



The driving force for  
**Mutual Fund Distributors**



# Mutual Fund

Mutual Fund distribution is a highly competitive business. While the opportunities are in abundance, the challenges of a **MF Distributor** are also many. With so many AMCs offering hundreds of investment schemes, research and knowledge of these schemes is of paramount importance to the distributor to give justice to his advisory business. Secondly he is dealing with a big volume in terms of transactions and has a serious task of managing the investment portfolio of his customers. Tracking brokerage is another arduous task and so is monitoring the sales growth.

## ► Comprehensive Scope

Back Office Management, CRM, Brokerage, Pre-Sales, Funds Advisory, Sales MIS, Application Forms Dispatch, Paperless Office.

## ► High - Tech Technology

Developed using Microsoft's state-of-the-art ".Net Technology platform". Confines to Microsoft recommended application architecture. Uses robust and scalable MS-SQL Server database.

## ► Rich User Interface

Extremely user friendly application with advanced GUI (Graphical User Interface) elements - Outlookstyle Menus, Favorites Menu, NAV Ticker, Informative & Configurable Dashboards, Filterable Tabular Views, Attractively Laid Reports, Vibrant 3D Graphs and Smart Data Entry Forms.

## ► Extensive Report Options

Most of the reports are available in multiple sorting options. For e.g. Inwards Transaction Register is available Transactions Date wise, Customer wise and Sales Channel wise. Multiple filters are also provided to enable you to get the report with data of your choice. For e.g. you can get Inwards Transactions report for specific Funds, Customers, Transaction Types, Sales Channel, Transaction Period and so on.

## ► Intelligent Download Service

The data needed to drive the application can be downloaded in single click, thanks to the smart logic used in **FundzMagic**. When you click on the download button, the application automatically checks the status of the data on your PC and gets only the incremental / modified data from the server. The following data is provided by **FundzMagic**.

**FundzMagic** is a comprehensive end-to-end business automation application for small to enterprise level MF Distributors. It addresses all the challenges of a professional MF distributor's business and covers the entire gamut of his needs, thereby enriching all aspects of his business.



⇒ Comprehensive Scope

⇒ High-Tech Technology

⇒ Rich User Interface

⇒ Extensive Report Options

⇒ Intelligent Download Service

⇒ Smart Import System

⇒ Automatic Report Dispatch

⇒ Auto-Creation of Transactions

⇒ Informative Dashboards

⇒ Multi-user & Portable on the Laptop



- AMCs & Funds
- Asset Allocation Data (Fact sheets)
- Dividends & Bonuses Announced
- NAVs
- Application Forms

# Mutual Fund

## Smart Import System

The import system in **FundzMagic** allows you to import the transactions data supplied by Registrars such as CAMS / Kary / Templeton / Duestche or your Principal Broker. The smart import wizard ensures that with minimal effort, your transactions are imported into the **FundzMagic** database.

## Automatic Report Dispatch

FundzMagic scheduler can automatically e-mail portfolio reports to your selected customers at the scheduled time, thus freeing you from the repetitive task. For e.g. you can schedule Portfolio Valuation Report for every Saturday, Folio Ledger for every 15th of the month and Comprehensive MF Chart for every 10th April for customers XYZ, ABC & LMN.

## Auto-Creation Of Transactions

Transactions can be auto-created from the **SIP/SWP/STP** plans. Similarly, Dividend transactions can also be auto-created from the Dividends Announced data. This feature is especially useful for folios of customers which are not sold under your ARN, where the registrar data is not available to you.

## Multi-User & Portable On The Laptop

FundzMagic is a Client-Server application. The node application allows you to connect to the server database and work efficiently in the **LAN** environment. There is also a **LAPTOP** version available which can be carried to the field with all the data copied from the server.



## INFORMATIVE DASHBOARDS

A unique concept of Dashboards implemented in FundzMagic provides you with ready display of the information that you need on a regular basis, as soon as you login. Think of Dashboards as the content that will be displayed on the home page of any portal.

**Fund Performance**

Fund Name	Abs. Return
<a href="#">Deutsche - Investment Opp. (</a>	
<a href="#">Reliance - Regular Saving Equ</a>	
<a href="#">IDFC - Premier Equity (G)</a>	
<a href="#">SBI - COMMA Fund (G)</a>	

Subcategory: Diversific | Period: 1 Year | Option: Growth

**Birthdays**

Member Name	Birth Date	Email
Roxanne Cherian	01/07/1955	roxannece
Haresh Bhamnani	06/07/1969	haresh_bh
Chanderlal Bachani	01/07/1975	chanderlb
Arun Kapoor	04/07/1978	

**Anniversaries**

Member Name	Anniversary
Jethanand Mishra	04/07/1991
Arjandas Bachani	06/07/1999
Premlata Gupta	05/07/2000

**My Watch List**

Fund Name	NAV
<a href="#">Reliance - Banking Fund Growt</a>	46.8400
<a href="#">Reliance - Banking Fund Divide</a>	20.1800
<a href="#">Reliance - Banking Fund Growt</a>	46.8400

**Absolute Returns (%)**

	1 week	1 mth	3 mth	6 mth	1 year	Ince.
	-0.25	-15.0	-2.26	-22.7	11.28	380.36

FUNDZMAGIC Investments empowered

# FundzMagic Modules

## ► Data Management

**MF Distribution** is a transaction oriented business. The distributor usually handles a lot of transaction data in his Back Office in order to maintain the portfolio of his customers. We understand that time management is paramount in this business and therefore **FundzMagic** contains an array of Transaction Management features which helps the distributor to capture the MF transactions easily and organize them swiftly.

- Advanced Data Capturing forms for recording all types of MF transactions
- Smart Import Wizards to rapidly import customers and transactions from registrars such as **CAMS, Karvy, Templeton**, etc.
- Configurable Import Wizard to import data from Principal Broker supplied data files
- Auto-creation of **SIP/STP/SWP** transactions from their masters
- Dividend Transactions Posting from Dividend records
- State-of-the-art web based service for daily downloads of **NAVs, Funds, AMCs, Dividends, Bonuses, Benchmark Performance, Fact Sheets, Forms**, etc.
- Software comes fully loaded with historical data of NAVs and Dividends since 199X.
- Powerful Transactions Browser to easily navigate in your voluminous data.

## ► Customer Presentations & Servicing Reports

**FundzMagic** generates a host of reports that your customers will find very useful to better understand their MF investments. The reports are attractively presented and supported with appropriate graphs wherever necessary. Some of the many customer portfolio presentations that **FundzMagic** generates are

• Portfolio Valuation Report
• Portfolio Gain-Loss Statement
• Folio Ledger
• Portfolio Exposure Report
• Portfolio Asset Allocation
• Comprehensive MF Portfolio Chart
• Consolidated Insurance & Investments Chart
• Short & Long Term Gains Report
• SIP Due Intimation
• SIP / SWP / STP Renewal Reminder
• Transaction Intimation
• ELSS Redemptions Available Report
• Long Term Gain Redemptions Available Report
• PAN Registration Letter to Registrar

⇒ Data Management

⇒ Customer Presentations & Servicing Reports

⇒ Back Office Reports

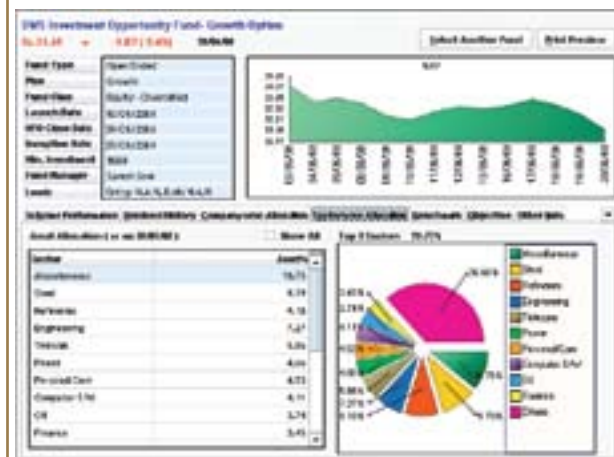
⇒ Brokerage Receivable System

⇒ Pre-Sales

⇒ M.I.S.

⇒ Application Forms Service

⇒ E-Docket



## ► Back Office Reports

While efficient customer servicing is of key importance in your business, it is equally important to be in control of your back-office operations. **FundzMagic** contains many reports and on-screen features to help you with all the information that you may need to conduct your business smoothly.

• Inward Transactions Report
• Outward Transactions Report
• All Transactions Report
• AUM Report
• Reversal Transactions Log
• Auto-Transactions Pending Log
• Import Pending Log
• Mailing Labels
• Customer Directory
• Dynamically filterable Transactions Browser

# FundzMagic Modules

## ► Brokerage Receivable System

This module will help you in keeping track of your Up-front & Trail Brokerage that you receive from AMCs / Principal Brokers. Due to varying terms on different schemes, tracking the brokerage receivable can be an enormous effort. This module eases this task and presents vital reports to keep you posted on the brokerage earned and outstanding. Additionally this module also provides features to monitor various Rewards & Recognition programs and the incentives earned through these programs.

- Up-front Brokerage Earned Statement
- Up-front Brokerage Outstanding Report
- Trail Commissions Receivable Report
- Rewards & Incentives Report

## ► Pre-Sales

In this competitive arena of selling MF, it is critical to have an edge on the competitors to surge your way ahead. **FundzMagic** boasts of giving you the best pre-sales tools to enable you to close big sales with much ease.

- Magic-Plan Wealth Machine
- Magic-Plan Freedom ULIP
- Retirement Plan
- SIP Performance Chart
- Comparative SIP Performance
- SIP Delay Calculator
- EMI / Present Value / Future Value Calculators
- Tax Calculator

## ► M.I.S.

FundzMagic has a rich collection of MIS reports which will provide vital views of your customer portfolio, Funds and your business productivity. The MIS in FundzMagic is categorized into Fund MIS, Customer MIS and Productivity MIS.

Fund MIS	Customer MIS
NAV History	Funds Comparison
NAVs at a Glance	Funds Snapshot
AMCs at a Glance	Asset Allocation Comparison
Funds at a Glance	My Watch List
Funds Performance	Brokerage Comparison



**NAV's** **FACT SHEETS**  
**AMC's** **FUNDS**  
**DIVIDENDS** **BONUSES**

Customer MIS	Productivity MIS
AUM Drill Down	Business Productivity Report
Sales Drill Down	Sales Performance Comparison
Top Customers List	Month wise Performance
Prospective Customers (2 analysis)	
Folios under Loss	
Folios giving Profit	
Book Profit / Stop Loss Report	



# FundzMagic Modules

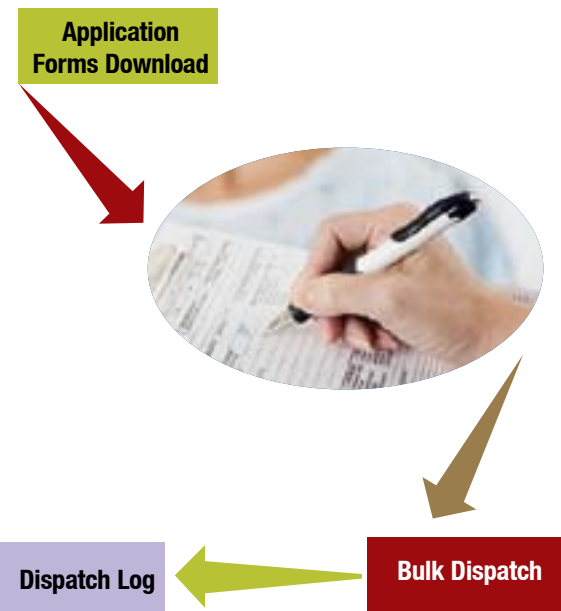
Disseminating information electronically helps you reach out to your customers quickly. Typical need of a MF distributor is to send the fund information and forms to his customers from time to time. This module of **FundzMagic** deals with helping you in Application Forms distribution to your customers. The module features are as below:

**Application Forms Download:** A sophisticated download service which keeps your system updated with latest forms from various **AMCs**. Click button to download them on to your PC.

**Bulk Dispatch:** Electronically stamps your **ARN** and emails them to your customers

**Fully Personalized Forms:** Fill up the entire form and dispatch them to your customer by e-mail

**Dispatch Log:** Provides you with full report on all the form dispatches done now you can make your office paperless, using the **FundzMagic's** state-of-the-art document management system. Instead of keeping bulky paper records of your customers, store them electronically. E-Docket allows you to scan or import the files (such as **PDF/ DOC/ XLS / PPT**) and organizes them customer wise. You can then retrieve the stored documents by simply selecting the customer and clicking on the desired document in the list. You can view, print or e-mail the document to your customer as and when needed.



## ADD ONs

## FundzMagic - SMS

**Your instant connection with your clients** - Competition is growing day by day. Everyday your customers are being approached by several advisors, offering him innovative investment opportunities. **CUSTOMER LOYALTY** is becoming a concerning issue and **RETAINING** the customer has become a major challenge. To ensure customer loyalty you must be in regular touch with him. Now, reach out to your customers at the click of a button!! Use the power of **SMS** to keep in touch with them at affordable costs. The **FundzMagic SMS** add-on module empowers you to stay in touch with customers and provide him with a host of valuable information about his investments. Here are some of the highlights of this module:

**You can send personalized messages to your customers via a compatible mobile handset or SOTS - an Internet based SMS service available exclusively to Datacomp Software users.**



### Send variety of messages such as

- ⇒ Birthday Greetings
- ⇒ Wedding Anniversary Greetings
- ⇒ Your Latest MF Network
- ⇒ Transaction Confirmation
- ⇒ Dividend Earned
- ⇒ Dividend Announcements
- ⇒ NFO Announcement
- ⇒ SIP Due Intimation
- ⇒ SIP Expiry Intimation
- ⇒ Portfolio Review Reminder
- ⇒ Stop Loss / Book Profit Alert

### Other Features

- ⇒ Auto-Scheduling - Configure the services once and leave it to FundzMagic to send messages automatically on daily basis
- ⇒ Broadcast Facility - ideal for running marketing campaigns and sending festival greetings to customers, prospects, associates and friends
- ⇒ Facility to send SMS to your Sales Staff, Sub-brokers, Principal brokers and your contacts in Registrar Office, AMCs and your branch offices
- ⇒ Exhaustive log information of messages sent is available with convenient filters
- ⇒ Online Balance check and Refilling
- ⇒ Highly Cost Effective!! - Send SMS to your customer anywhere in India for as low as 36p\*

## ADD ONs

# FundzMagic Investor Login

- You can select customers and provide them with unique login name and password to access their portfolio online
- The data from your FundzMagic application can be uploaded on your website in just a few clicks of the mouse.
- The customers can get several views of their portfolio – Portfolio Valuation, Gain / Loss, Folio Ledger, Portfolio Asset Allocation, Portfolio Performance and more.
- And all this at an amazingly low cost starting at Rs.20/- per family per year. That is only 6 paise per day!!!\*

Your online window to your customers.  
This is add-on module to FundzMagic application which enables your customers to view their MF portfolio online on your personal website.

[www.yourname.fundzmagic.com](http://www.yourname.fundzmagic.com)

## ADD ONs

# Advanced Sales Channel Management

This is an optional module for Distributors who have a network of Sub-brokers working for them. This module mainly addresses the brokerage payable and rewards schemes aspect of their distribution business and also provides useful MIS which can help them monitor the performance of the network.

- Create **Sub-Brokers Master** and group them on the basis of their brokerage structure.
- Define Brokerage Payable Rates (both Up-front & Trail) for various Sub-Broker Groups for different Fund Schemes / Classes
- Define and track Rewards & Recognition programs
- Provide Application Acknowledgement to Sub-Brokers
- Provide Transaction Data to your Sub-Brokers for them to use in their **FundzMagic** application. In other words, provide data mailback services just like CAMS / Karvy
- Generate Brokerage Statement and Vouchers
- Print Brokerage Cheques
- Handle exception Brokerages. For e.g. a Sub-Broker demands higher brokerage for certain big business transactions. In such case the rate defined in the master is not used and facility to edit the rate for this transaction is provided.

### Partial List Of Reports

- ⇒ Upfront Brokerage Payable Statement
- ⇒ Trail Commission Payable Statement
- ⇒ Rewards & Recognition Qualifiers Report
- ⇒ Rewards & Recognition – Success & Failures List
- ⇒ Brokerage Voucher
- ⇒ TDS Statement
- ⇒ Exception Brokerage Paid Report
- ⇒ Profit & Loss Statement (Brokerage Received v/s Paid)
- ⇒ Sub-Broker Group Performance
- ⇒ Brokerage Paid Summary Report
- ⇒ Brokerage Cheque Printing
- ⇒ Application Acknowledgement
- ⇒ Applications Browser



# Testimonials

"I am in total control of my business, thanks to FundzMagic. It efficiently takes care of all my business requirements"

**Tarun Saxena - Accountax Consultants**

"I am very happy with the innovative features of FundzMagic. Though all features are very useful, the MIS section of this software has really helped me to monitor the portfolio of my customers as well as the productivity of my sales staff"

**Vipin K Lakra - Financial Planner**

"My customers can now see various views of their portfolio online on [www.chennaicapital.fundzmagic.com](http://www.chennaicapital.fundzmagic.com) My customers have immensely appreciated this service and have started recommending their friends to invest through me because of this exclusive service"

**Mr. Selvakumar - Chennai Capital**

This service has given transparency for their investments and also less of service burden for me as they themselves are able to view their reports. Less of queries and more of comfort on both the sides."

It has really been Happy Investing for all my clients.

**G. Arputharaj - Managing Director**

This software is very helpful to us to increase our client base and to satisfy our existing investors. Thanks for a good software."

**Ravi Malhotra - Onyx Wealth Solutions Pvt. Ltd.**

I will like to thank you for the retirement planning part of the software where we can explain the inflation adjusted consumption requirements to the clients. In first five days of my marketing this concept I am able to sell more than 2.5 lac worth of SIP. This would not have been possible without this tool. Now I have taken target of selling SIP worth Rs 50 lac per month by 30/09/2008. Thank you for this tool."

**Pradeep Kumar Jain - Investment Advisor**

Give the **Lightening Edge** to your business  
**Buy FUNDZMAGIC NOW**

Information contained in this brochure is correct at the time of printing. The list of features mentioned are not exhaustive & keep on increasing at a rapid pace. For an update on the latest additions please refer to our website.



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