

Publishing Solutions for Performance-Related Communications

STAY FOCUSED. GET RESULTS.

By partnering with Fluent, an innovator in content management and publishing for the financial services industry, you will have more time to concentrate on your core business while we handle your performance-related publications.

Fluent's unrivaled publishing solutions deliver results that make business sense.

How does Fluent benefit your company?

- **Decrease turn-around time:** We ensure compelling, consistent marketing information reaches your clients in a timely manner.
- **Enhance productivity:** We boost productivity by enabling you to produce more financial collateral using fewer resources.
- **Reduce costs:** We drive down costs by leveraging our proprietary, automated solutions.
- **Minimize risk:** We mitigate your risk exposure by presenting only the most accurate information.
- **Improve continuity:** We help ensure continuity of your communications even as your staff evolves and companies reorganize.



- **FACT SHEETS...** thousands in hours with no mistakes
- **CLIENT REVIEWS...** customized for all clients as frequently as desired
- **PRESENTATIONS...** automatically updated with most recent fund data
- **ATTRIBUTION REPORTS...** calculated to meet the needs of due diligence
- **COMMENTARY....** more than a fact sheet – the complete story

Fluent's Publishing System Supports Plan Providers

FundUtopia™, our proprietary publishing system powered by client service teams that are experts in financial communications, integrates state-of-the-art automation and business processing technologies into a powerful tool that generates a full range of client and marketing communications, faster and more reliably than ever before.

Fluent's powerful productivity suite includes:

- Automated publisher
- Data manager
- Content manager
- Digital asset manager
- Workflow manager
- Document library

The Right Solution for Your Communications Needs

- **Easily meet** your relationship management, marketing, sales, retirement, and compliance needs
- **Eliminate the need** for systems integration through our software as a service approach
- **Consolidate data** and content into the industry's most robust, web-enabled repository
- **Conveniently work** in Word, PowerPoint or Excel
- **Output content** in common desktop applications and file formats
- **Distribute information** via electronic or traditional print and fulfillment delivery methods



Fluent Team Background

Product/Channel	Financial Services Expertise	Publishing Expertise
<ul style="list-style-type: none"> • Defined contribution • Mutual funds • Institutional asset management • Private clients • Variable annuities and insurance 	<ul style="list-style-type: none"> • Portfolio analytics • Commentary • Collateral development • Sales support • Marketing production • Product management • Market research 	<ul style="list-style-type: none"> • Database administration • Programming • Process engineering and quality control • Template design • Creative and graphics • Desktop publishing

For more information visit www.fluenttech.com or call **Michael Zimmer** at 781.939.0900 x 11