

# synthesis + mediafly

*adding value in  
financial services*



Mediafly + Synthesis have joined forces and are revolutionizing the way global banks and asset managers market and sell investments.



In today's competitive marketplace, asset managers must be able to produce compliant content, and provide it to their sales channels quickly and securely.



The integrated product that Synthesis and Mediafly provide, is a true end-to-end content automation and sales enablement solution on one easy-to-use platform.

SOLUTION BY  
synthesis + mediafly

INDUSTRIES  
financial services

KEY DELIVERABLES  
data automation,  
content automation,  
sales enablement

SERVICES  
global

CLIENTS  
world's largest  
asset and wealth  
managers retirement  
plan providers,  
TAMPS,  
hedge funds,  
insurance companies

## the value

### Who are we?

Together we are a service-first technology solution, devoted to acting as an expert partner to our clients by delivering solutions and services that exceed their expectations year after year.

### Who are our clients?

Our clients range from some of the world's largest financial services organizations to middle-market and boutique firms, including asset and wealth managers, retirement plan providers, TAMPS, and hedge funds.

### What we do?

We help investment companies become more efficient, compliant, and customer-centric by automating data management, compliant marketing operations, and the sales enablement processes.

### Why should you work with us?

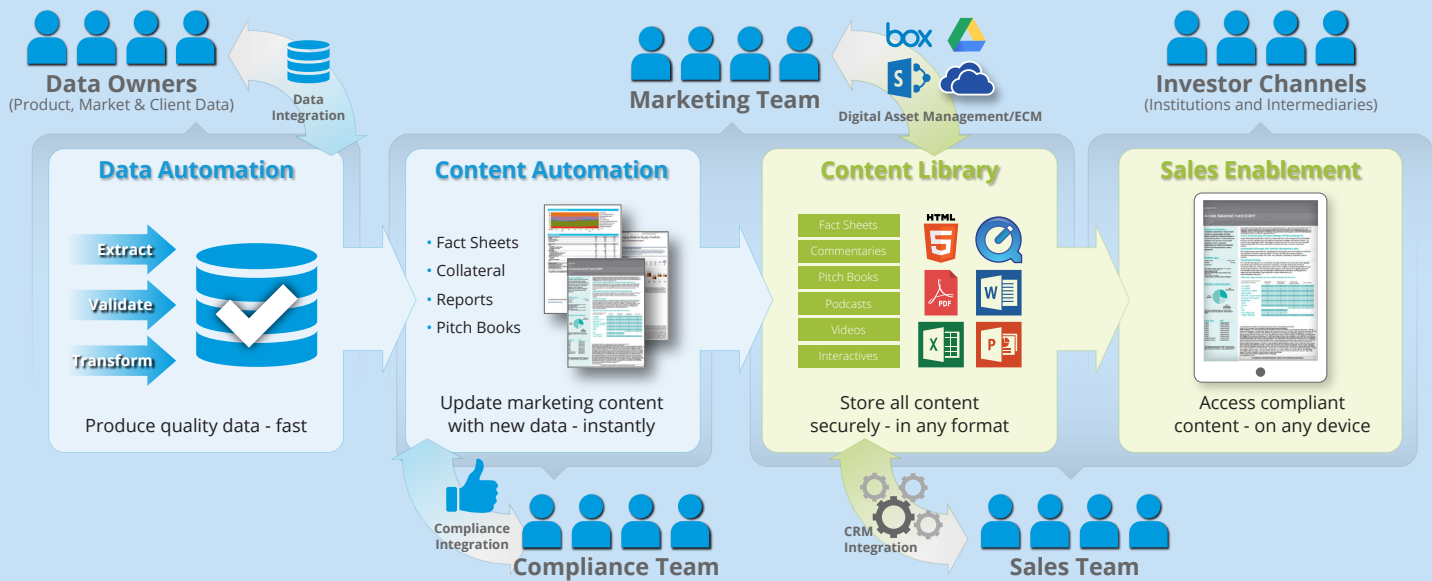
Together, we have a five-star reputation for solving complex operational marketing and sales challenges for global companies.

### How we do it?

Our hybrid technology + services model allows us to act as a true business partner to our clients, tailoring a solution to each client's unique needs.

### What sets us apart?

Synthesis is an expert in investment data and content automation, serving financial companies for nearly 20 years. Mediafly's evolved selling™ platform is trusted by leading companies across multiple industries, offering best practices across the board.



a true end-to-end content automation + sales enablement solution

## HARNESS THE POWER of **synthesis** + **mediafly**

**We chose the dual solution of Synthesis and Mediafly for a few reasons but the biggest for me was the elegance and ease of use of the solution. Though they are two separate technologies, they are so tightly knitted together that our sales team feel like it is a single solution. That is critical for us.**

*- Director, Marketing*  
Prominent multinational life insurance,  
pensions, and asset management company



katie martz  
312-948-4961 | kmartz@snth.com  
www.synthesistechnology.com



sarah blue  
312-543-4065 | sblue@mediafly.com  
www.mediafly.com