

Create & BluePrint

Blue Curve

Blue Curve is a sophisticated, yet simple to use, platform that supports the production of financial documentation.

Widely used by financial institutions for financial research production, Blue Curve also supports fund reporting, corporate broking and corporate finance activities.

Blue Curve reduces manual effort and time-to-market, whilst simultaneously reducing operational risk and improving compliance.

Content Creation & Template Management

Creating a highly formatted and complex financial document, quickly and easily is quite a challenge without the right tools. Even if you have templates already, how easy is it to change them, connect them to your data sources, publish the content for the web or an email and share the content you produce with others? If you're not using Blue Curve Create & BluePrint, we can imagine it's pretty tough.

Blue Curve Create is a content creation and automation suite that makes it easy to do these things and more. Whilst BluePrint allows you to easily build and manage the document templates used by Create.

Create Benefits

- Automatically generate documents from pre-defined layout templates in Microsoft Word or PowerPoint;
- Automatically populate documents with pre-defined database content, and enable it be updated on demand;
- Allow users to modify the parameters of the automated content to tailor the document;
- Easily insert adhoc charts, tables and other

content whilst letting the software control formatting, colours and layout;

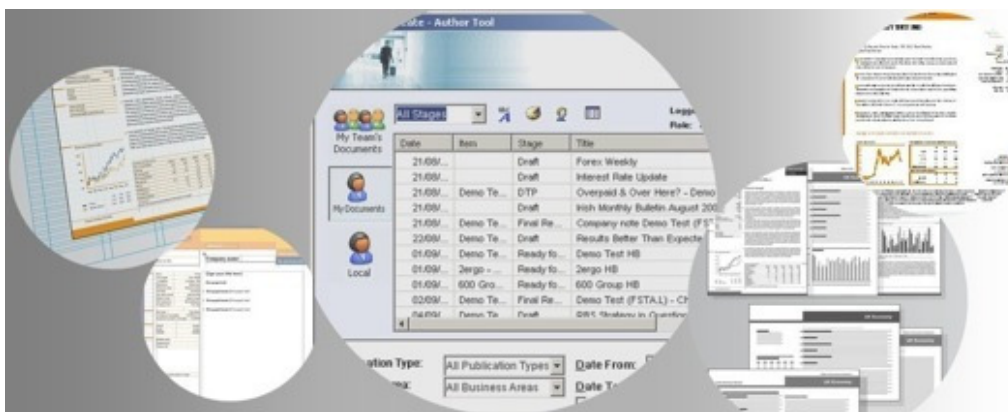
- Automatically build composite reports from previously created content – great for reviews, monthly overviews, morning meeting packs and estimates books.
- Work locally or whilst on the move using Microsoft Office.

Managing the BluePrint

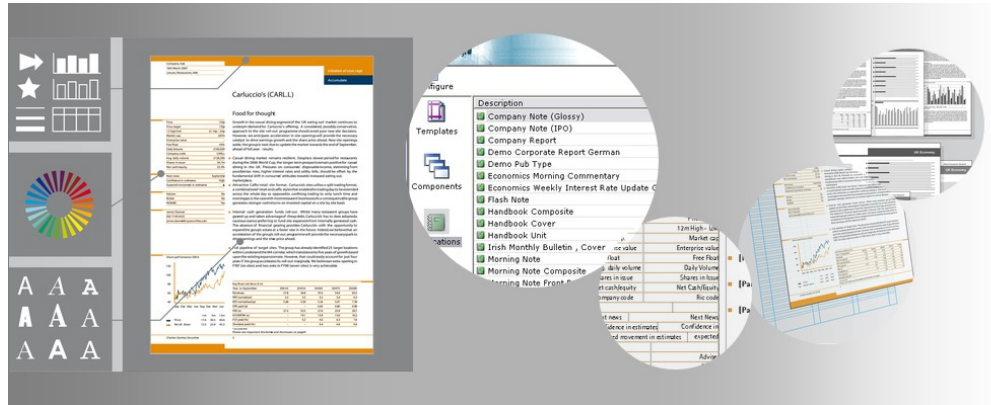
Of course any document production system is going to have to be modified over time.

New for version 5, BluePrint brings you the ability to manage automated document templates yourself, providing the following benefits:

- Full **control** over the template library, designs and automation features;
- Ability to **quickly make changes** to templates using simple and robust tools;
- **Fast turnaround** for new templates without software coding;
- **Reduced cost** of ownership.



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BluePrint Features

The unique Blue Curve template architecture is based around a hierarchical view of the document. Blue Curve sees a document as a collection of components, each with their own style, layout and automation features.

BluePrint provides the ability to manage the template and component libraries through a simple and robust interface. The extensive functions include:

- Create, Edit and Delete components, including tables, charts, images and text;
- Define automation features for the document build and document edit phases;
- Build templates using a WYSIWYG interface with the familiarity and flexibility of Microsoft Word;
- Combine templates into composite reports for automation of larger documents;
- Use the inbuilt functions to separate development, test and production environments and for easy rollout of templates.

Blue Curve in Action

Firms using Blue Curve experience significant improvements in their production efficiency and reduced operational costs.

When creating a piece of financial research, analysts start by creating a new document within Create, and specifying the subject. Blue Curve presents the analyst with a Microsoft Word document, highly formatted and laid out exactly to the BluePrint specification.

The document is also populated with the latest data and content drawn from the Blue Curve Insight database, or other data sources.

The analyst quickly adds their content, using the Blue Curve tools to create highly formatted and correctly laid out charts and tables.

The finished report is submitted to the Blue Curve database, allowing it to be further processed and shared with others in the team.

Unrivalled Technology

Blue Curve Create and BluePrint utilise the very latest industry standard technology and can run on a variety of server platforms. Built using Microsoft .NET, Create works over the Internet, on a corporate network or in standalone mode to match the way we work today. Create's inbuilt synchronisation software also makes sure you have the latest templates on your machine making template issues a thing of the past.

Blue Curve can be deployed in a variety of configurations. Many customers choose to implement the software on their own network, using their own servers. However, Blue Curve can also be deployed on a hosted server, managed by Corero, and accessed via the Internet. This option is increasingly chosen by a growing number of our customers as they look to benefit from our expertise in research technology management.

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