

NexJ Enterprise Customer View

Drive Revenue and Improve Regulatory Compliance

Key Benefits

Power Digital Transformation

- Integrate applications and data sources to deliver an omni-channel experience
- Provide high-quality data in real-time to the users and applications that need it
- Improve website and mobile app performance with targeted data delivery

Enhance Customer Insights

- Increase the agility and accuracy of existing analytics solutions
- Quickly deliver clean and consistent data to customer models
- Discover trends with historical analysis and “as is vs. as was” analysis

Meet Compliance Requirements

- Meet complex regulatory monitoring requirements such as KYC and AML
- Satisfy data residency requirements
- Track access and changes to information
- Archive and transport bulk data as required

Financial services firms are under tremendous pressure from customers, investors, and regulatory bodies. They are expected to improve service, increase the client-base, maximize revenues, and comply with regulatory requirements. This is a tall order for large enterprises and it becomes even more complex for global firms with customer data stored in geographically-dispersed data silos.

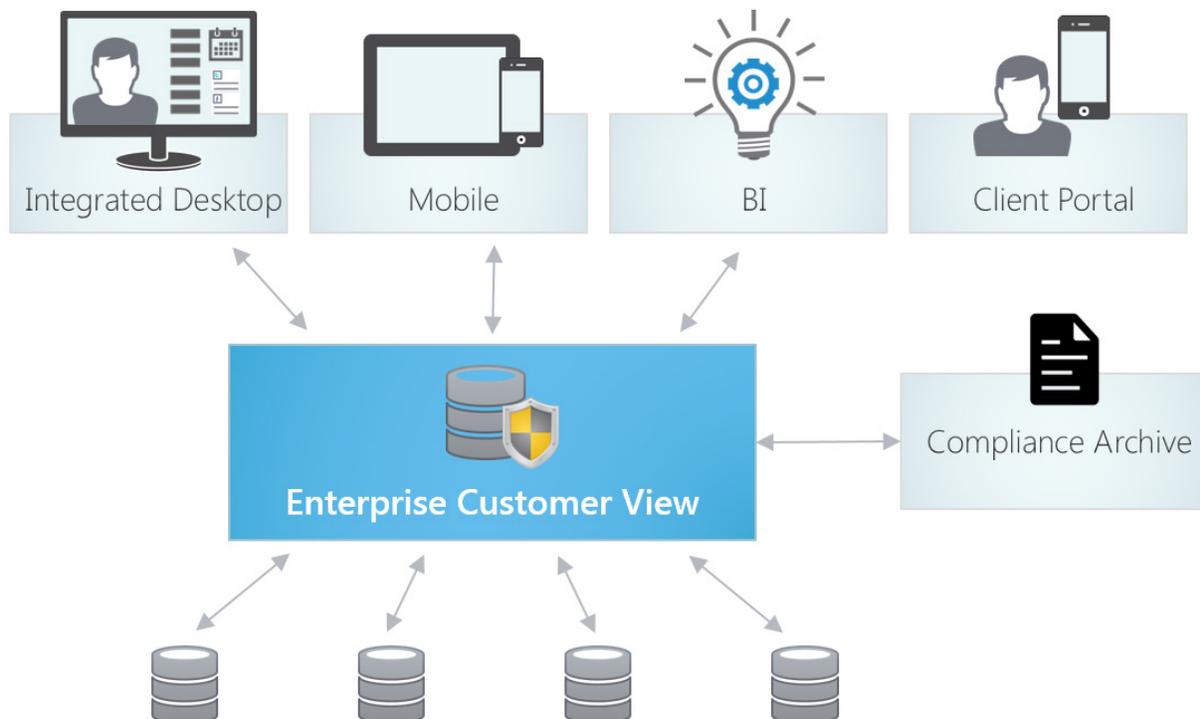
Multi-line financial services companies need a complete understanding of each customer across all lines of business, regions, and channels to satisfy all stakeholder expectations. The NexJ Enterprise Customer View is uniquely able to address this need.

The Enterprise Customer View integrates demographic, transaction, interaction, and social data into a common view and models complex relationships and spheres of influence. Firms use the Enterprise Customer View to share information and collaborate on opportunities across divisions, product lines, geographies, and channels without sacrificing line of business-specific customer perspectives, workflows and processes.

With the Enterprise Customer View, firms can implement enterprise-wide initiatives that rely on collaboration and information sharing between lines of business and regions without introducing the potential of working from conflicting copies of data. It also delivers a single source of truth that can be leveraged for enterprise auditing, archiving and compliance requirements.

With an Enterprise Customer View, firms can:

- Power their digital transformation initiatives
- Enhance customer insights
- Meet compliance requirements for data auditing, monitoring, and archiving



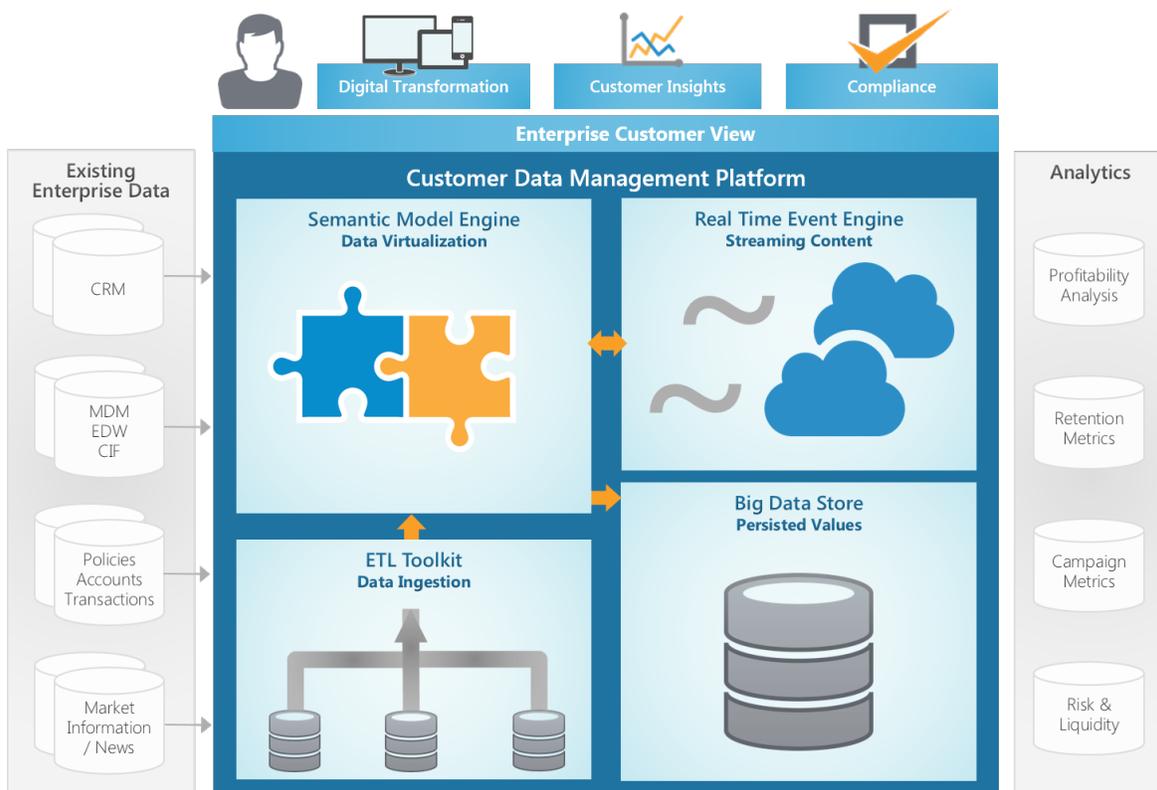
Flexible Technology and Services Enable the NexJ Enterprise Customer View

The NexJ Enterprise Customer View is powered by NexJ Customer Data Management (CDM). Firms use NexJ CDM to make better sense and use of their data to enrich customer insights, power digitization initiatives, and improve compliance.

NexJ CDM is an enterprise integration platform enriched with a semantic model engine. NexJ’s robust integration capabilities coupled with semantic normalization enable firms to be more agile and to better understand customers in an ever-changing industry. NexJ CDM creates a holistic view of the customer across regions, product lines, and channels, integrating demographic, interaction, transaction, relationship, and social data stored in siloed data sources and applications.

Unlike other offerings in the market, NexJ CDM semantically normalizes data by mapping individual properties from source systems into atomic attributes with business meaning. These attributes can be combined quickly into classes to enable rapid development of new apps and services and deliver clean data to enrich a firm’s integrated desktop, customer-facing website, and any customer-facing mobile tools. This view uses data that is still sourced in the original systems (MDM, CRM, Policies, Billings, etc.), to maximize the value of existing investments.

Unlike traditional approaches, NexJ CDM takes a customer-centric, front office perspective to data management. Back office MDM solutions, for example, may have compliance checks and balances that take hours to accept an address change. NexJ CDM works with existing MDM solutions to create an immediately operationalized copy of the data to power effective customer strategies.



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



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About NexJ Systems

NexJ provides enterprise customer management solutions to the financial services and insurance industries. Our solutions, which integrate information from multiple systems into a unified view, include industry-specific customer relationship management (CRM) for multi-channel engagement and collaboration; customer process management for client onboarding and KYC; and customer data management to better understand customers across line of business and regional data silos.

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