QUARK ENTERPRISE SOLUTIONS

NORTH AMERICAN BANK REDUCES RISK AND COST OF REGULATED CONTENT, STRENGTHENS COMPLIANCE AND CONSISTENCY

QUARK ENTERPRISE SOLUTIONS STREAMLINE THE CREATION OF POLICIES AND PROCEDURES TO SLASH TURN-AROUND TIMES, BOOST PRODUCTIVITY AND ENSURE THE ONGOING ACCURACY OF MORE THAN 300 DOCUMENTS

Quark Software Inc. works closely with a national bank in North America that Bloomberg Markets magazine ranks among the world's strongest banks. One of the keys to the bank's success is its diverse financial service portfolio. Its business units cover the gamut of client needs from retail and business banking, investments, insurance and more. As a result of strong corporate leadership, along with a dedicated staff of 20,000 employees, the bank has amassed assets totaling $195 billion.

The challenge of managing 300+ SOP documents

The work of each business area is guided in part by internal standard operating procedures (SOP) documents. Their goal is to provide a positive and consistent customer experience while ensuring compliance with governmental and internal bank policies, regulations and procedures. This objective is so vital to mitigating the bank's risk that it established a group dedicated to overseeing the SOP library of over 300 documents.

The director of content management for the bank, and leader of the group dedicated to SOPs, manages a 13-person team that is charged with the creation, editing and regular updating of the bank's hundreds of SOPs.

Historically, their work was tedious and very time consuming. "We relied upon a lot of manual processes and systems," recalls the director. "Any change to a source document had to be manually perpetuated across every other dependent document. It was detailed and exhausting work."

One of the team's challenges was a long and manual workflow. The SOP document review and approval process alone was inefficient. For instance, the entire review team was cc'd on each review email though their attention was only needed at specific points in the review process. Moreover, the email exchange of hundreds of documents under review taxed the company's IT infrastructure. Not only did it consume storage resources and transport circuits inefficiently, it exposed the team to document version control issues.

The cumbersome workflow was also a problem for managers. "It took a long time to train a writer," says the director. "And when someone left the company, they took everything they learned with them. That was a hardship for us and we wanted to find a solution that had workflow built into it."

Reducing the risks of regulated content
In addition to significantly increasing the efficiency of the team, the director also sought to lower the risk the bank faces over regulated content. Its SOPs need to adhere to strict regulations of the U.S. Security Exchange Commission (SEC) and Canadian exchange.

"WE WANTED TO FIND A BETTER WAY TO ENSURE THAT OUR SOPS COMPLY WITH GOVERNMENTAL AND BANK REGULATIONS, POLICIES AND PROCEDURES," EXPLAINS THE DIRECTOR. "THAT LED US TO CONSIDER SYSTEMS THAT COULD AUTOMATE OUR WORKFLOW PROCESS, AND FOLLOW BUSINESS RULES TO FURTHER STRENG-THEN THE COMPLIANCE AND CONSISTENCY OF THE CONTENT WE PRODUCE."

Selecting a digital publishing solution
The team worked with Accenture to identify potential digital publishing solutions. After evaluating various solutions, they selected Quark Enterprise Solutions.

"Quark met our extensive requirements better than anyone else," recalls the director. "The scalability of the Platform would allow us to add instances for use by other departments in the future."

The Quark professional services team worked with the bank's IT specialists to implement an instance of Quark Publishing Platform. Then they leveraged the Platform's open architecture to integrate it with IBM FileNet P8, the bank's existing enterprise content management (ECM) solution.

Following that, Quark analysts worked with the team to codify and automate SOP document workflows. These included the incorporation of business rules and dependencies that trigger subsequent actions and reminders.

To author documents, writers continue to use Microsoft Word. To add intelligence to the content created by writers – without changing authoring environments – the bank purchased licenses of Quark XML Author, a Microsoft Word plug-in. The plug-in allows writers to transparently "wrap" XML code around content to create and tag "information components." The XML-coded content components can then be flowed into an SOP template without any manual intervention.

Once an SOP document has been reviewed and approved, it is published and saved as the master file in the bank's IBM FileNet P8 Platform.

Productivity enhancements allow for three times the productivity without additional team resources
Quark Publishing Platform's workflow, XML-coding and meta-data tagging features promote a more efficient and compliant SOP creation, review and approval cycle.

Previously, SOP content was "unorganized" in that it existed as monolithic blocks of copy in documents. Thus writers had to copy and paste content across documents. Moreover, they had to search individual documents affected by a content change because they couldn't search across the entire SOP library.

By contrast, Quark Publishing Platform allows users to tag content which may be treated as stand-alone components. This delivers substantial flexibility and granularity to the creation and editing process. For example, writers can save considerable time by searching across the SOP components to quickly find documents dependent upon a revision.

The modularization of content is also a significant productivity enhancer. Multiple authors can work simultaneously on a single project to complete real-time updates. The Platform automatically routes content for review and noti-

fies authors about new tasks. And rather than requiring writers to copy and paste copy across documents, they can create content once, add metadata and flow components to their corresponding placeholders in documents, regardless of which business unit or distribution channel uses it. Quark Publishing Platform maintains the referential integrity of all content components so users can see every document that a content component has been incorporated into and ensure the current version of that content component is used.

As an example, consider the update of legal disclaimers associated with a credit card brochure. Because that copy can be tagged, it can be segregated and revised accordingly. Thus only legal personnel would be tasked to review

"THE ABILITY TO REUSE CONTENT AND DISTRIBUTE CONTENT ACROSS MANY SOPS OR CONTRACTS WILL BE A SIGNIFICANT TIME SAVER AND WILL ENSURE THE INTEGRITY OF THE DOCUMENT."

the content versus the previous process of sending it out to an entire team for review. And to keep the project moving along, automated reminders nudge authors during the review process.

"We haven't crunched the numbers yet, but it's clear that the Quark solutions will dramatically reduce the time it takes to author SOPs," explains the director. "So much so that we'll be able to take on two to three times the number of SOPs with the same number of people."

Solution workflow retains intellectual property and makes training easier
Previously, the team's workflows existed in users' heads. By incorporating them into the Quark Publishing Platform, they became a codified, enterprise asset. So when employees leave the team, the SOP process knowledge remains with the bank.

The automated workflows also make the director's life easier. "Training someone to use Quark Publishing Platform is

CHALLENGES

- To strengthen compliance and ensure consistency across all SOP documents

- To manage the creation, editing and updating of 300+ SOPs

- To scale capacity to accommodate a 200-300 percent growth in SOP documents

- To significantly improve efficiency to shrink SOP documents' development cycle

- To codify SOP workflow and knowledge and transfer it to the Bank

- To implement a flexible platform capable of use across the enterprise

SOLUTIONS

- Quark Publishing Platform

- Quark XML Author (a Microsoft Word plug-in)

BENEFITS & RESULTS

- Minimized risk associated with meeting regulatory requirements by strengthening compliance and consistency of content

- Significantly improved productivity to boost authoring capacity and enable the handling of two to three times the number of SOPs

- Streamlined and automated SOP document authoring

- Componentization of content along with automation of task assignments and reminders significantly reduced review cycle time

- Implemented an authoring and publishing solution that users can quickly learn and easily use

- Codified SOP workflows into the Platform to make them an enterprise asset

- Implemented an open-architecture solution that can be leveraged across the enterprise

Quark

faster, and the application is easier to use than what we were doing before. Not only will we be able to quickly replace someone should they move on, but we'll be able to cross-train people to backup sick or vacationing authors."

A flexible Platform for use across the enterprise
Quark Publishing Platform's open architecture and flexible configurability make it an ideal solution to be applied across the enterprise.

"One of the things that is attractive about the Quark solution is its ability to be applied to other business units," says the director. "The wealth management group, marketing and other teams are very interested in deploying it to streamline the production of a range of regulated and unregulated documents."

ABOUT QUARK SOFTWARE INC.

Quark's software enables organisations of all sizes to meet customer demand for engaging, relevant communications when, where and how they want them. Our solutions combine the power of XML with flexible layout and design to automate the delivery of customer communications to print, Web, and interactive experiences on the latest digital devices. Financial services firms, manufacturers, and governments around the world rely on Quark solutions to elevate customer communications to new levels, reduce time to market, and lower costs.

To find out more about Quark Enterprise Solutions visit **www.quark.com/enterprise** or contact us at **www.quark.com/contact**

Denver | London | Hamburg | Mohali | Dublin