



## HUB24

### Better financial futures with document process transformation.

One thing that was slowing HUB24 down was the burden of disclosure. Three years of business growth meant that the documentation had increased dramatically. They required accurate, compliant, and on-brand documentation, more quickly, and with less risks and process blockers.

HUB24 joined over 30 leading Australian and New Zealand Financial Services Organisations to use Objective Keystone as their disclosure documentation tool. Objective Keystone helps HUB24 to mitigate risk, increasing accountability and by reducing errors occurring within their documents. This greatly speeds up the process of bringing new products and offers to market by now taking half the amount of time it used to.

According to Head of Product Management, Matthew Jose, Objective Keystone has been an 'absolute game changer' to the HUB24 business – embedding transformational processes 'that have set them up for even greater future success'.



The impact that Objective Keystone has had to our business is an **absolute game changer**. If Objective Keystone was taken away from me tomorrow, **I would probably resign.**

**Matthew Jose**

Head of Product Management

HUB24

### BENEFITS AT A GLANCE

- **Market-ready, compliant documents** – Risk mitigation with a reduction in document errors
- **Expedited rebuilding** – New products and offers presented to market in half the time
- **Improved stakeholder management** – Easier internal approval on disclosure documents
- **Increased output** – Hundreds of documents published in seconds by using metadata



With all the efficiencies that it gives our business, we've been able to **bring new products and new offers to the market in half the amount of time** that we used to.

**Matthew Jose,**

Head of Product Management  
HUB24



With constantly-evolving regulatory requirements, mergers and acquisitions, digital transformation initiatives are being used to re-think how efficiencies can be achieved. By incorporating proven best-practice techniques embedded in Keystone, organisations are realising significant benefits. This is largely because it was designed from the ground up to address the core challenges faced by product managers, risk and governance officers and marketing teams.

## Removing the risk of inaccurate disclosure

Disclosure documents are critical for Financial Services Organisations to provide accurate documents to their customers. Failure to do so could result in reputational damage and even fines.

HUB24's Head of Product Management, Matthew Jose understands all too well the need to create accurate disclosure having worked within the industry for over two decades. "Disclosure documents are critical in ensuring that the product is compliant and very critical in ensuring we have a product on market to be able to sell to our consumers. There is no real option in getting those documents wrong."

The number of documents currently managed through Objective Keystone is upwards of 300 and it's growing within HUB24. "I wouldn't know what I'd do without the system," Matthew explains. "With all the efficiencies that it gives our business and risk mitigation, we've been able to bring new products and new offers to the market in half the amount of time that we used to."

Objective Keystone has become embedded in HUB24's disclosure processes, and in many ways defines best practice process itself. Different stakeholders have appreciated the efficiencies and value the system brings, particularly where they have several different stakeholders reviewing one document. Matthew notes: "When it comes to seeking approval on disclosure documents, it's made that process a hell of a lot easier."



**300+**  
document managed  
through Objective Keystone



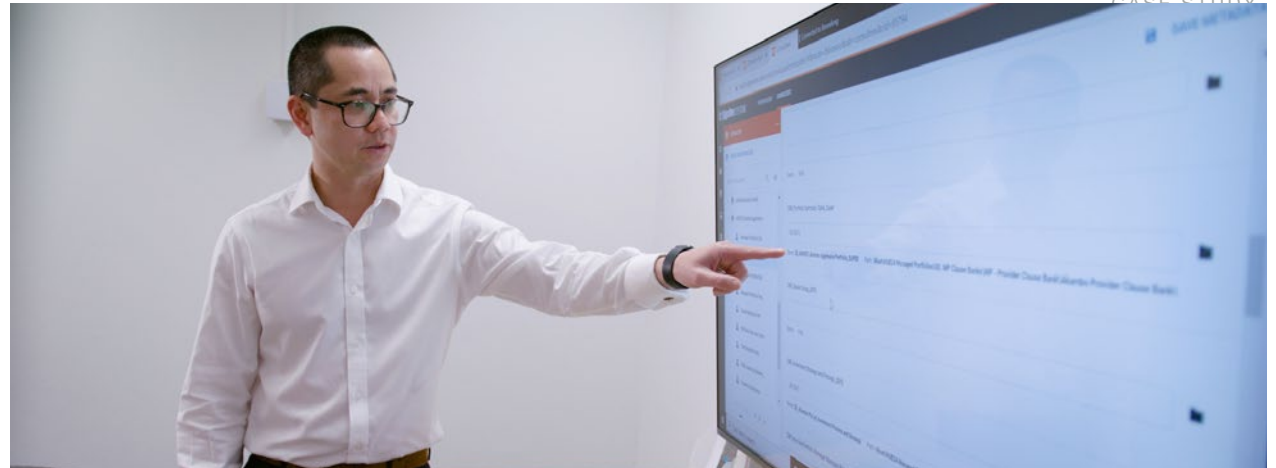
**50%**  
quicker time to market  
when launching new  
products and offers



**Deliver new documents**  
easily and efficiently



**Easy internal  
stakeholder management**  
and approval

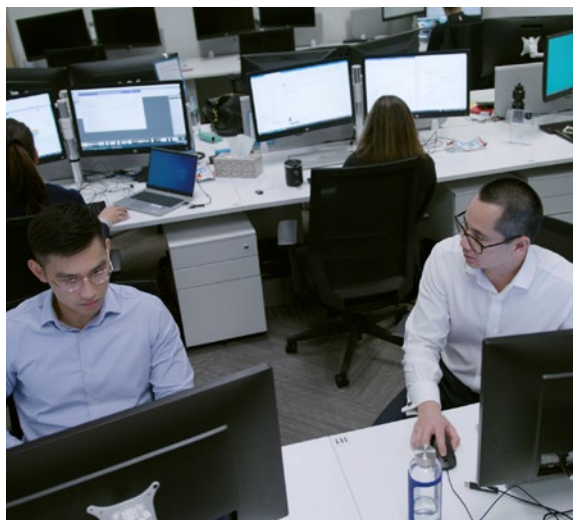


## Digital transformation at its best

With Keystone as a Software as a Service (SaaS) implementation, the Objective team was able to focus on delivering business value. With a mission to lower the cost, time and stress of delivering regulated documents, Objective Keystone is designed to empower its users to use the software without needing assistance.

Throughout the onboarding process, the Objective team worked closely with HUB24 to meet their requirements. HUB24 went live in 3 months. "It's been an absolute pleasure working with the team at Objective. Their ability to really take the time to understand our business has meant that when it comes to setting up these documents within our system, it's set us up for future success in being able to manage these documents on an ongoing basis," said Matthew.

Fred Xiao who has been with HUB24 for 18 months as a Product Manager, worked with similar software in the past. Fred notes that other systems were not as user friendly and intuitive as Objective Keystone: "It's just extremely easy to use. It's very fluid. You're not opening and closing different applications to get into the content that you want to use."



What makes Objective Keystone truly unique is the use of metadata to manage content. This is designed to eliminate duplication and stakeholder fatigue when managing disclosure documents. Fred points out that this is his favourite feature, “I really like how Metadata is used. I just love how we can essentially change hundreds of documents just from one place. It’s a very very powerful tool.”

HUB24 has quickly realised the benefits and efficiencies of Objective Keystone, truly transforming the way they manage large volumes of regulated documents. Both Matthew and Fred have come to appreciate the impact it has made on their working lives.

“If Objective Keystone didn’t exist tomorrow, then my job would be a lot more difficult than it is today,” said Fred.

Matthew went one step further; “If the Objective Keystone system was taken away from me tomorrow, I would probably resign. I’ve been working on disclosure documents within this industry for over 2 decades and this system is one which has absolutely transformed our business.”

**Digital governance.  
Stronger communities.**

**Objective**

**We create software that makes a difference.**

Using Objective software, thousands of financial services and public sector organisations are shifting to being completely digital. Where our customers can work from anywhere; with access to information, governance guaranteed, and security assured.

Innovation is our lifeblood. We invest significantly in the ongoing development of our products to deliver outstanding solutions to the public sector and regulated industries.

The result - stronger national and community outcomes; and accountability that builds trust in institutions.

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