

FundBlast™

FREQUENTLY ASKED QUESTIONS

Q: WHAT BENEFITS DOES FUNDBLAST™ GIVE TO FUND COMPANIES?

A: Overall, FundBlast™ provides fund companies with better communication, controls and workflow approvals for corporate action events — all at no cost. In addition, one of the main benefits to fund companies is the time savings with a reduction of clarifying emails between the fund company and the dealer. One major broker-dealer estimated that for every actionable email they receive (prior to using FundBlast™), five subsequent clarifying emails were also generated. Due to the way that FundBlast™ organizes and structures data, it virtually eliminates the need for these clarifying emails.

Q. WHICH DEALERS/DISTRIBUTORS CAN THE TOOL COMMUNICATE WITH TODAY?

A: Fund companies can communicate to all dealers using FundBlast™. BNY Mellon Asset Servicing is currently receiving corporate actions data via Delta Data's automated solution. FundBlast™ is also able to distribute your corporate actions to other dealers through an option for external communications from the tool. Additionally, all intermediaries will have the opportunity to receive the FundBlast™ events by subscribing to Delta Data's DaaS product.

Q: WHY SHOULD FUND COMPANIES USE FUNDBLAST™ FOR CORPORATE ACTIONS?

A: The bottom line is increased efficiency. FundBlast™ is an event-based system that automatically tracks changes to the funds implemented via corporate actions. FundBlast™ supports dealer-specific data points in addition to industry-standard data points. Along with this flexibility, it also communicates highly specific changes based on user or company profiles, e.g., changes that only affect one population of dealers on one effective date and a different population of dealers on a later date. In addition, FundBlast™ will provide consistency across fund companies – which will eliminate the risk to dealers due to variance in format and nomenclature.

Q: WILL FUNDBLAST™ DUPLICATE COMMUNICATION EFFORTS FOR CORPORATE ACTIONS?

A: FundBlast™ can replace that process for all Dealer/Distributor communications. Most Asset Managers have a process for creation, approval and dissemination of corporate actions and other dealer communications. FundBlast™ offers workflow for creation and lifecycle management of each event entered. Workflow and approvals can be customized by event type. FundBlast™ will create the finished document and email the information to your dealers who are not Delta Data clients.

Q: WILL THIS PRODUCT SUPPORT SPEC PACKS?

A: Yes, FundBlast™ will support all 14 spec packs in the industry. The spec pack functionality does not require the dealer's participation in any program or that they subscribe to our software. Delta Data creates the spec pack for the target dealer using your prospectus data and builds a spec pack for the dealer in their format.



Q: HOW DO WE KNOW THIS WILL WORK FOR OUR ASSET MANAGEMENT FIRM?

A: Over a six-month period, 10 beta partners from diverse demographics in the industry tested FundBlast™ and provided valuable input. Based on their feedback, we built a flexible corporate action tool to meet the needs of any asset manager.

Q: OUR MARKETING TEAM HAS SPECIFIC GUIDELINES FOR DOCUMENTS AND FORMAT REQUIREMENTS. CAN WE STILL USE THIS TOOL?

A: FundBlast™ has a template engine that can apply logos, corporate color pallets and legal disclaimers to a publishable pdf to comply with your existing marketing guidelines.

Q: WHAT IS INVOLVED TO START USING FUNDBLAST™?

A: FundBlast™ can be configured through the user interface to support the workflow and approval process your firm follows today. Or your firm may opt to contract with Delta Data to implement a production-ready environment. FundBlast™ comes pre-populated with your prospectus data. Delta Data partnered with BNY to populate FundBlast™ with events since August 2017.

Q: REGARDING INTERNAL WORKFLOWS, HOW DOES THE APPROVAL PROCESS WORK USING FUNDBLAST™?

A: It's simple. FundBlast™ generates approval emails based on your specific business processes. The emails, sent to each participant in the workflow, contain an approval link along with a summary of the corporate action event.

Q: WE CLOSELY COORDINATE FUND EVENTS WITH OUR FUND ACCOUNTANT AND OUR TRANSFER AGENT. HOW WILL OUR PROCESS WORK IN FUNDBLAST™?

A: FundBlast™ provides for direct integration with third-party service providers that allows your TA and your Fund Accountant visibility to events in the tool. They can also be part of the overall approval process.

Q: WHEN SHOULD WE START USING THE TOOL?

A: The tool offers immediate benefits to your dealer communications and can fully replace your internal process. Early adopters will have the greatest level of input on phase II enhancements and the shortest turn-around on service requests and training.

Q: WHAT FEATURES ARE BENEFICIAL TO DEALERS?

A: With FundBlast™, Dealers will receive a comprehensive output of all stages of a corporate action event. FundBlast™ adds context and supports multiple activity dates that sequence complex events.

DON'T SEE YOUR QUESTION LISTED? SUBMIT YOUR FUNDBLAST™
QUESTION TO DELTA DATA AND WE'LL GET BACK TO YOU ASAP!
