

PERSPECTIVES

PAPER FREE IN '23

Pershing Invites Clients to Join in Paperless Push

GOPAPERLESS 



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The pandemic illuminated the superiority of digital business processes and e-delivery over traditional paper-based approaches. Now it's time to take the next step — to put paper behind us and reap the business, environmental and client benefits that digital solutions offer.

When Pershing launched its Go Digital campaign in the second quarter of 2020, many clients were impressed by the array of digital tools we offered to help them keep their businesses running, their advisors connected and their investors engaged. Our capabilities seemed “built to order” for the circumstances. But, in fact, were able to present such a well-developed suite of tools thanks to our tech experts building out digital capabilities persistently over several decades, starting in the 1980s.

Many Pershing clients took advantage of these tools as they emerged, but until the pandemic there was no “burning need” to prompt firms to make the leap forward into digital adoption. As a result, client adoption of our tools escalated to new heights, more than doubling the growth rates of previous years.

**101,000
TREES**

might be saved each year if our industry no longer had to consume 830 million+ pages of paper to print and mail prospectuses, shareholder reports and other documents to investors to comply with the SEC's default paper delivery rules.

Source: [SIFMA E-Delivery Infographic](#)

Pursuing an Ambitious Goal

To sustain this positive momentum, Pershing now is endeavouring to become Paper Free in '23 – leveraging our technology to transform our business fully to digital and helping our clients do the same. Paper Free in '23 is guided by four core themes:

1. Inspiring clients and investors to adopt eDelivery to enjoy its benefits and reduce waste and environmental consequences
2. Bringing the era of snail-mailed, first-party paper checks to a close
3. Investing to make our existing digital options even easier for investors to adopt
4. Deepening clients' knowledge of Pershing's digital resources and why it's time to put paper in the past

You will hear the details about these Paper Free in '23 themes throughout the year, but it's important to emphasize the fourth theme right up front. That is, there are compelling reasons to put paper behind us as businesspeople and to help investors complete their own digital journeys.

Benefits of Being Paper Free

Here are a few benefits that flow to firms and investors from embracing a paper-free approach:

- **Doing Everyday Business Is Easier:** Firms can more readily onboard new investors, manage signatures, share documents and interact with advisors through relevant portals rather than via mail. Investors can view, download, print and email account communications from any computer with internet access and necessary software.
- **Safety and Security Are Enhanced:** Investors can access account communications in a password-protected environment, avoiding paper delivery of sensitive financial information and reducing the risk of identity theft.
- **Information Access Is Quicker:** Investors with digital access to their reports and documents get the entire picture: the most current, real-time information as well as historical data and many other tools. Printed statements are “stale” by the time they arrive in the mailbox, and only the most organized investors can locate past documents amidst the paper clutter.
- **Investors Demand It:** Despite myths that people are not keen to adopt digital financial information from providers, a [SIFMA survey](#) found that 79% of investors have already chosen e-delivery for at least one type of investor document. What's more, 85% of those surveyed are comfortable with default e-delivery, as long as they can opt-in for paper delivery.
- **Environmental Impact Is Reduced:** It's easy to grasp that paper-based investor documents result in the felling of millions of trees. But other elements of reliance on paper documents – like harvesting, processing, shipping and home delivery – generate air pollution, enlarge landfills and unnecessarily consume vast amounts of energy and water.

88%

of individual investors who have already signed up for e-delivery are satisfied with their statements.

Source: [SIFMA](#)

How Can Your Firm Become Paper Free?

Although there are differences among firms – from technology development to investor expectations – there are easy-to-execute strategies to move toward a paper-free model, which will save money, free up staff time, engage investors and reduce environmental impact.

- Enroll the account directly in eDelivery upon account opening in Client Onboarding in NetX360®
- Update your new account form to make eDelivery the default, ensuring that you collect the investor's email address and phone number to make it possible
- Enroll established accounts in eDelivery using NPNX or Account Services in NetX360
- Take the same steps for any external account opening platform by using Pershing's advanced enrollment APIs
- Use mass enrollment for enrolling 100 or more accounts when you have collected consent
- Employ pending enrollment, a feature available for established accounts where consent to enroll needs to be collected. Available via NPNX or Account Services in NetX360, this feature will trigger an email to investors who will have 45 days to accept the terms and conditions

We're passionate about sustainability and providing the best experience for advisors and investors. We hope you will join us in taking bold action to drive investors towards adopting digital solutions. For more ways to make your firm paper free, contact your Pershing Relationship Manager or visit our [Go Paperless webpage](#) on [perishing.com](#).

PUTTING INSIGHTS INTO ACTION

Contact your relationship manager to discuss how Pershing can help your business grow.

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