



# Seismic + Eagle: Content Creation to Meet Marketing, Sales, and Compliance Needs



**“Populated with data from Eagle, Seismic empowers distribution teams with content that is accurate, on message, and produced in an efficient and timely way.”**

## ABOUT SEISMIC

Headquartered in San Diego and with more than 450 employees across the globe, Seismic is the leading global marketing and sales enablement solution, improving close rates and delivering larger deals for sales while increasing marketing’s impact on the bottom line. Large enterprises use Seismic to increase sales productivity through the automatic distribution of relevant information and personalized content to reps for any buyer interaction.

Powerful content controls and visibility into usage ensures brand integrity and reduces risk. Seismic’s machine learning and analytics capabilities continuously improve the entire enablement process for large enterprises, increasing the ROI of sales content and tying it directly to revenue.

## Reduce the time it takes your teams to produce their most time-sensitive content.

By feeding authoritative data from Eagle into the powerful Seismic content automation system, your firm’s marketing, sales, and client teams can generate pitch books, fact sheets, investment summaries, and vital quarterly reports in days instead of weeks—or in hours instead of days. Dramatically increase your content output without increasing headcount. And help be assured that the must-have disclosures and page-by-page approvals are in compliance, every time.

### EAGLE + SEISMIC DELIVERS:

#### Marketing Efficiency:

- Automated monthly and quarterly client deliverables
- Dynamic documents that your teams can easily and accurately update using reusable components
- Centralized information to automatically update content with always-current data from Eagle
- Organized marketing content with controlled versioning
- Data-driven visibility into content effectiveness

#### Sales Effectiveness:

- Targeted content that teams can access rapidly and directly, globally, on any device.
- A range of content resources to engage clients: curated news, marketing materials, product updates
- Empowerment of teams to independently generate customized pitch books, client reports, and other personalized materials

#### Risk Mitigation and Compliance:

- Centralized disclosures that are current and accurate, to leverage across marketing collateral
- Streamlined approval workflows with audit trail visibility into version and annotation history
- Quick and easy reporting on internal processes and external distribution of marketing materials

### SUPPORTING YOUR INVESTMENT IN EAGLE

Your firm benefits from the Eagle and Seismic alliance through the continued collaboration and investment that both firms make in simplifying the implementation, workflow, and ongoing support of the solution.



# Content automation, populated by trusted, up-to-the-minute data, to provide messaging alignment of marketing, sales, and compliance.



## WE ARE EAGLE INVESTMENT SYSTEMS

Eagle Investment Systems LLC enables financial institutions to grow their assets by creating operational efficiencies and delivering award-winning solutions for data management, investment accounting, and performance measurement and attribution, supported by an unparalleled level of service. Eagle deploys its solutions via a secure private cloud, Eagle ACCESS<sup>SM</sup>, which hosts and provides on-going support of the applications and systems infrastructure, reducing complexity and risk. Eagle Investment Systems LLC is a subsidiary of BNY Mellon.

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