Outsourced and Automated Fulfillment

Our mission as fund administrator is to perform a variety of clerical and IT tasks that increase efficiency for both the *sales force* and the *back office*. Materials receiving, printing and fulfilment is an example how Great Lakes Fund Solutions empowers multiple areas of the fund sponsor's business.

Fund sponsors and managing broker dealers frequently have printed and pre-assembled kits delivered in bulk to our clean, climate-controlled warehouse. We gather orders from wholesalers multiple ways. Some sales kit orders are channeled through a custom fulfillment website but it is our *3-Click Fulfillment* that is our most efficient way to distribute sales literature.

3-Click Fulfillment is available to managing dealers and fund sponsors that have GLFSI host the vTiger CRM system. Since the addresses of advisors and other recipients are held in the database, a sales kit order can be triggered with as little as three mouse clicks.

A variety of email and UPS physical delivery options are at the disposal of the ordering party. Regardless of the order capture or delivery method, a full audit trail of each requester and recipient is available online for the sponsor, placement agent and their regulators to review. Email blasts of the day's fulfilment activity can be arranged to alert management and the sales team of progress.

Our system tracks the physical inventory of kit supplies, alerting the appropriate people when supplies need to be reordered.

Great Lakes Fund Solutions mails or sends UPS the following printed materials:

- Sales Kits, including the Prospectus, a Brochure and a Subscription Document
- Distribution Checks
- Statements
- Annual Reports
- Form K-1 Tax Documents
- Proxies
- Promotional Merchandise

1. PICK **2. PACK** **3. SHIP**

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