



# Digitizing Subscription & KYC Docs

# Introductions

Canadian market focus. *Asset Managers & Technology*



## Conner Sura - Lawrence Park Asset Management

Conner Sura is the Director of Business Development at Lawrence Park Asset Management, an alternative fixed income manager based out of Toronto.



## Fraser McEwen – Slate Securities

Fraser McEwen is a Partner at Slate Securities L.P., an investment management platform specializing in Real Estate investing, across both the public and private markets



## Lazar Radenovic – Obsidian Suite

Lazar is the head of technology at Obsidian Suite, a cloud technology firm helping digitize asset management operations



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# Challenge & opportunity

A point of sale, *that puts off buyers*

AIMA

## Lost AUM

- Counterparties are put off by the lengthy process of subscribing into OM products
- Long gaps between the decision to invest and commitment can lead to lost sales

## Poor Compliance

- Counterparties often submit incomplete documents, or forget to complete them all together
- Managers take in capital and have to chase for corrections & final sign-off

## Loss of data & automation capabilities

- Loss of valuable meta data that will be needed to drive your business in the future (e.g. investment maturity dates)
- Manual processes add to the overall operational cost for both; the manager and their investors / advisors

# Guidelines & regulatory updates

Canadian market focus. Key industry guidelines and approvals



## fundserv

"The purpose of an e-signature is to establish a lasting and reliable record of intent to execute a document. Implemented correctly, and where applicable, an e-signature is functionally equivalent to a manual/ink signature on a paper document."



## OSC

"Electronic commerce legislation in force in number of jurisdictions now clarify that electronic signatures are legally valid in those jurisdictions. Commonly accepted legal definitions of "executed" and "signature" all suggest that there is more than one method of signing (and hence executing) a document."



## IIROC

"IIROC's principles-based rules are designed to give firms the flexibility to choose the form that a signature may take – be it by physically committing pen to paper or the convenience of using an e-signature."



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# Available technologies

Tools available to get going today. Automating subscription & KYC docs



## eSignature Execution

- Select a leading platform provider for signature management.
- The focus should be to leverage existing proof of signature technologies that are tried and tested across different industries



## Sub doc workflow management

- Subscription workflow and automation, and secure distribution
- Needs to support various subscription document formats, investor / dealer user types, and pre-populate information to speed up the process



## CRM & MIS

- Make sure you plan on how to get the meta data into your CRM
- Mobilizing your client data will be essential for the next phase of digitization



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# One example – how to automate

SmartDocs digital subscription and KYC sign-off using DocuSign



## 99% Time reduction

By asking only relevant questions, reusing fields in a client's KYC vault, and facilitating e-signatures a sub doc or KYC update can be done in seconds



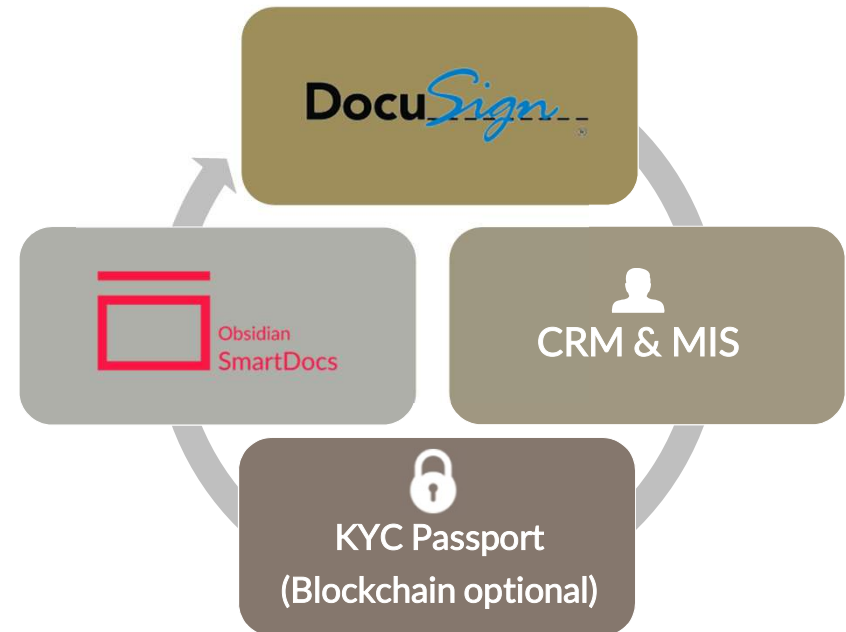
## Elimination of errors & omissions

Rule based web forms are automatically generated from any custom sub doc. A client is only asked relevant questions, however, will not be allowed to proceed until the document is 100% complete



## More AUM, more data

Reducing the time between a client's decision and a signature results in higher conversions, more opportunities, while allowing you to analyze your client data and automate KYC reminders



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# The future of sub docs

Global market focus. *Asset Managers & Technology*



1

## Centralized platform

- One platform for all investors/advisors to use
- Fund products are visible either by invitation or by suitability

2

## KYC Passport owned by the investor

- Every document an investor fills enriches their KYC passport
- A KYC passport can be used to pre-populate docs from many funds

3

## Legal document flow simplified to point and click

- Easy to use onboarding, with lowest possible friction
- Outbound integration with client's CRMs operational tools



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A photograph of a modern, multi-level atrium with a glass and steel structure. The atrium features several curved walkways with glass railings, where people are seen walking. The structure is supported by a network of vertical and horizontal steel beams. The lighting is soft and even, highlighting the architectural details. The word "QUESTIONS?" is overlaid in the center in a white, sans-serif font.

QUESTIONS?



# Thank You

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## CONTACT DETAILS

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