

# Drive digital transformation throughout your enterprise



Increase efficiencies



Reduce costs



Accelerate speed-to-market

## DIGITAL IS NOT JUST A TECHNOLOGY—IT'S HOW YOU WORK

Every firm is in the midst of technology transformation. New digital capabilities are increasing efficiencies. Integrated digital-first channel management is reducing costs. Industry utilities are improving speed-to-market and allowing you to scale faster. The biggest risk is doing nothing.

Broadridge simplifies the complex, helping firms meet today's digital consumers where they live. Because we support over 5,000 brands, Broadridge can bring the scale, reach and data you need to make meaningful connections—transforming everyday communications into dynamic, personalized engagements that fuel growth.

## TRANSFORM CUSTOMER DATA INTO ACTIONABLE INSIGHT

Many companies have trouble working with multiple, disparate legacy systems. We make it easy to consolidate and normalize data streams with turnkey data management solutions that deliver information where, when and how it is needed.

Our managed services and technology enable automated aggregation, reconciliation and storage of a wide range of data.

## DELIVER UNIQUELY PERSONAL JOURNEYS

Outdated campaign management systems lead to missed opportunities and higher costs. Now you can promote engagement throughout individual journeys with timely, personalized communications—backed by results-oriented, data-driven campaign management capabilities.

From cost-efficient print-on-demand to digital personalization and more, our solutions and services streamline your marketing communications, improve compliance and allow you to deliver dynamic customer-centric experiences.

## STREAMLINE CONTENT CREATION AND DISTRIBUTION

Creating, updating and finding the right asset is difficult when sales and marketing materials are stored in multiple systems. Discover how to centrally compose, manage, publish and distribute complex content easily with automated, web-based tools.

Accurate, compliant content may be customized, distributed and managed using intuitive, cloud-based technologies. Our solutions integrate easily with CRM and DAM systems and deliver real-time insights on campaign effectiveness.

## PROVIDE OPTIMAL DIGITAL EXPERIENCES

Intense competition, savvy end-users and information overload make it difficult to stand out. Rise above the noise. Deliver streamlined and dynamic digital experiences with a suite of tools on an industry-leading platform.

Gain efficiencies with inline editing and all the themes, templates and custom-branded designs included in our centrally managed, mobile-responsive solutions. Measure performance using comprehensive analytics.

## DRIVE PERFORMANCE WITH REAL-TIME ANALYTICS

Having to integrate disparate sources of information wastes time and resources. Effortlessly transform information into insight and comply with confidence. Use robust analytics to gain the actionable intelligence you need to make bolder, more confident decisions while reducing campaign costs and increasing response rates.

Get performance reports, track and audit representative activity, seamlessly flow data through third party applications and beat competitors to key insights.

## SIMPLIFY COMPLIANCE

Without automated compliance monitoring and reporting, firms are at risk of non-compliance in an increasingly complex regulatory environment. Comply with confidence using archival and reporting capabilities designed specifically for your industry.



100% customizable



Scalable structure



Fully hosted solution

## A Full Range of Digital Services

### CONSULTING

- Strategic and Tactical Planning
- Cost-Benefit Analysis
- Process Improvement
- User Experience Design and Testing
- Customer Journey Mapping
- Simplification
- Pilot Recommendations

### MARKETING SERVICES

- Data Cleansing and Normalization
- Campaign and Content Management
- Marketing Automation
- Collateral Management
- Multi-Channel Delivery
- Analytics

### TECHNOLOGY AND OPERATIONS

- Rapid Onboarding
- Customized Apps by Industry
- Scalable Platforms
- Staffing and Implementation
- Shared Industry Utilities

### INFRASTRUCTURE AND SECURITY

- Information Security
- Cloud-Based Infrastructure
- Cost Mutualization

### THE ABCDs OF INNOVATION®

To stay competitive, firms must leverage technology to evolve their operating models. But where do you start? Broadridge simplifies the complex with The ABCDs of Innovation. It's how we help our clients understand and apply next-gen technologies—including AI, blockchain, the Cloud and digital—to transform their business and get ready for what's next.

**LEARN MORE.** Contact your Broadridge representative or call +1 866 359 0456.

Broadridge, a global Fintech leader with over \$4 billion in revenues and part of the S&P 500® Index, provides communications, technology, data and analytics. We help drive business transformation for our clients with solutions for enriching client engagement, navigating risk, optimizing efficiency and generating revenue growth.

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Ready for Next

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Technology  
Data and Analytics