

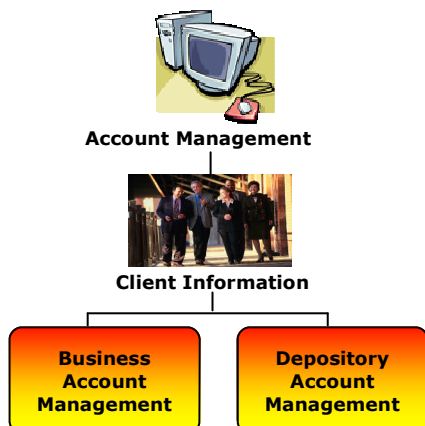
# ACCOUNT MANAGEMENT SYSTEM



**Account Management** is an integrated suite of functions that facilitates the capturing and management of a comprehensive range of clients information. It particularly stresses on the importance of capturing clients information upfront and utilizing it efficiently for all other aspects of the organizations processing in a straight through manner.

Coupled with Soft-Skills Star\*CDS system, AMS allows Bursa Malaysia's depository participants the straight-through processing capabilities to manage CDS Account Management functionalities within the confinement of their back-office environment.

Although, the extent of client information required to be maintained differs across organizations, AMS flexible system design allows for additional client information maintenance requirements to be accommodated with minimum effort.



GENERAL BENEFITS	
<b>SINGLE VIEW</b>	The maintenance and presentation of client information in AMS is that of a single view. A client trading across countries, exchanges and/or products remains a single entity to which the organization's services are provided.
<b>INTEGRATION</b>	The major benefits of AMS is attained when integrated with Star*CDS, a straight through system that interfaces with Bursa Malaysia's Central Depository System (CDS). When integrated, both components form a "bridge" that effectively links your back-end host systems with CDS. In addition to supporting the full range of CDS functionalities, other facilities have also been built to assist users in managing the information and processing of transactions in an efficient manner.
<b>REDUCE REDUNDANCIES</b>	AMS allows depository participants to avoid keying in redundant client information. With AMS, one-time captured information can be utilized across systems in a STP manner. Human resources can be utilized to focus on more critical and/or services orientated operations.
<b>SCALABILITY</b>	AMS supports projected organizations needs and future business volume projections comfortably without additional cost outlay for the organization.
<b>COMPREHENSIVE</b>	One-time clients information plus the integration with Star*CDS creates an integrated environment that facilitates the management of a wide and comprehensive range of CDS account management transactions in a straight-through manner.
<b>CONTROLS</b>	AMS also satisfies the extensive compliance requirements of a depository participant. Additional internal controls are also in -built, whilst ensuring that functionalities remain user-friendly and cumbersome.

## Account Management:

- **Re-engineering** - changes how client information is managed.
- **Single View** - multi-products, one view, calculated risk exposure.
- **Integration** - bridges disparate systems.
- **Redundancies** - eliminates operational redundancies
- **Scalability** - supports business volumes without additional capital outlay.
- **Comprehensive** - integrated suite of depository & internal functions.
- **Controls** - Comprehensive security and operational controls, regulatory compliant.

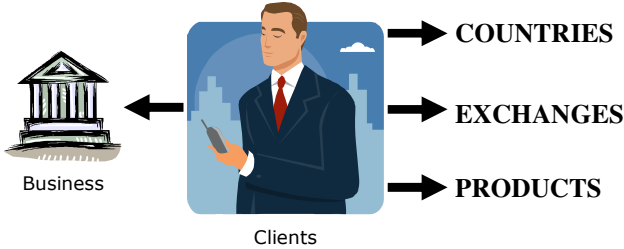
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## KEY BENEFITS

### Single View of Clients

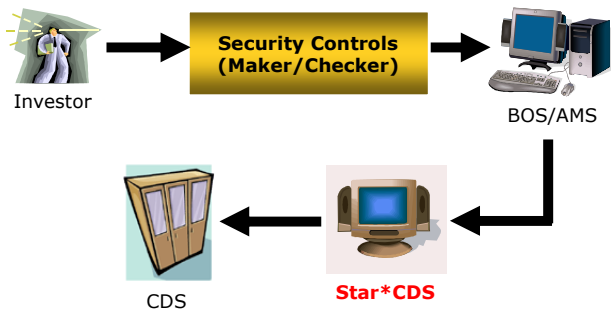
Clients sophistication in conducting business transcends all boundaries of businesses. Transactions across countries, multi-exchanges, multi-products are norms of today's business. This complexities are managed in AMS with a single view concept.



### Integration

AMS major benefits are attained when integrated with Star\*CDS, a straight-through engine that facilitates the bridging of an organization's back-office system with Bursa Malaysia's Central Depository System (CDS).

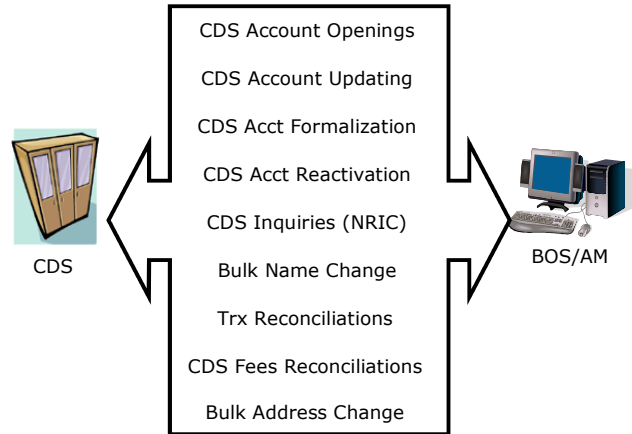
All integration effort takes into consideration the incorporation of internal and regulatory compliance requirements, while ensuring a user-friendly system.



### Comprehensive Functionalities

AMS—Star\*CDS—CDS integration facilitates the utilization of clients information in a better integrated manner. Supporting functionalities further compliments the creation of a STP environment.

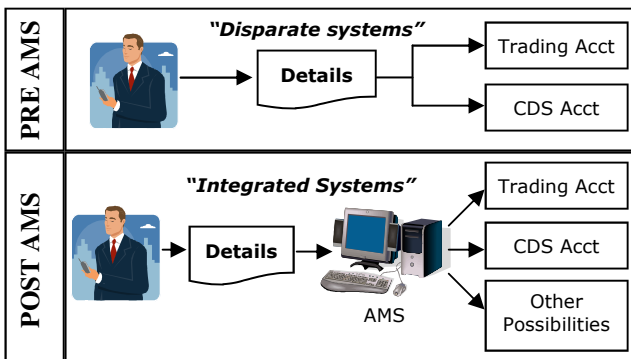
This integrated environment creates an efficient operating environment within the confinement of the depository participants back-end host systems. Dependencies on the CDS terminals are minimal.



### Reduce Redundancies

AMS allows depository participants to avoid the keying in of redundant clients information. Typically, clients information required for the opening of a trading and CDS account are the same.

However, present lack of integrated systems requires disparate and redundant keying in of information in both the depository participants back host system and the CDS system.



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## ABOUT US



**Soft-Skills Sdn Bhd** is a successful IT enterprise which builds best-of-breed software solutions for the financial and securities industries. Our vast industry and business knowledge help our clients, who are industry leaders, leverage information technology for competitive advantage.

### PRIMARY BUSINESS FOCUS

**Develop quality solutions**  
**Attain industry leadership**  
**Ensure market success**  
**Mitigate business risks**  
**Reduce Operating Costs**  
**Highest Return On IT Investments**  
**Realize incorporation of STP for organizations**

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- ◆ Our **highest professionalism** in projects management. Our clients receive only the best in precise project updates, quality documentations and timely deliverables.
- ◆ A **personalized service**. We at Soft-Skills believe in building long term relationship by actively participating with our clients throughout all aspects of the project. Some of our clients still remain as our best of friends.



**No Learning Curve**



**Wealth of Knowledge**



**Reap Benefits Fast**



**Bridge The Gap Faster**

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