

# CONSISTENT EXPERIENCE FOR GLOBAL INVESTORS

**Rachel Turner, Head of Investment Manager Solutions EMEA & APAC**  
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Investor experience is at the heart of TA. A positive experience is great foundation for growth. However, translating that into the global stage can bring its challenges but one that we at BNY Mellon believe we can resolve.

As our managers look to expand across borders we offer them a consistent investor onboarding, standardized reporting and a common portal.

Consistency and simplification can also extend to distributors. Through our distributor relationship model we can offer a single point of contact, standardized reporting and an understanding of their needs. We've had great client feedback and in fact, distributor feedback, on this model.

All of this is driving us towards a KYC model that is a 'one stop shop', a 'once and done' and we're in the process of implementing this across Europe.

Consistency and standardization are also important for an investment manager. We will have a single point of contact for your business who understands, owns and drives your service model from BNY Mellon. We believe that this simplification really enhances your relationship model with BNY Mellon.

We have built standards and centers of excellence across the globe for audit, risk and internal control. And we've also focused on data, a single data interface that provides an enhanced data set through flexible access tools will provide you with all your needs for global internal and external stakeholders.

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