

# DESIGNED FOR YOU – A GAME CHANGER FOR TRANSFER AGENCY

Two years ago, we took a hard look at our Transfer Agency business. At the time, some of our competitors were deciding to leave the business, especially in EMEA and APAC. We, on the other hand, decided to increase our commitment and invest in new, innovative capabilities. We realized that our platform needed to deliver greater efficiency and ease of use for our clients and their investors. This got us thinking and what resulted has been a transformational journey to evolve our asset servicing platform by introducing **Northern Trust Matrix™**.

Here is a quick snapshot of things to come your way.

## WHERE DO WE START?

Our design teams considered the many everyday interactions between us, our clients, and their investors. For example, we help you open new accounts; we process trades into the funds we service; we provide detailed transaction reports. These and many other activities have triggers that require an action to take place in order for our client's fund to move forward. Yet many of these interactions are still manual – for all transfer agents. Time is lost chasing pending trades and cash receipts, and it takes a lot of back-and-forth to track down documents to open a new account. We can attest to this because the solutions we've built for our Private Banking clients have shown that the demand for digital interaction is increasing daily and certainly not going away.

Matrix will help change this paradigm by changing the relationship between the data and the applications on our platform. Our event-driven architecture will allow us to immediately capture, validate, and process data. It catalogs today's manual tasks and derives an automated workflow solution. To give one example, you will receive proactive notifications that are tied to business events, giving greater transparency in our interactions. If important data is missing when onboarding a new investor, like the relationship to the fund, a notification will be automatically sent and you will be able to quickly update the information through the notifications dashboard using your mobile app. Once updated, the onboarding process will continue.

At the centre of the platform's new architecture, Matrix lays the groundwork for us to develop new and powerful tools that will change how you receive and manage data.

---

### TOBY GLAYSHER

Executive Vice President and Head of  
Global Fund Services International

## GIVE ME AN EXPERIENCE I RECOGNIZE

So, what does a really good design entail? We put a lot of emphasis on this question when designing the Matrix portal. We knew we needed to account for the unique needs of everyone involved, so we took a user-centric approach to this design. Our teams did three things:

- First, we studied the pain points that key users face and jointly figured out how an upgraded platform should solve these.
- Second, we mapped out the future experience to show how all the new capabilities would flow together and how it would be beneficial to the users.
- Finally, we incorporated these users in reviews of our work to confirm that our platform actually delivers new and personalized experiences.

This user-led approach is a powerful way to ensure that all the events and data on our platform are more personalized and deliver the insights desired.

In the new web portal and mobile app, each of the key users will have their own journey through the platform, customized landing pages, data centered on their needs, and notifications or alerts focused on their tasks, just like you have now when dealing with a utility bill or making a payment from your banking app.

For example, say you place a trade. Based on your personal preferences, you will receive a notification on your preferred device via the app or a text message saying that your trade has been received. In addition, you will receive another notification that the cash has been received to pay for the purchase. Notifications will be highly personalized – wherever you want to receive the notifications, the choice is yours.

## I WANT MY DATA FASTER

We all recognize that good quality data is critical to our everyday business needs. Our society's ability to collect and analyze data is evolving at an exponential rate and the financial services industry has not been immune to these innovations. Emerging technologies make it possible to collect vast quantities of data and we are only beginning to understand the true impact it can have on our industry. Fundamentally, this capability transforms organizations from reactive environments – being managed by static data – to automated continuous learning environments in real-time.

The Matrix data fabric layer will capture, validate, and process data in real-time, and the information will display almost instantly on the new portal and mobile app. This is vital for trade validation and visibility into daily capital inflows and outflows and transforms oversight capabilities.



Image is for illustrative purposes only. Not an actual client.

This user-led approach is a powerful way to ensure that all the events and data on our platform are more personalized and deliver the insights desired.

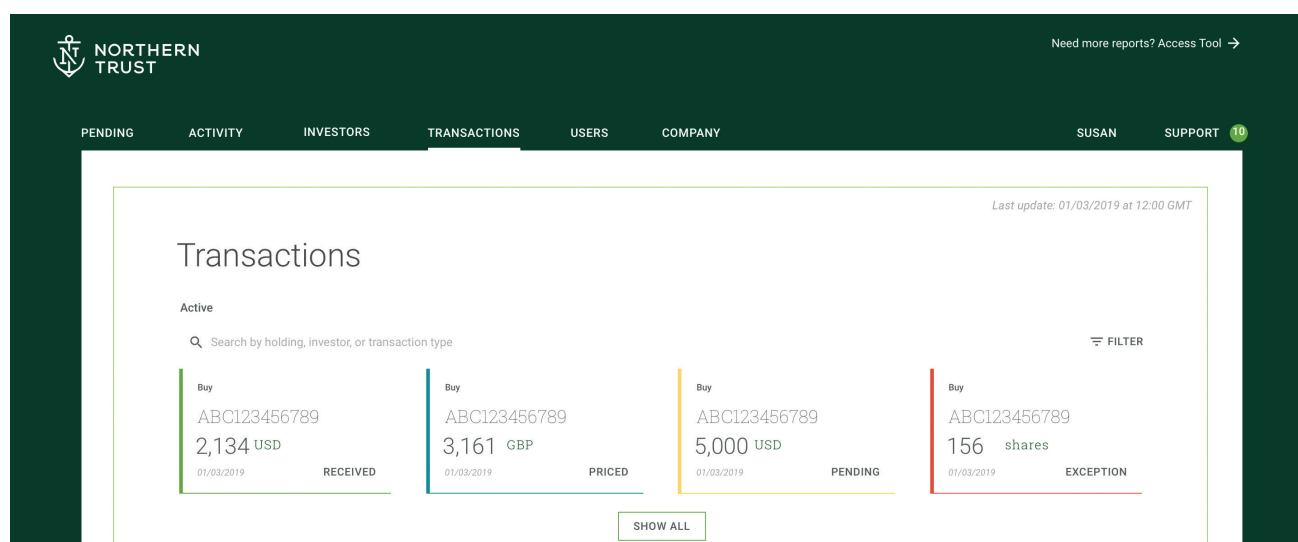


Image is for illustrative purposes only. Not an actual client.

## CHANGE THE WAY WE WORK

We are equally excited about the opportunities **Northern Trust Matrix™** provides in terms of how we all work together. You will have opportunities for more self-service with a suite of web and mobile capabilities – from placing trades, to opening new accounts and updating account information. To resolve items more efficiently, the portal will also come with a secure chat capability to direct inquiries online.

Over the course of this year, you will hear more frequently about the progress towards building the platform with more deep dives into the capabilities we have in store – including and beyond Transfer Agency.

A game changer? Well, you won't have to wait long to find out.

© 2019 Northern Trust Corporation. Head Office: 50 South La Salle Street, Chicago, Illinois 60603 U.S.A. Incorporated with limited liability in the U.S. Products and services provided by subsidiaries of Northern Trust Corporation may vary in different markets and are offered in accordance with local regulation. This material is directed to professional clients only and is not intended for retail clients. For Asia-Pacific markets, it is directed to expert, institutional, professional and wholesale investors only and should not be relied upon by retail clients or investors. For legal and regulatory information about our offices and legal entities, visit [northerntrust.com/disclosures](https://northerntrust.com/disclosures). The following information is provided to comply with local disclosure requirements: The Northern Trust Company, London Branch; Northern Trust Global Services SE, 6 rue Lou Hemmer, L-1748 Senningerberg, Grand-Duché de Luxembourg RCS B232281; Northern Trust Global Investments Limited; Northern Trust Securities LLP. Northern Trust Global Services SE, Abu Dhabi Branch, registration Number 000000519 licenced by ADGM under FSRA # 160018. The Northern Trust Company of Saudi Arabia - a Saudi closed joint stock company - Capital SAR 52 million. Licensed by the Capital Market Authority - License No. 12163-26 - C.R: 1010366439. Northern Trust Luxembourg Management Company S.A., 6 rue Lou Hemmer, L-1748 Senningerberg, Grand-Duché de Luxembourg, Société anonyme RCS B99167. Northern Trust (Guernsey) Limited (2651)/Northern Trust Fiduciary Services (Guernsey) Limited (29806)/Northern Trust International Fund Administration Services (Guernsey) Limited (15532) Registered Office: Trafalgar Court Les Banques, St Peter Port, Guernsey GY1 3DA.