

Syn~Customer

Syn~Customer provides an enterprise common repository for party data, a comprehensive workflow-based framework for managing the data lifecycle on a 'just in time' basis, and a means to transform and transmit this common data to recipient systems either by a 'push' or 'on request' mechanism.

Who uses Syn~Customer ?

- ~ organisations with a multiplicity of processing systems all using common data, which would benefit from a single 'golden copy' source
- ~ organisations with complex standing client rules (including settlement instructions, printed document format and dispatch information, cash payment and management rules etc) wishing to centralise the maintenance thereof and deliver these as a service to consuming applications
- ~ organisations which need to manage large and complex hierarchies of data (e.g. special purpose vehicles in a structured finance group) and be able to consolidate exposures, profit and other information in a flexible and real-time manner; this might include corporates as well as banks

Background

The management of counterparty data is becoming increasingly critical to business success. The cost of maintaining identical and closely-related information across a number of diverse applications is only now being recognised as a significant factor. The knock-on effects in terms of failures in what would otherwise be an automated system (e.g. STP transaction processing environments) have weakened returns on investments made in these systems.

While moving towards a standardised and managed environment to address these problems is a goal that many leading organisations pursue, it is often difficult to achieve in practice. The reasons are partly organisational and partly IT-related. They include factors such as:

- ~ Complex organisation processes that need to be understood, managed and improved over time
- ~ Need to centralise across different locations
- ~ Recognition that requirements for customer information are used differently in various parts of an organisation
- ~ Inability to consolidate information rapidly (e.g. because of multiple identifiers)
- ~ Different systems use different representations of the same data

Business benefits

- ~ Material cost savings by consolidating customer creation and management process
- ~ Significantly better STP through increased data integrity
- ~ Coherent representation of all customer facing data
- ~ Improved risk management capabilities
- ~ Streamlining of overall party management workflow

Coexis has created a solution known as **Syn~Customer** which is ideally suited to organisations wishing to focus on these challenges.

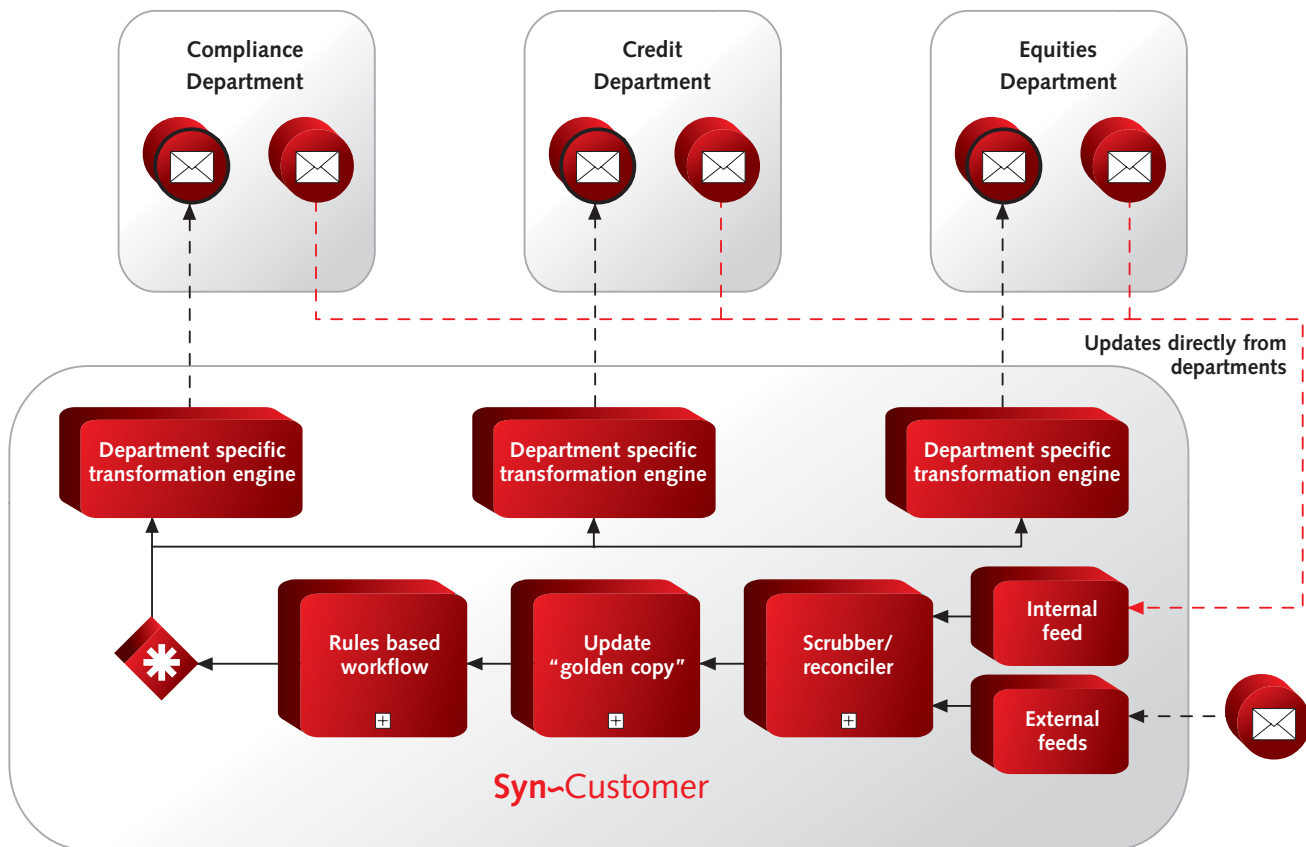
Features

Model flexibility: The **Syn~Customer** environment contains standard data models for counterparty reference data built up from many years of working with the world's leading financial institutions. This model can therefore provide a significant start in delivering a solution. However, the model is in no way fixed. If a client has an existing data model, then support exists for the importation of this into the **Syn~** model repository.

The data to be managed by **Syn~Customer** can reside either directly within the solution's own database or in external data storage such as another database (e.g. Sybase).

A particularly powerful feature of the data model is to be able to graphically manage hierarchical inter-relationship between organisations. Multiple different sets of relationships can be captured to address the conflicting and differing needs that occur when attempting to structure such data.

Process automation: At the heart of the **Syn~Customer** environment is the ability to understand and manage the organisational and system processes that form an integral part of the problem to be addressed. Whether it is automating the transformation of data,



collecting data or authorisations from parts of the user community, or communicating data to other systems, these are all steps in the automation process.

The steps are constructed within the **Syn~Customer** environment using a business process definition. This definition is built up by combining standard pieces of business logic included with the **Syn~Customer** environment with organisation-specific business rules and procedures. This proprietary behaviour is captured in forms, using natural English language or diagrams, which are directly understandable by end users.

Locale-dependent processing: When deploying solutions that manage data for a large and widely dispersed user community, **Syn~Customer** can address the differing data needs of these users in an elegant and efficient way. By allowing different virtual views of the data and processing associated with any part of the data model, locale-dependent processing can be

achieved with minimal effort.

Thus requirements such as having textual information (e.g. legal names) in multiple languages, market/region specific data gathering and authorisation, and providing and enforcing clear data ownership, can be met directly by the **Syn~Customer** environment.

Rapid integration: Any **Syn~Customer** solution will need to communicate with many systems within the organisation. It therefore provides a number of standards-based interfaces and associated tools to keep the effort required to achieve this to a minimum. Typically, message formats, data transformations and formats are defined as part of the 'data model' using the tools provided. Central definition of such information removes unnecessary duplication of effort that can frequently occur. Computer interfaces can receive virtual views of the data just as human users do, thus reducing the amount of custom code required in constructing interfaces.

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