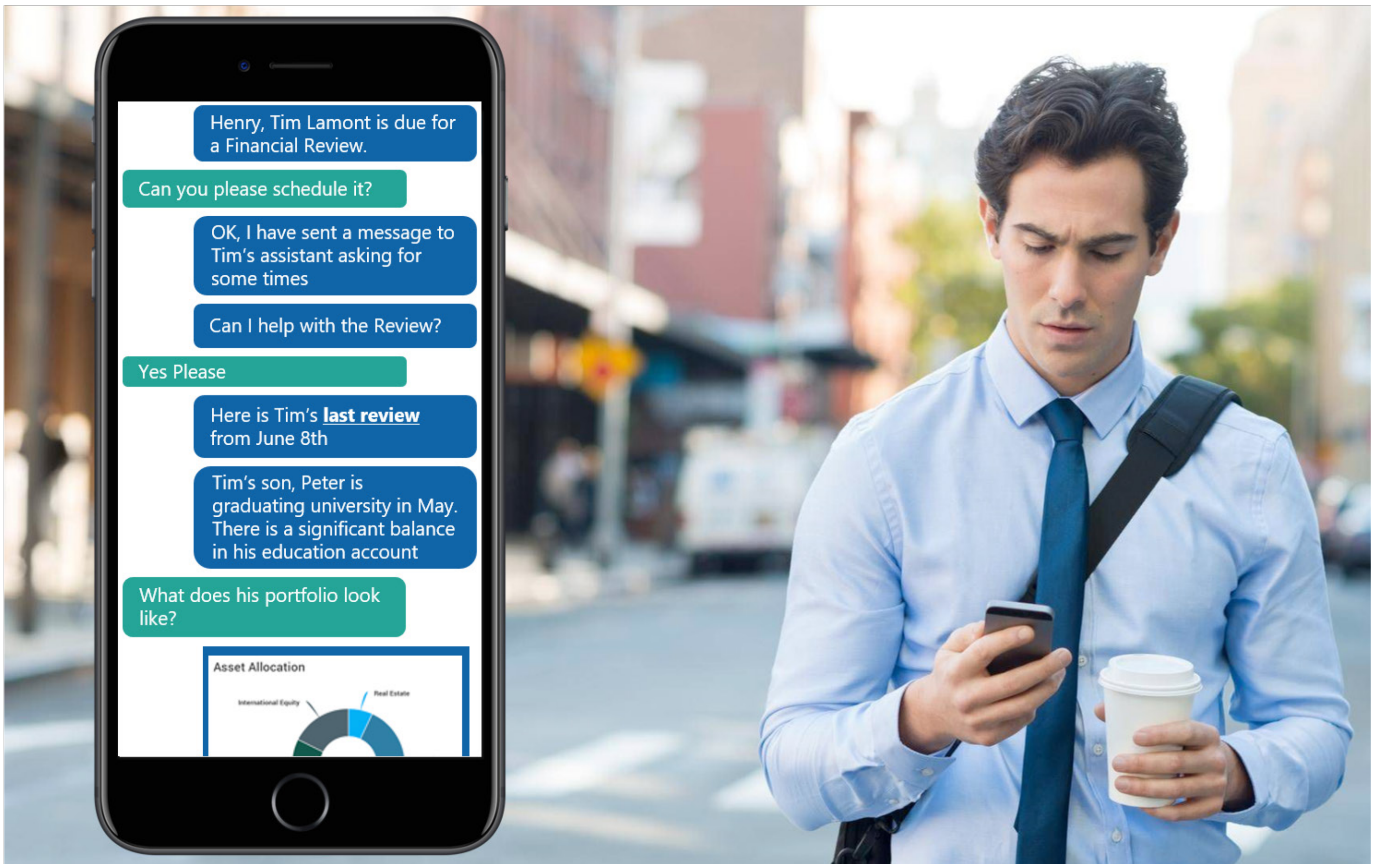
- Allow for the dynamic routing of approvals depending on the scenario and input data
- Enable actions to be set up to conditionally create emails, tasks, follow-ups, and more pre- or post-approval
- Invoke any exposed integrations to trigger actions and notifications in remote systems

NexJ Intelligent Agents

Enable users to work smarter and faster by having NexJ's Intelligent Agents, or chatbots, help to guide CPM processes. The NexJ Intelligent Agent provides a chatbot interface for the business process. NexJ CPM Chatbots can:

- Provide additional information on a specific form question
- Schedule meetings, build lists, and suggest information to provide as required within a workflow process
- Answer questions that the user may have
- Suggest additional processes or additional steps based on the outcome of the process

For example, users can request a meeting through chat to complete or follow up on a workflow process with a client, and the chatbot will find the best available time, schedule the meeting, and send invitations to attendees.



To learn more about NexJ Customer Process Management, visit www.nexj.com or email info@nexj.com.

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About NexJ Systems

NexJ Systems is a provider of Intelligent Customer Management software for the financial services industry. The Intelligent Customer Management suite is comprised of NexJ's award winning-products that use artificial intelligence to optimize customer management and increase advisor productivity, and cognitive applications that use machine learning to recommend the right actions to work smarter and faster.