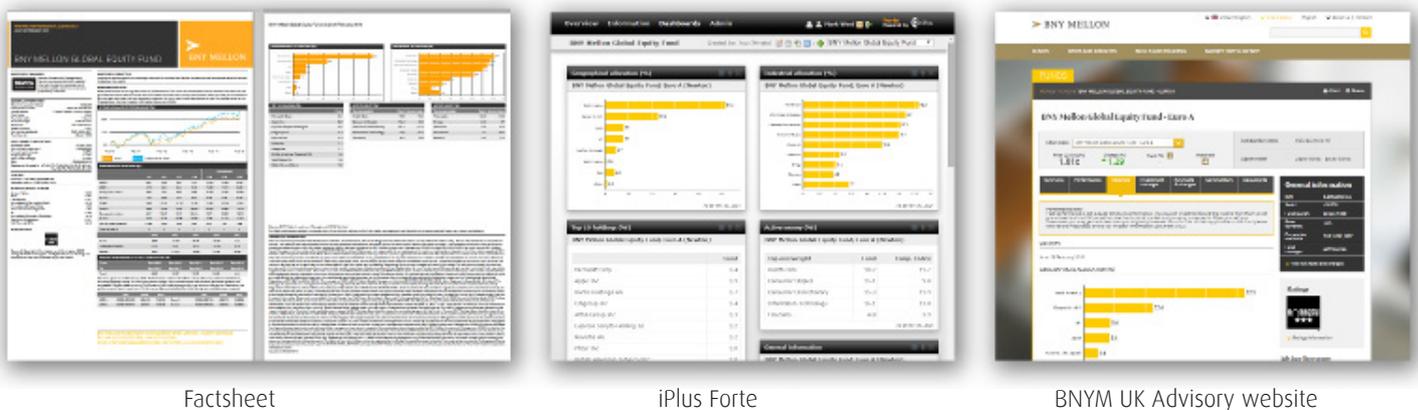


BNY Mellon leverage the power of iPlus on the new UK Advisory website

In a dramatic change to the status quo, BNY Mellon use a single Golden Copy of content to concurrently populate their new UK Advisory website, their factsheets and Forte, their game changing sales enablement portal, also from integrate.

integrate is delighted that BNY Mellon are leveraging the power of the iPlus product set so effectively.



Mark Smith, Global Head of Investment Information Services, BNY Mellon Investment Management said, “iPlus has allowed us to extend the service we provide to our sales teams, fund managers, consultants and customers, all while saving a great deal of money.”

No longer is it necessary to create separate streams of content for each of the multitude of distribution channels to be served: with iPlus, one Golden Copy of structured, jurisdiction aware, compliant content serves them all.

iPlus works by producing a Golden Copy of product information and market ready performance data which can be broadcast through many different channels. The market ready information can be used in the form of factsheets, fund reviews and more specialist sales materials. Using the same content (the Golden Copy) saves time and money and dramatically reduces the risk of publishing incorrect information.

BNY Mellon selected iPlus to provide all the fund information and performance data for their impressive, new website. First developed by integrate in 2004, the iPlus ‘factory’ automates transforming data into information in an incredibly efficient way.

iPlus can manage the production of tens of thousands of items of market ready information each production cycle. In the case of BNY Mellon, it provides the content to: factsheets, fund reviews and more specialist sales materials; wireframe websites; feeds sales enablement tools and third party distribution platforms. It serves these channels with product information for 18 jurisdictions, in 13 languages, routinely in *Trade plus 5 days*.

Following the success of iPlus, integrate has recently launched iPlus³. This new system offers all the publishing flexibility of the ‘turnkey’ product iPlus and;

iPlus Library

A web-based document storage solution designed for desktop and mobile use

iPlus Forte

A web-based interactive information sharing portal ideal for desktop and mobile use

iPlus Readi

A content repository and Application Programming Interface to the iPlus Golden Copy

About integrate

Over the past decade, integrate has worked extensively in the fast-paced world of asset management, working with some of the largest financial companies in Europe and America.

email enquiries@integrate.co.uk.

Notes to Editors:

About BNY Mellon

<http://intermediary.bnymellonim.co.uk/about-us>

iPlus³

Turning Data into Information



Content



Live data



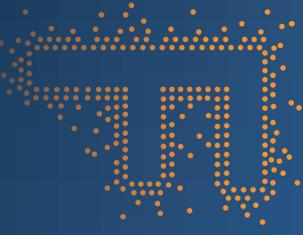
Branding



Library



Forte



Readi



Websites



Printed output



Mobile



Sales force



External

