

NOMURA CASE STUDY

A Client-Led Approach To Communication

About Nomura

The financial services industry is highly regulated and communications with clients must meet stringent and auditable standards. While paper documentation still performs a vital role, more and more organizations are looking for a solution which integrates fax into a wider and seamless communications network.

Nomura International PLC, a leading financial services group and investment bank, works with individual, institutional, corporate, and government clients across 30 countries. Employing 18,000 staff worldwide, its operations include domestic retail, global markets, global investment banking, global merchant banking and asset management.

The Challenge

Nomura follows a client-led approach to communications and will leverage whatever possible as their preferred method of document transmission. These vital documents include trade confirmations, settlements, statements, etc. Nomura may communicate via SWIFT or OASYS messaging standards, or by email. However, a significant portion of their clients (many of which are in the Asian markets) still prefer to communicate by fax.

Nomura's previous fax system was antiquated and no longer met the demands of a modern and coherent communication infrastructure. As a result, Nomura needed a new faxing solution. More specifically, one that interfaces with email and integrates with its existing back office system to enable the automatic generation and dispatching of faxes.





The Solution

Nomura opted for the Passport 4000 fax server from Lane, which provides an integrated enterprise-wide fax and messaging system.

According to Keith Gregory, VP of Middle Office Services, "Lane has created a system that meets Nomura's exact requirements and one that we can rely on to deliver business-critical documents. Without additional intervention, Passport automatically handles Nomura's system-generated fax and email confirmations for delivery to clients, using standard re-try patterns as appropriate. At the same time, delivery reports are sent back to the originating system, assuring us that documents have reached their destination safely and without modification."

Initially, Passport acted as the front end with all message handling, receipt, and delivery being carried out by a third-party service provider. However, Nomura decided a more cost-effective approach was needed. An in-depth analysis estimated that eliminating the third-party activity and using the full functionality of Passport would save Nomura £300,000 a year. With this savings in mind, Lane was asked to create an enhanced customized in-house solution.



The Result

Supported by 40 new digital fax lines, the extended Passport system has now been implemented across Nomura's organization, with the upgrade paying for itself within a matter of two months. Passport is used for bulk faxing as well as individual faxes from desktops, while also allowing for automatic selection of email or fax according to pre-set routing criteria, and converting email attachments to fax when required to send to the intended recipient. In effect, Nomura is enabled to continue its policy of client-led communications.

Keith Gregory stated, "Lane was able to build a customized solution that fit exactly what we wanted to do, and enabled us to communicate effectively and reliably with clients using their preferred method."



About Lane

Lane has been at the forefront of messaging communications for over 46 years and is now recognized internationally as a leader in fax integration across the financial, healthcare, manufacturing and transport industries. Based in the UK, US and Singapore, Lane has implemented systems across 50 countries and provided professional services in all time zones.

Lane offers the very best solutions for integrating fax servers as a part of wider communications networks. Lane delivers fax and messaging systems across entire organizations and into consolidated data networks, across one site, many sites or across borders.

For more information on Lane solutions, visit laneds.com.