

PORTFOLIO

CLIENT:
FileNet

PROJECT:
Direct Mail

PAGE:
1

Richard Bloch

Marketing Communication
and Direct Response

- Direct mail
- Email
- Web
- White papers
- Articles
- Newsletters
- Case studies
- Brochures

415.924.6376

RJB@RBloch.com

www.RBloch.com

BACKGROUND:

FileNet Corporation helps organizations make better decisions through improved management of content and processes. This direct mail package was sent to financial services executives to offer a guide to business process management for financial services companies.



[Outer Envelope]

FileNet Corporation
3565 Harbor Blvd.
Costa Mesa, CA USA 92626-1420

[Letter]

(FileNet letterhead)

**In a FREE guide for financial services executives,
learn how you can optimize business-critical operations
using Business Process Management (BPM).**

Dear [Name]:

Whether you're processing loans, settling trades, or managing high net worth customer accounts, two needs are more critical than ever: higher efficiency,

PORTFOLIO

CLIENT:
FileNet

PROJECT:
Direct Mail

PAGE:
2

Richard Bloch

Marketing Communication
and Direct Response

- Direct mail
- Email
- Web
- White papers
- Articles
- Newsletters
- Case studies
- Brochures

415.924.6376

RJB@RBloch.com

www.RBloch.com

and shorter response times. Now, add a third mandate: managing and minimizing the risks associated with complex regulations such as Sarbanes-Oxley, SEC 17(a), and Basel II.

Fortunately, an emerging set of principles, practices and tools – known as Business Process Management (BPM) – can help you meet all of these challenges. How? By helping you streamline, automate, and optimize business processes, and connect people and systems to the information they need most, when they need it.

Get the facts on BPM – today – in your *Executive's Guide to Business Process Management in Financial Services*, FREE from the BPM experts at FileNet.

Request your copy now at www.URL.com ... by phone at 1-800-000-0000 ... or simply drop the enclosed reply card in the mail.

Discover how lenders and brokerages are cutting processing costs by 50% or more

Your free guide, in convenient CD-ROM format, will show you how to transform your operations, resulting in greater efficiency, more effective risk management, and better decision making. An array of informative white papers, independent analyst reports, and instructive case studies on key BPM challenges in financial services shows you how to leverage BPM to:

- **Significantly shrink processing costs** – as much as 50% – by improving efficiency and increasing productivity
- **Boost market share and profits** by increasing quality, shortening cycle times, and leveraging industry best practices
- **Optimize – and continuously improve – business processes** by leveraging powerful analytical tools
- **Simplify compliance with regulatory mandates** – now and moving forward – by making it easier to audit and adjust processes as requirements evolve

... and more. Plus you'll learn how to **sharply reduce the total cost**

PORTFOLIO

CLIENT:
FileNet

PROJECT:
Direct Mail

PAGE:
3

Richard Bloch

Marketing Communication
and Direct Response

- Direct mail
- Email
- Web
- White papers
- Articles
- Newsletters
- Case studies
- Brochures

415.924.6376

RJB@RBloch.com

www.RBloch.com

of IT by effectively integrating both processes *and* the systems that support them

Learn how one bank slashed approval cycle times from 7 days to 7 minutes.

Inside your free guide you'll also find a comprehensive collection of BPM success stories from banks, retail and commercial lenders, securities firms, and other financial services organizations. Discover how these firms – some of them your competitors – are saving millions of dollars a year *and* boosting customer service, satisfaction, and revenue.

Discover cost-effective solutions for solving real-world business challenges

Your free guide is brought to you by FileNet, the solution provider that helps organizations make better decisions by managing not just processes, but also the content and data that drive their business. More than 1,000 financial institutions, including 24 of the top 25 US banks – such as Bank of America, JP Morgan Chase, Wells Fargo, and Citigroup – already leverage FileNet solutions to significantly strengthen competitiveness through improved efficiency, service, and agility.

As part of your free guide, you'll also receive an overview of FileNet's Enterprise Content Management (ECM) suite, the complete solution designed to give your company a competitive edge whenever there is a decision to be made. Discover how FileNet ECM dramatically improves your business performance, enabling you to:

- **Speed the pace of operations** by automating business processes and decisions – boosting productivity and revenues while reducing costs ...
- **Ensure content security** and document business processes in accordance with regulatory mandates ...
- **Boost customer service levels**, expand customer service offerings, and increase client interaction via self-service capabilities ...

... and more.

PORTFOLIO

CLIENT:
FileNet

PROJECT:
Direct Mail

PAGE:
4

Richard Bloch

Marketing Communication
and Direct Response

- Direct mail
- Email
- Web
- White papers
- Articles
- Newsletters
- Case studies
- Brochures

415.924.6376

RJB@RBloch.com

www.RBloch.com

Transform your business operations – and simplify decision making.

Find out precisely how BPM strategies and technologies can help you solve real-world problems today and improve your competitive edge for the future.

Request your free guide – including white papers, case studies, independent analysis and more – right now, at www.URL.com or 1-800-FileNet (345-3638) (be sure to reference the priority code printed above your address on the enclosed reply card). Or simply drop the reply card in the mail.

We look forward to hearing from you.

Sincerely,

Martin Skea
Director, Financial Services Solutions

P.S. Choosing the right technology partner is critical for maximizing the benefits of BPM. Your free guide includes insightful, independent "Magic Quadrant" analysis from the experts at Gartner Inc. Make your choice an informed one – request your free guide now at www.URL.com

[Brochure]

(Cover)

HEADLINE:

Transform your business processes with BPM

Streamline – Optimize – Connect – Comply

CALL-OUT:

FREE GUIDE for financial services executives. (See inside)

PORTFOLIO

CLIENT:
FileNet

PROJECT:
Direct Mail

PAGE:
5

Richard Bloch

Marketing Communication
and Direct Response

- Direct mail
- Email
- Web
- White papers
- Articles
- Newsletters
- Case studies
- Brochures

415.924.6376

RJB@RBloch.com

www.RBloch.com

(Inside left above)

Competitiveness in Financial Services: What's changed (and what hasn't).

In the financial services world, it's always been about boosting efficiency, compressing cycle times, and cutting costs. Now it's also about compliance (and, fortunately, the very real business benefits compliance can deliver).

Discover powerful new strategies for maintaining your competitive edge

Now you can take advantage of new emerging technologies, principles, and practices known as Business Process Management (BPM) to help you meet the challenges.

BPM can enable your organization to streamline ... automate ... and connect people and systems to the information they need, when they need it.

Get the facts on BPM now by requesting your free *Executive's Guide to Business Process Management in Financial Services* today.

BOX/CALLOUT:

In order to sustain competitive advantage over the next five years financial services providers need to "invest in technologies that will automate, manage, and accelerate business processes at all levels."

Gartner G2

Strategic IT Investments for Financial Services Providers

(inside right above)

(image of some guide components and CD-ROM)

Request your free copy now:

PORTFOLIO

CLIENT:
FileNet

PROJECT:
Direct Mail

PAGE:
6

Richard Bloch

Marketing Communication
and Direct Response

- Direct mail
- Email
- Web
- White papers
- Articles
- Newsletters
- Case studies
- Brochures

415.924.6376

RJB@RBloch.com

www.RBloch.com

Executive's Guide to Business Process Management in Financial Services

Here's what you'll find inside your free guide, provided in convenient CD-ROM format:

WHITE PAPERS:

Instructive reports on important BPM issues facing financial services organizations, including a new guide to leveraging BPM for Six Sigma.

ANALYST REPORTS:

Reports on BPM best practices from respected independent analyst firms including Gartner Inc.

CASE STUDIES:

Real-world success stories from Bank of America, Wells Fargo, Branch Bank & Trust, and other industry leaders.

SOLUTION BRIEFS:

Comprehensive overview of FileNet's solutions for specific business areas, including mortgage lending, credit cards, trade processing, account management, and more.

Box/ Callout:

3 easy ways to respond

To receive your free guide, either:

Call: 1-800-FileNet (1-800-345-3638)

Mail: the enclosed reply card

Web: Request your free guide at www.filenet.com/transformation

PORTFOLIO

CLIENT:
FileNet

PROJECT:
Direct Mail

PAGE:
7

Richard Bloch

Marketing Communication
and Direct Response

- Direct mail
- Email
- Web
- White papers
- Articles
- Newsletters
- Case studies
- Brochures

415.924.6376

RJB@RBloch.com

www.RBloch.com

(Brochure back cover)

About FileNet

Founded in 1982, FileNet helps organizations make better decisions by managing the content and processes that drive their business. In fact, 3,900 organizations, including 80 of the Fortune 100, have taken advantage of FileNet solutions for help in managing their mission-critical content and processes.

About FileNet ECM Solutions

FileNet's Enterprise Content Management (ECM) solutions allow customers to build and sustain their competitive advantage by managing content throughout the organization, automating and streamlining business processes, and providing the full-spectrum of connectivity needed to simplify critical and everyday decision making.

[Reply Card]

INFORMATION REQUEST FORM

(image of CD-ROM and, if room, fan of some offer components (white papers, case studies, etc.)

YES! I want to learn how to significantly boost efficiency, gain the visibility I need to optimize my operations, and more easily manage regulatory compliance risks. Please send my FREE *Executive's Guide to Business Process Management in Financial Services*, including white papers, independent analyst reports, real-world case studies, and more. (Sent on CD-ROM via US Mail. Please allow 7-10 days for shipping and handling.)

We have an immediate need. Please have a FileNet representative contact me to discuss my organization's specific requirements.

Please make any necessary corrections to the name and address below:

PORTFOLIO

CLIENT:
FileNet

PROJECT:
Direct Mail

PAGE:
8

Richard Bloch

Marketing Communication
and Direct Response

- Direct mail
- Email
- Web
- White papers
- Articles
- Newsletters
- Case studies
- Brochures

415.924.6376

RJB@RBloch.com

www.RBloch.com

(Lasered Recipient name, title, company, and address)

Please answer the following questions completely:

Phone number (Important): _____

Email address _____

I am most interested in:

(Please choose one)

- The way BPM works within the context of my daily operations
- The strategic role of BPM in corporate business transformation and Six Sigma
- The technology and system architecture aspects of BPM
- None of the above

Keep me informed about ECM solutions for:

(Please choose all that apply)

- Retail banking
 - Mortgage lending
 - Consumer (non-mortgage) lending
 - Commercial lending
 - Credit/debit card services
 - Wealth management and private banking
 - Trade finance
 - Asset Management
 - Securities Processing
 - Trust Custodial services
 - Six Sigma/TQM
 - Compliance/corporate governance
-