#### **MEMORANDUM**

September 2, 2008

**TO:** File No. S7-28-07

File No. S7-12-08

**FROM:** Devin Sullivan

Office of Disclosure Regulation Division of Investment Management

**RE:** Meeting with Representatives of RR Donnelly & Sons Co. and Prospectus

Central, LLC Concerning Disclosure Reform and Interactive Data

**Proposals** 

On August 25, 2008, Susan Nash, Associate Director, Mark Uyeda, Assistant Director, and staff attorneys Kieran Brown, Sanjay Lamba, Alberto Zapata, and Devin Sullivan, of the Office of Disclosure Regulation met with Eric J. Johnson and John A. Hagerty of RR Donnelly & Sons Co., Scott H. Spivey of Prospectus Central, LLC, and Judith Hasenauer of Blazzard & Hasenauer, P.C. to discuss the above-referenced proposals. In particular, the representatives of RR Donnelly and Prospectus Central discussed matters related to the feasibility of implementing the two proposals.

A copy of the slide presentation given by representatives of RR Donnelly and Prospectus Central is attached to this memorandum.

RR DONNELLEY

XBRL and Summary Prospectus Proposals and How RR Donnelley Can Increase Industry Adoption for the Benefit of Investors

**August 26, 2008** 



RR DONNELLEY

"...The foundation of the proposal is the provision to all investors of streamlined and user-friendly information that is key to an investment decision..."

SEC Release 33-8861

### **Overview**

- Brief overview of RR Donnelley and how we develop our solutions
- Investor opinions on forms of disclosure content and role of the intermediary
- Fund company opinions about challenges that will impact adoption of XBRL and Statutory Prospectus Rules
- RR Donnelley's business unit called Global Investment Markets (GIM) and the role GIM can play in driving adoption of these initiatives
- The Optimized Communications approach to Summary Prospectus and Interactive data
- Review of specific capabilities in place or in development
- Impact these solutions could have on investors and on fund companies
- RR Donnelley solution review
  - XBRL
  - Summary Prospectus Process
- Next Steps

# RR Donnelley's market position and the role it can play in driving adoption of these initiatives

- RR Donnelley is recognized as a leader in compliance communications for mutual fund and annuity insurance providers
  - Provides solutions including composition, content management, print/bind, fulfillment, e-Delivery, language translation to a wide range of mutual fund companies
- Known for innovation in print and electronic communications technologies
- Founded 1864, ranked 229 in Fortune 500
- Global Investment Markets evolves from a printer to an optimized communications company

### **What our Customers Want**

Over the past 8 years, we have asked "What is the highest value RR Donnelley can provide you?"

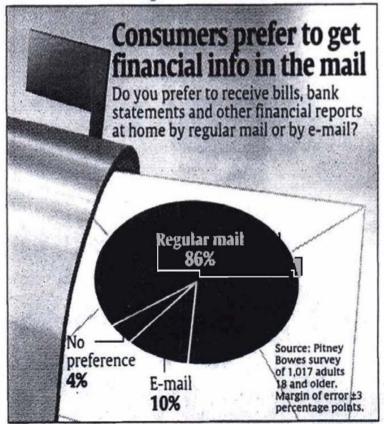
- Keep me in compliance
- Help me lower my costs
- Help me deliver cost-efficient decision-making tools to my investors
- Manage more of the communications process, so I can focus on my core business

Optimize - *verb* - "to make as perfect, effective, or functional as possible...under implied or specified conditions." *Webster's Third New International Dictionary* 



# Investors' issues related to XBRL and Summary Prospectus Adoption

## USA TODAY Snapshots®



By Jae Yang and Marcy E. Mullins, USA TODAY

- Both print and electronic forms are important to the prospectus delivery process.
  - Pitney Bowes survey (Oct, 2007)- 86% of consumers prefer to get financial info by mail.
    - "Printed statements...receive more attention than their web equivalents."
  - RR Donnelley's experience with e-Delivery shows those who prefer it, use it.
    - In 12 mo. 71% of e-mail we delivered was received & accepted, and 92% of these emails had all documents opened
- The include financial advisors in any offering
  - Abt SRBI survey showed 48% of respondents cited their financial advisor as the most important source of information on investing.

# Fund Company Concerns about XBRL and Summary Prospectus Adoption

- Industry needs to find solutions that address:
  - Complexity- will implementing Summary Prospectus and XBRL distract me from our core business of investing?
  - 2. Cost- if we can lower cost, will there be offsetting requirements? What is the total cost savings?
  - 3. Risk- what exposure do I accept due to internal errors or investor dissatisfaction?
  - 4. Mandated or voluntary- for voluntary, if my competitors offer it and investors like it, we will probably offer it.
- RR Donnelley as Enabler to add value for our customers
  - Reduce complexity by offering a complete end-to-end solution or allow customers to choose portions of the solution they need
  - 2. Develop technologies and process that reduce costs
  - 3. Reduce risk by developing systems that operate with 6 Sigma accuracy and provide extensive performance reporting

## **Optimized Summary Prospectus Platform**

### Prepare

- ◆Full Service
  Composition of
  Summary and
  Statutory
  Prospectuses
- ◆Self Service
  Composition of
  Summary and
  Statutory
  Prospectuses
- ◆XBRL tagging
- ◆Adding links
- **◆EDGAR Filing**

### Produce

- Offset Print of Summary and Statutory Prospectuses
- Print on Demand for ongoing fulfillment
- Produce electronic versions with links
- e-Delivery Platform development

#### Deliver

- Cost effective mailing of print
- e-Delivery with Consent Management
- Manage 800 & email requests
- Traditional Pick/ Pack & POD for Ongoing Fulfillment
- Pre & POS Fulfillment

### Analyze/Plan

- Results Tracking
- Performance Reporting
- Content Repurposing
- Database Management
- Communication Cycle Planning

## Composition with XBRL for Summary Prospectuses

- Full-Service or Self-Service Composition Offerings
- RR Donnelley's experience in content management for structured and unstructured documents
- Our experience composing fund fact sheets enables us to add automation to creating Summary Prospectuses
- Advantages of creating print and electronic versions in the same process
- Creating links between Documents
- Importance of a Uniform Summary Template
- Comparison of options for linking
  - Advantages of PDF and HTML

## RR Donnelley is an Early Enabler for XBRL

- RR Donnelley joined the XBRL Consortium in 2001
- In 2002, filed the first ever EDGAR filings containing XBRL documents, for Microsoft
- RR Donnelley filed the first mutual fund filing, Form N-Q for Allegiant Funds, May, 2006
- "RR Donnelley...and EDGAR Online...announced today that they...have successfully transmitted more XBRL filings with the SEC than any other fullservice XBRL translation and SEC filing provider." Business Wire, Sept. 2007
- Leads the industry in submitting 50% of the XBRL filings to the SEC to date.
- Has run client education events on XBRL since 2004.
- Completed XBRL Risk-Return filings for 2 '40 Act companies-AllianceBernstein and Federated
- Developed templates for Risk/Return taxonomy
- Donnelley is the only company to file 2 instance documents in 1 filing
- Donnelley staff are members of the XBRL US Adoption Working Group, the XBRL-US Steering Committee, and NAVA XBRL Committee

### The RRD XBRL Solution

- RRD has a comprehensive XBRL solution that addresses the SEC's Interactive Data Initiative for Risk/Return as well as Financials and Portfolio Holdings.
- It is a low cost, automated, full service XBRL solution that requires no new software to be purchased or supported by the fund company, leaving the intricacies of XBRL tagging to RRD.
- The Risk Return Template is created at the company level saving time on the conversion of subsequent Risk/Return Summaries.
- Tagging history of Financial Statements is stored at the company level, making each subsequent tagging easier and tagging time quicker.
- We currently have the ability to generate Inline XBRL documents.
- Client access to the Mutual Fund viewer is scheduled for beta release on the RR Donnelley website the week of September 8, 2008.

# The RRD XBRL Solution The Process

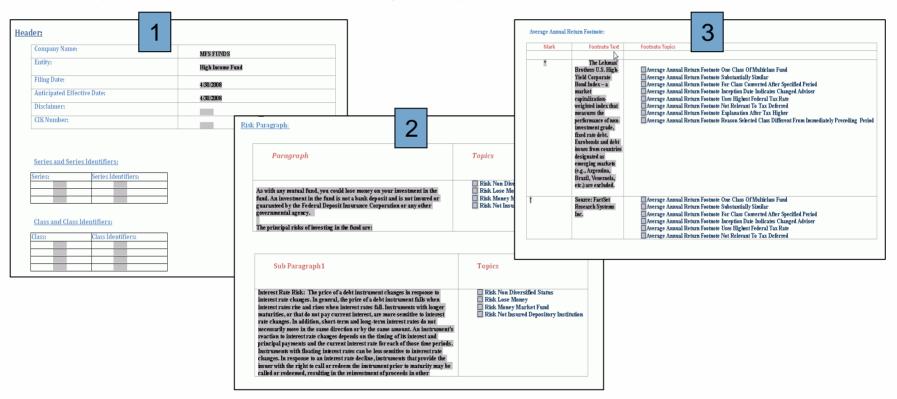


### Risk/Return Summary – Portfolio Holdings – Financial Statements

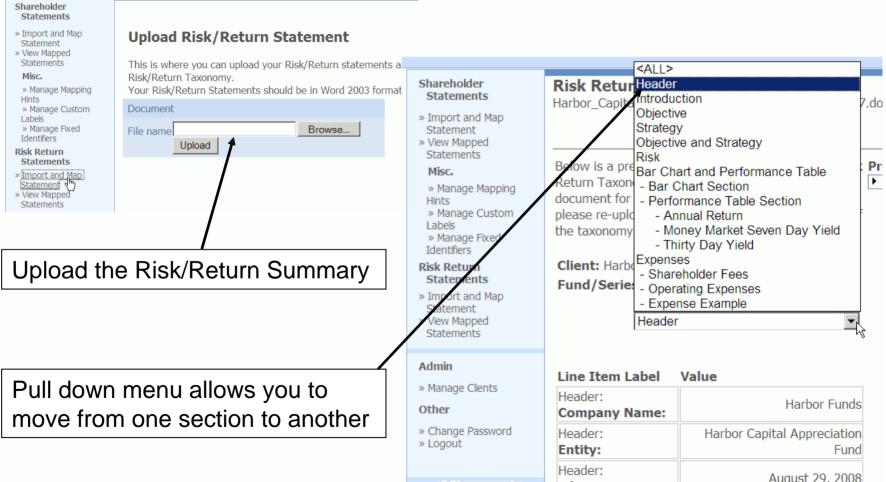
- Companies provide the information they would like to tag in whichever file format works best for their workflow.
- RRD will perform the initial conversion to the Risk/Return Summary template or Excel for Financial Statements and Portfolio Holdings.
- RRD will return the Template or Inline XBRL and an excel mapping report to the company for comment/review.
- For the Risk/Return Summary the tagging is in the background of the template so the company is reviewing "section" or "column" headings not XBRL code.
- The Risk/Return Summary Template is created at the company level saving time on the conversion of subsequent Risk/Return Summaries.
- Tagging history for the Portfolio Holdings is stored at the company level, making each subsequent tagging process easier and the review process time quicker.

# The RRD XBRL Solution The Process – Risk/Return Summary

Sample Risk/Return Summary template

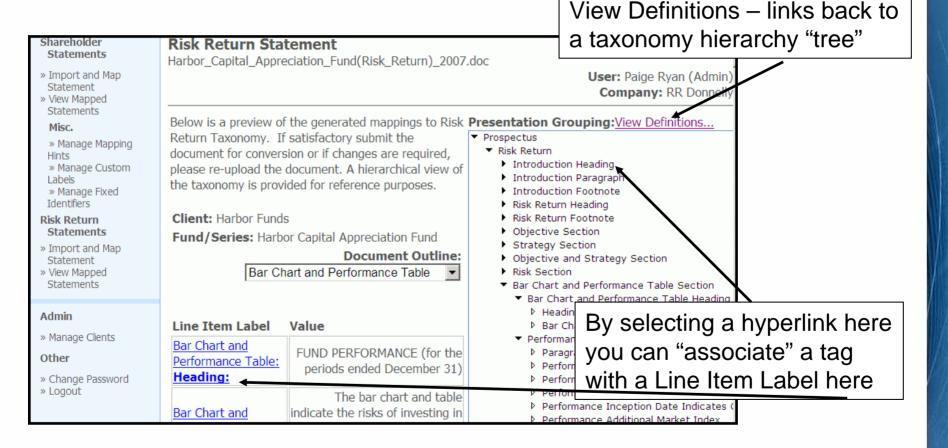


# The RRD XBRL Solution The Process – Risk/Return Summary



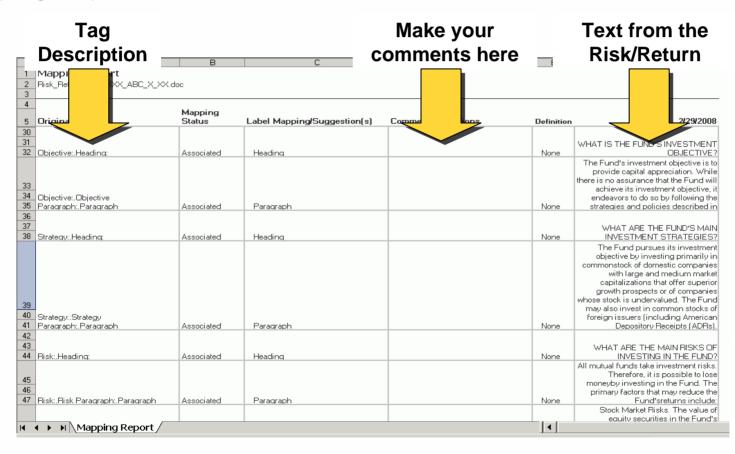
# The RRD XBRL Solution The Process – Risk/Return Summary





# The RRD XBRL Solution The Process - Risk/Return Summary

#### Mapping Report for a Risk Return



# The RRD XBRL Solution The Process - Portfolio Holdings and Financial Statements

- Portfolio Holdings and Financial Statements naturally lend themselves more to an Excel format.
- The Excel files are not templates. They have been converted from their original format to Excel, then we have performed some formatting changes to streamline the tagging process.
- Our tagging program pulls out key identifiers to come up with "suggestions" for tagging.
- The colored flags represent the level in which that suggestion exits.
- Once you have completed the tagging for a file, you can view, save and share an Inline XBRL version of that instance document.

# **Now and Beyond 2010**

- The RRD XBRL Solution
- Continued support of participation in the voluntary program.
- Updates to our Risk/Return templates to accommodate changes that may come with review of the taxonomy and the anticipated adoption of the Summary Prospectus.
- Making it possible for companies post the required XBRL files to their website and provide investors a way to view those XBRL files by linking back to the viewer on the RRD website.
- Plans to integrate into our Shared Content Management platform to allow self-service simultaneous tagging across multiple documents.

# **Summary Prospectus Production, Print and E-Delivery**

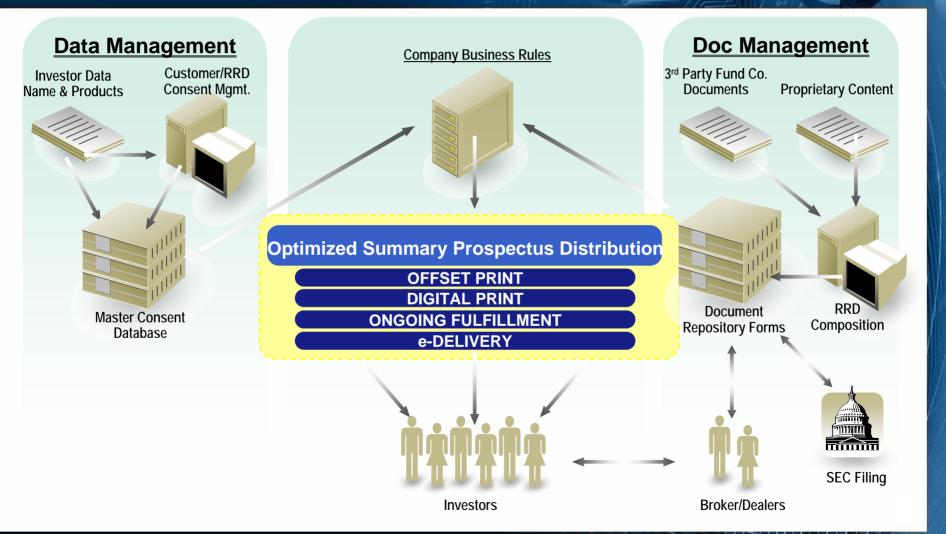
#### Industry need:

- 1. Insure accuracy of content and conform with all relevant regulatory requirements for print and electronic delivery
- 2. Make content delivery seamless between print and electronic form
- Use technology to optimize cost and minimize complexity of production and distribution

#### RR Donnelley as Enabler to add value for our customers

- 1. Our work to insure compliance with all regulations
- 2. Optimizing print and e-Delivery as managed from 1 database
- 3. Our continuing work to improve the process

## Optimized Communication Workflow for Summary Prospectus



## **Cost Comparison Print Case Study-**

64-Page Statutory vs. 4-Page Summary Pros- 30,000 Copies

#### 64-page Statutory Prospectus

Print 30,000 copies



Print, Stitch,Inkjet 45.2%

Mail Sortation
30,000 records
(includes 1 file,
Sortation, address
Correction & dedupe
2%

+ USPS Postage Standard Auto Flat \$0.460/Piece 52.8%

100% cost for Statutory

#### **Summary Prospectus**

Print, Fold, Inkjet 30,000 copies



64-Page Statutory Prospectus
Ongoing fulfillment of 3,000\* copies



Total cost Ongoing fulfillment **35.4%** 

Print, Fold, Inkjet **31.2%** 

+

Mail Sortation 30,000 records (includes 1 file, Sortation, address Correction & dedupe 1.7%

+

USPS Postage Standard Auto Letter \$0.241/ Piece 31.7%

100% cost for Summary and Statutory plus Fulfillment

Summary represents a 6.3% savings

\* SEC assumes 10% of investors will request printed Statutory Prospectus.

## **Cost Comparison Print Case Study-**

64-Page Statutory vs. 4-Page Summary Pros- 100,000 Copies

#### 64-page Statutory Prospectus

Print 100,000 copies



Print, Stitch,Inkjet **42%** 

+

Mail Sortation
30,000 records
(includes 1 file,
Sortation, address
Correction & dedupe
1.6%

USPS Postage
Standard Auto Flat
\$0.460/Piece
56.4%

100% cost for Statutory

#### **Summary Prospectus**

Print, Fold, Inkjet 100,000 copies



<u>64-Page Statutory Prospectus</u> Ongoing fulfillment of 10.000\* copies



Total cost Ongoing fulfillment 44.6%

Print, Fold, Inkjet **15.7%** 

+

Mail Sortation
30,000 records
(includes 1 file,
Sortation, address
Correction & dedupe
1.4%

+

USPS Postage Standard Auto Letter \$0.241/ Piece 38.3%

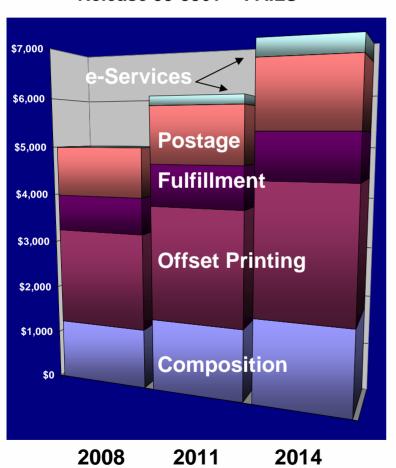
100% cost for Summary and Statutory plus Fulfillment

Summary represents a 22.2% savings

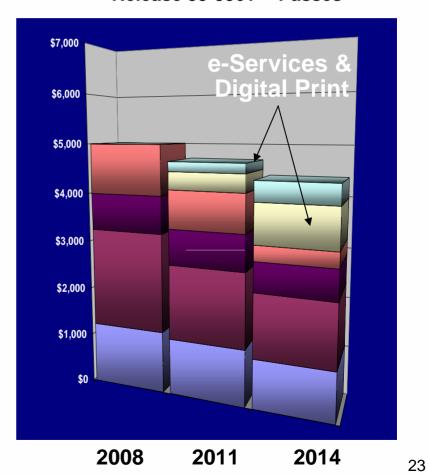
\* SEC assumes 10% of investors will request printed Statutory Prospectus.

# **Analysis of Release 33-8861 and Possible Impact on Compliance Spend**

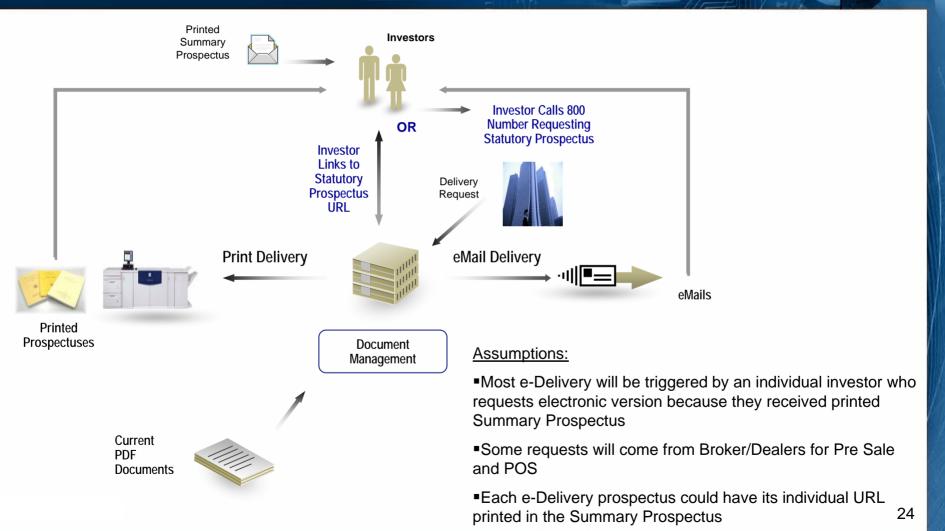
**Release 33-8861 -- FAILS** 



Release 33-8861 -- Passes

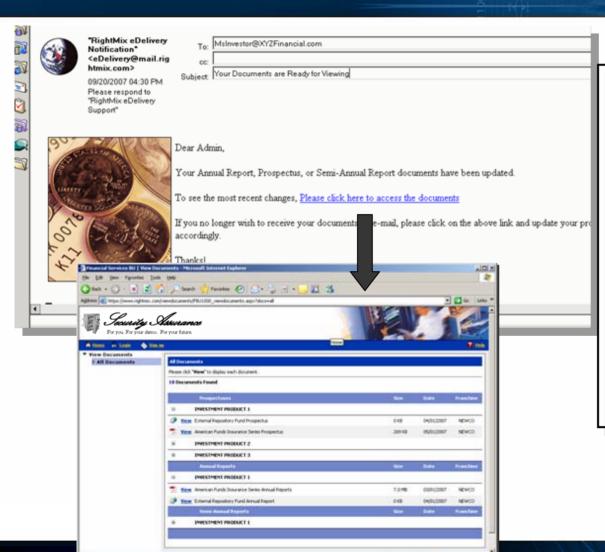


## Statutory Print or e-Delivery Flow



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# The Importance of Consent For Success with Summary Prospectus



- Personalized and branded messaging
- Single, encrypted link takes investor directly to a view of documents related to their individual investments
- Flexible display rules allow for recent/newly updated documents to be viewed first
- Documents available from either customer website or an RRD-hosted repository

# Intermediaries Play Key Role in Success of Summary Prospectus

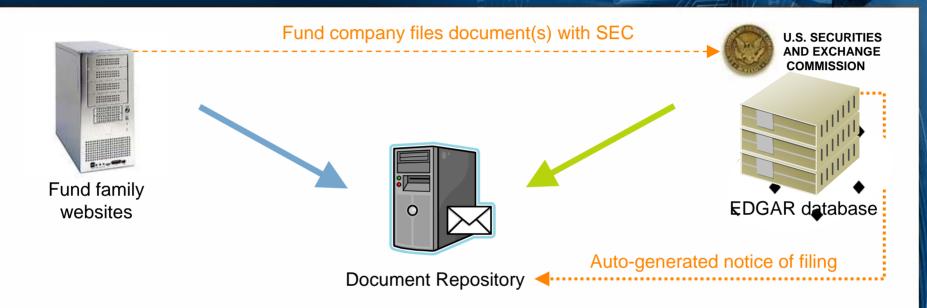
#### Industry need:

- -To reinforce adoption of Summary Prospectus, these documents must be used at Pre-Sale and Point-of-Sale in addition to Post Sale
- –As funds & annuity companies offer large numbers of outside funds in order to compete, they need access to current prospectuses related to all investment instruments on the market today

#### RR Donnelley's initiative to add value for our customers

- -We have developed a repository of prospectuses of approximately 18,000 mutual fund share classes, and key customers are already using it
- -We are integrating this repository with our Short Form Prospectus solution
- -Broker Dealers will be able to access electronic versions of Short Form Prospectuses and related compliance documents for use at Pre-Sale and Point-Of-Sale

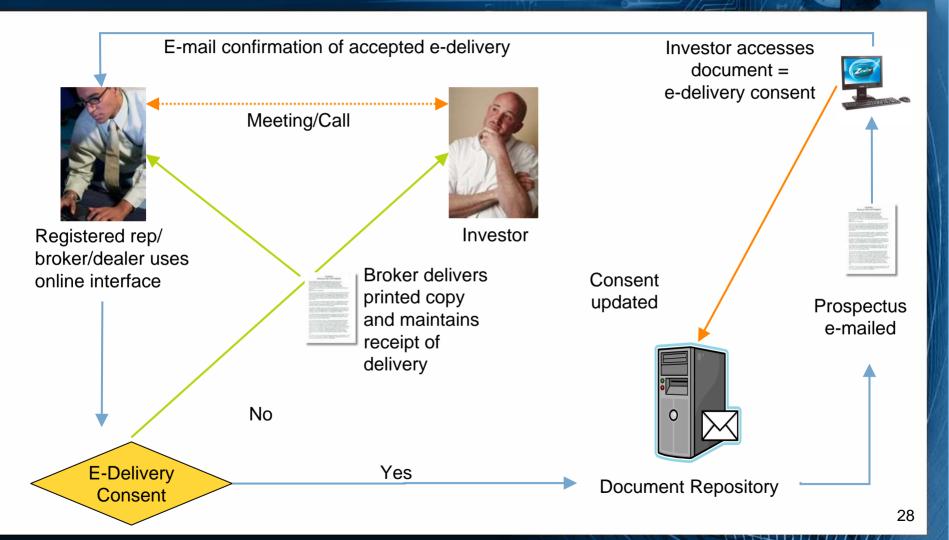
## **Summary Prospectus Document Repository**



#### **SEC Filing Quality Processing**

- Determine if filing is applicable
- Verify effectiveness date; create queue to track
- Check site for update
- Create temporary link to EDGAR document when needed
- Log tracks both filing date and the date the updated filing to repository

## **Broker-Dealer Use of Summary Prospectus**



## Thank You!