

Reach

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.

Distribution Management

The way in which you deliver your research to your customers greatly impacts the overall effectiveness of your research production process. There's little benefit to having well designed research, a sophisticated process and great content if your distribution is slow, haphazard and inflexible.

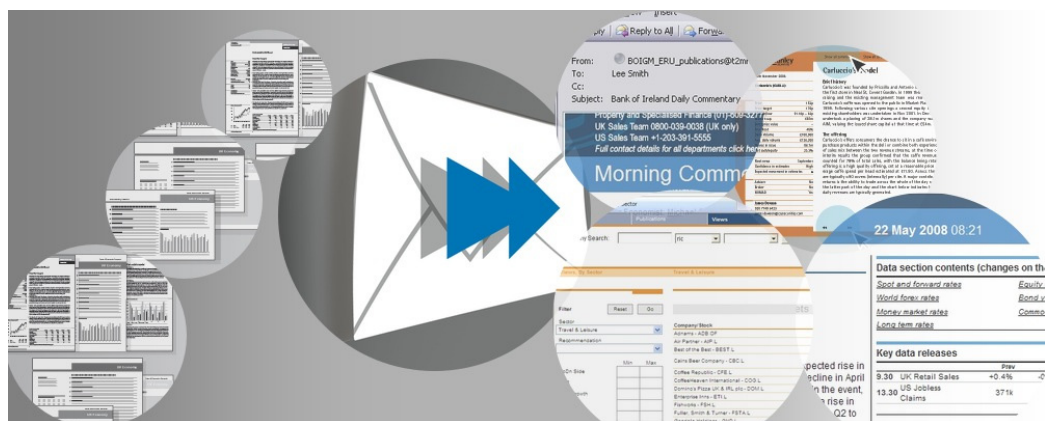
Blue Curve Reach provides a platform for building a great distribution process. It's sophisticated and detailed features provide highly targetted and automated emailing, seamless integration with third-party distributors and many customer management features.

But more than that, Reach builds on the unique Blue Curve component architecture to allow you to create compelling content in emails, web pages and RSS feeds straight from your published documents and data.

Reach Benefits

- Manage all research distribution through a single interface;
- Integrate with your existing CRM system, or use the inbuilt CRM database;

- Target distribution accurately using the detailed customer profiles allowing precise specification of the customer interests and delivery preferences;
- Automated generation and distribution of rich emails in several formats, with content straight from the documents;
- Integrated email hyperlinking to your website using the Blue Curve API;
- Seamless integration to third-party vendors, including Reuters, Bloomberg, Capital IQ, Factset, TheMarkets.com and many more;
- Delivery audit trails, with confirmed delivery and readership tracking;
- Automated control with Blue Curve Process for "straight through processing";
- *New for version 5:* Distribution Timing Control allowing you to set the automatic release of your research to each channel and group of recipients;
- *New for version 5:* Make your content available as an RSS feed.



Blue Curve Reach

Blue Curve in Action

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

Making use of Reach allows you to manage all research distribution from a single interface.

Reach supports file transfer distribution to third-

party systems such as Reuters, Bloomberg and many more. Having a single interface to add, update and delete your files makes it simpler and quicker to reach your desired audience. You can also configure the system to automatically send files, further reducing the manual effort so common today.

And it's easy to see whether your new, improved content and distribution process is reaping benefits through extensive distribution logs.

Depending on your exact configuration, it's possible to track a recipient through the email system and their subsequent web site usage when using the Blue Curve API.

And, of course, Blue Curve Reach can still produce highly targeted distribution lists for traditional printed documents, and even control the transfer of all files to the print and distribution firms.

Unrivalled Technology

Blue Curve Reach can be deployed in a variety of configurations thanks to its simple browser based interface.

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.

A Wealth of Experience

Corero is staffed by market professionals who have many years direct experience of working in the financial markets. Our aim is to bring that experience to bear in your business and to continue to deliver added value through the application of ideas, technology and related services.

Automatically distribute content to multiple channels, control timing of release, accurately target emails, manage jobs from a single interface, record detailed audit trails

Integrate client data with existing CRM system

Generate email with rich content using the Blue Curve component architecture, multiple email formats and personalisation

In addition, the new Distribution Timing Control features in Version 5 allow you to set the release times for each type of document, ensuring they go at the right time, but without your intervention.

Firms using Blue Curve Reach benefit from creating some of the most accurately targeted and feature-rich content for their customers. By giving customers what they want in the way they want it, you're more likely to be read and followed.

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