

Become Provider of Choice for Financial Institutions



**F O R T E N T**

**KNOW MORE, RISK LESS**

*“We are a company that is expanding our product set and market presence to meet the changing needs of our customers. Despite our complex offerings, Delve inherently understands the intricacies of our business and our specialized market. They integrated this knowledge with our culture to truly create a brand that gives us a platform for continued strong growth.”*

ED BAUM: CHIEF MARKETING OFFICER, FORTENT

### BUSINESS CHALLENGE

Unite multiple firms and service offerings under one value proposition. Create a brand to define a new market for risk and compliance technology, information and training.

### BUSINESS OUTCOME

A single company that stands apart in a fragmented market-place by elevating their value proposition to be the trusted advisor and safe choice for financial services executives.

## BACKGROUND

- Warburg Pincus backed a new business concept to revolutionize the risk and regulatory compliance market for financial institutions.
- Their growth strategy was driven by several acquisitions as well as creating proprietary products. Initial acquired firms were resistant to change.
- Their goal was to be positioned as strategic counsel and service provider to senior financial services executives challenged by growing risk and regulatory compliance issues, penalties and fines – not merely a technology provider.
- The market was dominated by point-to-point solution providers, leaving financial executives to cope with uncoordinated technology purchases and spiraling costs.
- Opportunities existed in international markets and additional financial industries.

## SUCCESS

- The newly branded company was quickly perceived as the go-to-source for strategic risk and regulatory compliance for financial institutions.
- The company attracted industry leaders and stellar advisers who desired to be a part of this innovative company.
- Positioned as the leading provider in the industry which generated leads, created access to senior buyers and made sales efforts easier.
- Global brand recognition was achieved in less than 2 years.
- Inbound inquiries from leading firms in the industry resulted in strategic discussions and additional acquisitions.

### Brand Architecture and Product Naming



The name *Fortent* was derived from *Forte* and hints at the word “Fortress” and “Tent” implying safety and security.

*Know More, Risk Less* represents being the only provider with deep domain expertise, a holistic vision and a comprehensive suite of risk and regulatory compliance services – delivering true peace of mind to the C-suite. Product names emphasize efficiency, transparency, and action.

### Whitepapers



The look and feel for Fortent represents a simple, quiet confidence by limiting the use of distracting blocks of color and overcrowded content.

The brand tenet of transparency is established visually with deliberate use of white space, eye-catching red accents signature to the financial industry, and illustrations symbolizing Fortent’s high-integrity offerings.

Product Offering Brochures

**FORTENT**  
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**Fortent KYC**

Fortent's cornerstone solution for financial institutions doing business in the US and Europe.

Solution: Know Your Customer (KYC)

Financial institutions operate in an environment where "knowing your customer" is an essential part of doing business. It has become a legal requirement in many areas, including Europe and the U.S., and is considered to be one of the cornerstones of an effective anti-money laundering (AML) risk strategy.

**KNOW YOUR CUSTOMER (KYC)**

The Fortent Know Your Customer solution has been developed to meet the KYC challenge and offers a unique AML solution designed specifically to allow financial institutions to take a risk-based approach to KYC.

Using Fortent Know Your Customer, financial institutions can implement comprehensive and consistent Know Your Customer practices, resulting in reduced risk, increased efficiency, and lower operational expenditure.

**How it Works**

Fortent Know Your Customer automatically identifies, verifies, and reports on high-risk individuals and companies by aggregating, linking, and processing information from a wide variety of public and private sources.

Fortent Know Your Customer is a fully scalable solution for managing vast quantities of structured, semi-structured, and unstructured data, turning it into usable – and actionable – information. Utilizing its patented metadata management platform, Fortent Know Your Customer actively seeks out the relationships between data – from sources as diverse as CRM databases, international watch lists, and customer activity databases to trusted news and other Internet-based information resources – and identifies complex relationships between the data held on your existing internal systems.

From raw data to risk assessment insight

Fortent Know Your Customer provides financial institutions with an automated risk scoring framework that can link together all Customer Identification Programs (CIP) and Enhanced Due Diligence (EDD) activities to provide a 360-degree customer risk assessment. Based on the risk assessment, the solution then creates a highly accurate Customer Risk Profile and Risk Score classifying the potential risk associated with every individual or corporate customer. This critical feature allows compliance analysts and risk teams to focus their efforts on making decisions, not on collecting data.

The Fool-Proof Process

**Fully Customizable Solution**

Fortent Know Your Customer can be customized for all aspects of a customer's KYC process: client screening, risk scoring, use of proprietary data sources, reporting, client monitoring and look-backs, research, audit details, user interface, and case management. The flexibility of the application allows customers to integrate Fortent Know Your Customer into existing business processes, optimizing workflow and meeting the customer-specific rules and weightings of data.

Because Fortent Know Your Customer is fully customizable to your specific requirements, it represents a sound investment that can adapt to the changing requirements of the Fortent Know Your Customer environment. As a result, a single investment will help protect your organization against money laundering both today and for years to come.

**Ensuring AML Compliance**

Fortent Know Your Customer allows financial institutions to deploy an adaptable, risk-based approach to complying with non-documentary identification, verification, and Enhanced Due Diligence processes as required by legislative regulations, including:

- Sections 312 and 326 of the USA PATRIOT Act
- Title III of the International Money Laundering Abatement and Anti-Terrorist Financing Act
- The Third European Money Laundering Directive
- Part 7 of the UK Proceeds of Crime Act 2002

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**Fortent Inform**

Fortent's cornerstone solution for financial institutions doing business in the US and Europe.

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**Fortent Customer Support**

Fortent's cornerstone solution for financial institutions doing business in the US and Europe.

Tradeshow Booth

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THE FORTENT SOLUTION IS ENDORSED BY THE AMERICAN BANKER ASSOCIATION

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**Fortent AML**

Fortent's cornerstone solution for financial institutions doing business in the US and Europe.



The Delve Group, Inc.

## Brand Development is Business Development<sup>SM</sup>

The Delve Group creates, implements, and manages brands that deliver measurable results for business services companies. We actively foster businesses by focusing on what differentiates them from their competition and then use this to create the perception of market leadership.

At Delve, we approach everything from the vantage point of helping our clients achieve their desired business objectives. Our methodology is guided by a strategic understanding created by delving deep into their businesses to assess where they've been, define where they want to go, and finding the best path to get there.



### DISCOVER:

- Discover Workshop
- Internal & External Interviews
- Competitive Analysis
- Communications Audit
- Brand Findings Report
- Brand Strategy

### LAUNCH:

- Brand Launch Strategy
- Launch Announcement (Internal/External)
- Brand Promotion Creation
- Event Support & Brand Unveiling
- Client Outreach
- Media and Public Relations

### CREATE:

- Name & Tagline Development
- Brand Architecture
- Message & Positioning Platform
- Thought Leadership & PR Strategy
- Lead & Demand Generation Strategy
- Corporate Identity & Business System
- Differentiating Look & Feel
- Internal Communications Strategy

### MANAGE:

- Brand Standards
- Demand Generation Activities
- Ongoing Support & Guidance
- Outsourced Marketing Services
- Ongoing Public Relations

### DEPLOY:

- Sales & Marketing Tools
- Website Development
- Event Strategy & Materials
- Advertising & Media Campaigns
- Thought Leadership Development
- Brand Loyalty Materials
- Interactive Media Execution