



MUTUAL FUNDS

Mutual Funds Portfolio
2016
v.4



Agenda

Corporate Overview

Mutual Funds Landscape

Mutual Funds Portfolio

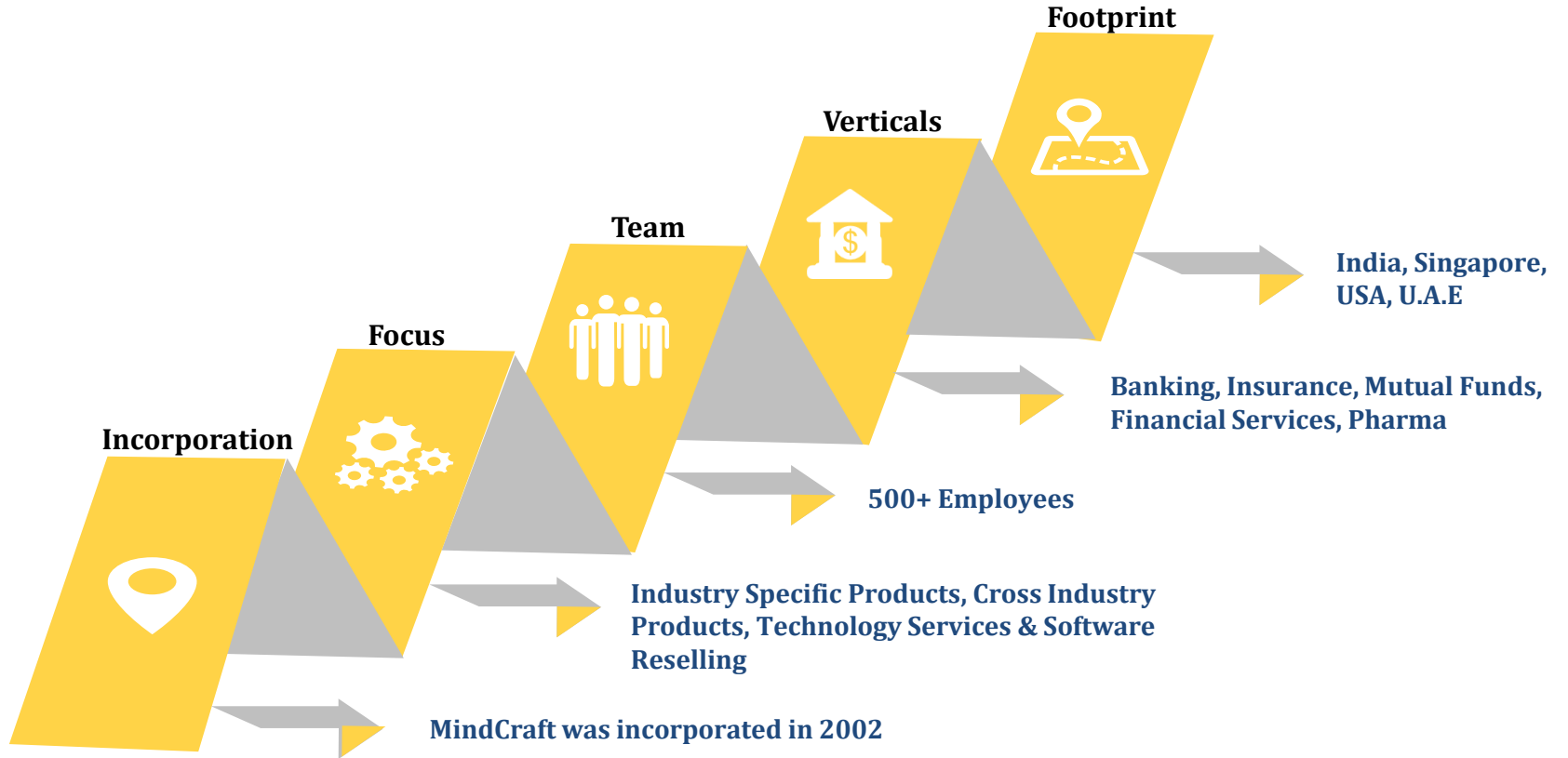
Products, Solutions & Services

Case Studies

Software Reselling

Advantage MindCraft

Key Clients



Mutual Funds Landscape

The Mutual Funds industry copes with a number of challenges – inflation, lackluster stock market performance, anticipation of an increase in interest rates and risk management. These growing pressures make it imperative for them to constantly evolve and improvise.



ROI



TECHNOLOGY



GLOBAL ECONOMY



REGULATORS & GOVERNMENTS



INVESTORS



CUSTOMER DEMANDS



STOCK MARKET UNDER-PERFORMANCE



WORKFORCE

MindCraft can help you re-invent your business model by adopting the right technology. We have solutions for reporting your business risk as well as setting up investor self service portals to help you collaborate better with your clients and achieve your strategic goals.



Products & Solutions

We offer a range of products and solutions developed specifically for the Insurance sector.



Services

Explore our expertise in various service lines including development & integration, business intelligence & systems software management.



Mutual Funds Projects

Utilize our knowledge of having delivered successful projects to overcome business challenges.



Software Reselling

Allow us to take care of all your licensing requirements.



MetRisk
Risk Monitoring
Solution

Enterprise-wide business risk assessment dashboard for key risk metrics. Captures risks across business functions, geographies, channels, time-periods & products.



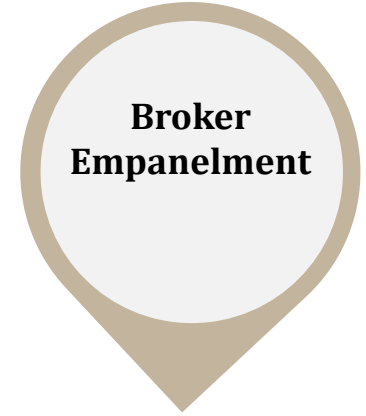
ComTrak
Brokerage
Commitment
Tracking

Maintains brokerage records and assists in generating quarterly brokerage plans while reconciling them with actual payments



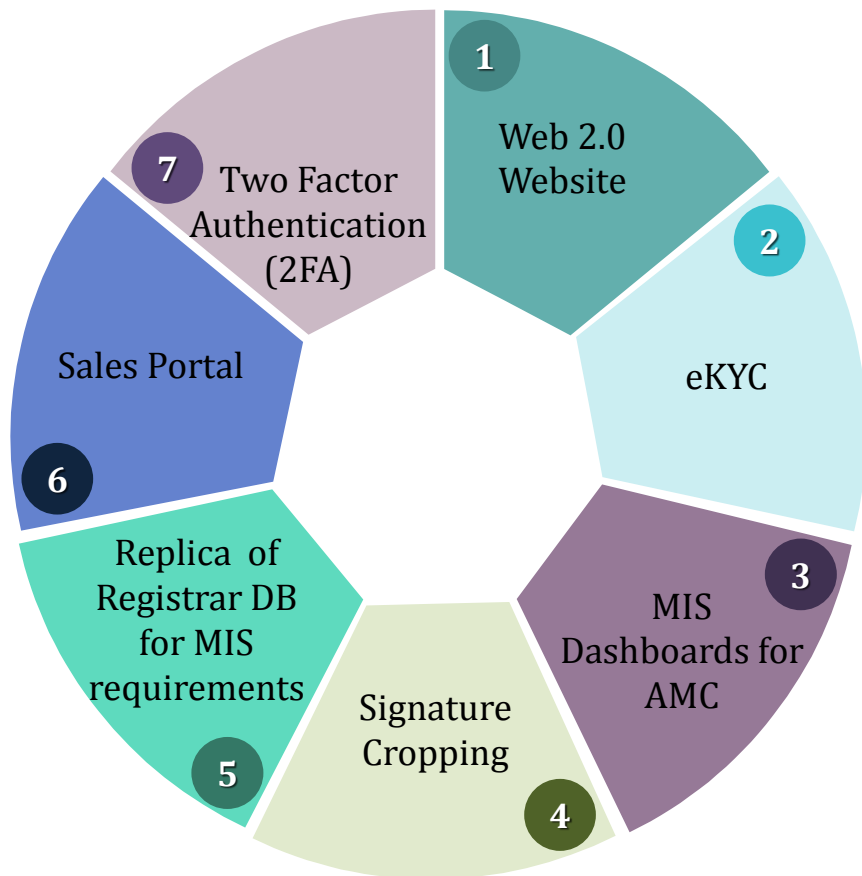
IntiCraft
Investor Self
Services Portal

Portal that acts as a virtual branch. Offers a hassle-free investment experience to investors with easy, instant access to their portfolio



**Broker
Empanelment**

Solution that defines base brokerage plan and overrides at several levels including Broker Category, Asset Classification, Individual Scheme/ Group of Schemes, Individual Broker/ Groups of Brokers, Individual Folios, Transaction Amounts



1

New look website with web 2.0 features like chat, forums, blogs etc. Platform to cross sell/ up sell, compare products vis-à-vis benchmarks and de-centralized publishing using Content Management System

2

Ability to check electronically with KRAs such as NSDL, CDSL, CAMS and Karvy for KYC compliance

3

Interactive dashboards covering different KPI's used by the Mutual Funds industry. Provides accurate MIS on daily / monthly / quarterly / yearly basis across channels / geographies / products

4

Enables verification of customer signatures on any service request form with the signature given on the physical application form. Features include online & offline cropping, signature upload etc.

5

Replicate the daily transaction database consisting of financial and non-financial transactions such as fresh purchases, switches, redemptions, change of address, change of bank mandates etc.

6

Sales portal is an online portal to capture and report on daily and planned activities of the sales force.

7

Solution that helps provide authentication using OTP or digital certificates. Improve security of online transactions using an additional layer of security.

Infrastructure Support

- ▲ Support for all platform components such as operating systems, databases and middleware required by applications
- ▲ Flexible engagement models ranging from 24x7 onsite / offsite support to on-call, visit based support

DR Drills

- ▲ Creation of DR instances of applications consisting of environment creation, application deployment, first time data replication (back-up and restore)
- ▲ Configuring ongoing database replication using available database tools
- ▲ Assisting with DR drills and reverse replication

Backup Strategy

- ▲ Consulting engagement around devising a back-up strategy
- ▲ Monitoring on-going back-ups to verify alignment with the planned strategy

Case Studies

Investor Self Services

MindCraft has implemented an investor self services portal for mutual fund companies. All financial transactions such as Purchase, Switch, Redemptions, Account Statements, Portfolio Summary, COBM. Complete backward integration with Registrar through Web Services

Brokerage Commitment

MindCraft implemented a solution that has the ability to track brokerage commitments made to brokers. The solution has provides the option to generate brokerage commit reports

Brokerage Empanelment

MindCraft built a solution for a Mutual Fund company that caters to the complete on-boarding process for brokers

Contact Management

A contact management system was built by MindCraft for an Indian Mutual Fund company. The solution allows tracking daily activity of Sales Managers

Web Content Management

MindCraft re-developed the website of a Mutual Fund company using Content Management System. The system was built on Alfresco Web Content Management



1



Technical Expertise

Achieve higher efficiency levels through our range of products, solutions and services.



3

Experience

Having been in this business for more than a decade, we understand our customers and their business well.

5



Value on Investment

Leverage your IT investments better. Reduce and control your operating costs by engaging with us.



7

Partnership Model

Over the years, we have built long-term strategic relationships with our marquee customers.

2



Right Size

At 500+ we have the right scale to execute large projects while giving executive attention to our engagements.



4

Excellent Service

Our SLAs are aligned to your business objectives, so we can help you achieve your goals.

6



Speed

We adapt to change very fast. We are better equipped to help you cater to the dynamic market requirements.



8

Alliances

Strong ecosystem created by long-term strategic alliances that have helped us create proven technology solutions.

Mutual Funds



Thank You!



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Mumbai, India

Singapore

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