



THE ROUNDTABLE SERIES  
BEACON STRATEGIES, LLC

# THE INNOVATORS

SCOTTSDALE AZ

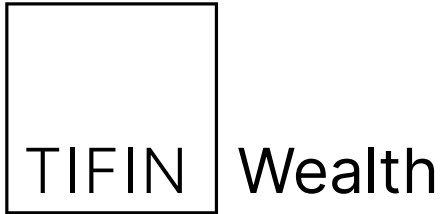
MAY 10-12, 2023

# The Innovators Roundtable

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# Thank You to Our Partners





# A G E N D A

## Wednesday, May 10th

**6:00pm-8:30pm**      **New and Old Friends Reception / Dinner  
(Princess Pool Upper West Deck)**

## Thursday, May 11th

**7:30am-8:15am**      **Morning Nourishment  
(Princess Pool Upper West Deck)**

8:30am - 8:45am      Opening Comments and Introductions **(Ironwood Meeting Room)**

8:45am - 9:20am      Case Study

9:20am - 9:30am      Partner Challenge - SYCAMORE

9:30am - 9:40am      Community Questions

9:40am - 9:50am      Partner Challenge - salesforce

9:50am - 10:25am      Case Study

10:25am - 10:35am      Partner Challenge - RBC Wealth Management

**10:35am - 10:50am**      **Break**

10:50am - 11:00am      Partner Challenge - Quik!

11:00am - 11:30am      Breakout Session

11:30am - 11:40am      Partner Challenge - ORION - REDTAIL

11:40am - 11:50am      Community Questions

11:50am - 12:00pm      Partner Challenge - MORNINGSTAR

**12:00pm - 1:00pm**      **Lunch (Princess Pool Upper West Deck)**

1:00pm - 1:10pm      Partner Challenge - HALO

1:10pm - 1:45pm      Case Study

1:45pm - 1:55pm      Partner Challenge - Advisor360

1:55pm - 2:25pm      Breakout Session

2:25pm - 2:35pm      Partner Challenge - TIFIN Wealth



## A G E N D A

### **2:35pm-3:00pm**

3:00pm - 3:10pm

3:10pm - 3:45pm

3:45pm - 3:55pm

3:55pm - 4:05pm

4:05pm - 4:20pm

### **Break**

Partner Challenge - fp alpha

Case Study

Community Questions

Partner Challenge - IncomeConductor

Beacon Roundtable Wrap Up

### **5:30pm-9:00pm**

**Closing Dinner - Toro (Buses depart hotel lobby 5:30)**

# TORO

**BY CHEF RICHARD SANDOVAL**

[www.scottsdaleprincess.com/scottsdale-restaurants/toro](http://www.scottsdaleprincess.com/scottsdale-restaurants/toro)



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# ATTENDEES



**Greg Beltzer**



**Fred Yates**



**Geoff Moore**



**Doug Wardley**



**Gerry Good**



**Chris Ginder**  
**Goldman Sachs**

Advisor Solutions



**Stacy O'Keeffe**



**Kurosh Golchubian**



**Sara Vogelsanger**



**Aaron Spradlin**



**Elena Stebakov**



**Justin Mikhalevsky**



**Valarie Vest**



**Sean Mullen**





**Rich Whalen**



**Sean Wickersham**



**Alan Zabloudil**



**Emilio B Primus**



**Ben Blaisdell**



**Jessica (JSP) Sand Peterson**



**Rob Gibson**



# PARTNERS



**Craig Gordon**



**Noel Stave**



**Mike Mackey**



**Alex Rabinovich**



**Jed Maczuba**



**Chris Ollendike**



**Sheryl M. O'Connor**



**David Mehlhorn**



**Ben Pitts**



**Chuck Hayes**



**Charlie Clark**



**Eddie Sempek**



**Michelle K. Feinstein**



**Joel Yocom**







**Hazal Sabah**  
MORNINGSTAR®



**Jeff Schwantz**  
MORNINGSTAR®



**Richard Walker**  
QUIK!

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# GUEST



**Marc Butler**  
Marc Butler Consulting

# CASE STUDIES

# CASE STUDIES

PRESENTED BY  
Beacon Strategies, LLC

## Presenter:

**Greg Beltzer**

Role: CIO, Head of Technology

## Firm:



**Wealth  
Management**

## Big Question:

Enterprise wealth firms are investing huge amounts in technology. What does an MVP Advisor User Experience look like in 2023 - 2024? What are the “must haves” versus “nice to haves?” What do the “must haves” deliver as benefits, how and to who?

## Preparer Perspective:

Ah, the holy grail, the one thing every Wealth Firm and many Fintech’s have tried to find (and sometimes found?) THE INTEGRATED ADVISOR DESKTOP. This magical construct that we all try and sell to the advisor is filled with hero’s and villains and certainly many casualties along the way.

At RBC Wealth Management we have 2200+ captive advisors in the Private Client Group (PCG) that we have built a dedicated technology stack for. The RBC Clearing & Custody (C&C) technology stack uses much of the same underlying technology but is much more open and nimble to the various needs of its clearing clients.

The problem statement for PCG was that in 2018 we had a 61% adoption rate of our current CRM, the rest of the technology stack was mainly custom built, not integrated, and certainly not ready for digital.

Something must be done! So myself and my loyal (and Royal!) knights set off to reimagine this magical cup (desktop) and chose Salesforce as the underlying metal (technology) as its foundation.

“Let them eat cake” approach rarely works with advisors, make sure you have a clear capability map for MVP and most importantly a real clear roadmap for day 2 with the team to execute on it. If going out of the box with a vendor, set your users expectations that they will be waiting for the vendor to deliver on “X” functionality.

## Firm Action Steps:

- Focus on the data dummy. (establish what your client/entity master is, have some kind of MDM capability, and make sure its digital ready and have the data necessary to build a true client 360.
- Clear vision for MVP, with focused decision-making capability. Make it timeline based. Shorter is better, but be realistic. Be agile, embed stakeholders, throw away consensus (you will never get 10 advisors to agree)

# CASE STUDIES



Wealth  
Management

- Budget, got to have them, but make sure that you are setting 15-20% for OCM, and have a 15-20% contingency. (give yourself a bonus if you don't use it)
- MVP Capability Map/Grid. What are you replacing? What is your base functionality? What is your WOW? And what is going to make your users say "off with their heads" if you do not deliver? Final point- REMEMBER THE POINTS ABOVE. Rome was not built in a day, and neither is the Advisor Platform
- What other platforms integrate easily? Planning? Trading? Advisory? Aggregation? Performance Reporting? Advanced Analytics? NBA?

## The Wins:

Although the quest never has an end, there are certainly victories along the way

- Currently at a 96% Adoption
- Created a data culture that values analytics, and is building their own dashboards to run their practice
- Constantly getting feedback, rotate Advisory board, yearly Hackathon.
- Opportunities are up over 400% from old platform

## The Unexpected:

- Entrenched legacy users, they were few but they are loud
- Day 2 came much quicker in the earlier waves, be prepared with a plan
- Have a war room mentality with early user feedback on data issues and functionality
- What it was like 2 years later....
- The growth of the platform beyond the Advisor Desktop to an Operational Platform

## What Does the Future Look Like:

Skynet (otherwise known as OpenAI ChatGPT) builds this in 5 minutes.

Will the custodian or the fintech win this battle? Why does it have to be either/or?

Openfin (or something like it) will become the norm.

T+0 is coming, speed of data and actionability will be key to growth.

# CASE STUDIES

Presenter

**Chris Ginder**

Role: Change Management

Firm

**Goldman  
Sachs**

**Advisor  
Solutions**

## Big Questions:

Artificial Intelligence. This is a hot topic for wealth firms. Where is AI fitting into the advisor / customer relationship? What tools are being elevated by AI, and what are the expected “wins.” How are preparing for the “challenges” that come with AI?

## Preparer Perspective:

AI has slowly started making its way in various areas within financial services. In a 2021 Accenture survey financial services was ranked last in AI maturity. The real capabilities haven't fully been realized. ChatGPT, for example, can be thought of similarly to HTML when the internet was first being adopted. The perception is that these early solutions are complicated to use. With time, these will be refined / simplified as part of the advisor's target operating model as HTML was a cornerstone to the adoption of the internet.

## Firm Action Steps:

Wealth management firms need to research and understand the importance of AI.

- Digital Strategy - Digital transformation is a necessity to service the tech-savvy generation used to the AI embedded into everyday products (Netflix, Amazon, etc.)
  - Data management
  - Real time information
  - Hyper-personalization
- Risk Management
  - Compliance - The capabilities a machine to monitor regulatory compliance is going to be superior to what any human can achieve. A Forbes 2018 survey outlined that approximately 90% of all alerts were “false positives”
  - Cyber Security

## The Wins:

Below are some areas that can immediately be implemented:

- **Customer Service** – This technology has already impacted the way we service our customers. The use of chatbots and cloud contact centers.
- **Prospecting Tools** – Publicly available market data and machine learning can derive who the ideal prospect for an advisor to prioritize
- **Marketing Content** –
  - Advisor personalized content that can be posted on social media
  - Distributing client personalized content
- **Portfolio Management** – Robo Advice
- **Augmented Advice** – (Next Best Action)

## The Unexpected:

Some risks and challenges around AI include:

- **Data Integrity** – Misinformation and bias may develop
- **Data Privacy and Security** – Access to large data sets will require implementation of the protection of client data
- **Ethical Considerations**
- **Firm Integration** – Required technical expertise and resources to successfully implement the technology

## What Does the Future Look Like:

A fundamental part of an advisor's AI/ML toolkit in a few years (some of this is much further along than others) might consist of:

- Hyper-personalized financial planning
  - Insurance Advice – coverage amounts based on stage of life and other factors
  - Debt / Expense Management – Optimize spending, savings, and budget allocation while making suggestions on loan balance transfers
  - Tax Planning
  - Estate Planning
- Preparing for portfolio review meetings
- Quickly deepening relationships between the advisor and their client that may have previously taken years and doing it over a few hours
- Draft personal emails based on real time shifting market conditions
- Drafting the meeting minutes from a customer meeting based on the recorded conversation, which could trigger workflows off those action items from the meeting
  - New Account Opening / ACAT Requests
  - Cash Management Requests
- Next generation of portfolio management by embedding client personal preferences (ESG considerations)

# CASE STUDIES

## Presenter

**Fred Yates**

Role: Corporate Vice President, Wealth Management

## Firm



## Big Questions:

Most of us like shiny metal objects. Yet, for most, shiny metal objects are useless without a solid data environment that enables that beautiful glint. So, evolving a firm's data environment is the precursor to next-gen user experiences for advisors and customers. We hear discussions about warehouses, data lakes, data mesh, etc. While data management is not sexy, innovation on how to manage and mine is a key to enabling so many capabilities. What does cutting edge data management look like?

## Preparer Perspective:

"Rapidly accelerating technology advances, the recognized value of data, and increasing data literacy are changing data management and what it means to be data driven."

The proliferation of smart workflows and seamless interactions will become the norm within an estimated five years, based on current research published by McKinsey; most firms and their employees will leverage data to optimize every aspect of work. Success in capturing the highest value from data-supported capabilities will be based on speed of progress.

Cutting edge data management will be defined by data-driven enterprises that integrate data analysis into the core of every business process and subsequently leverage the insights derived from this data to transform business. This will result in significant increases in earnings. Broadly, data-driven enterprises are already experiencing over 30 percent annual growth.

For firms not already considering such change, the immediate challenge will be for executives to fully understand the characteristics of the new data-driven enterprise, how to effectively embed this approach in their organizations, and the capabilities they will ultimately enable.

## Firm Action Steps:

Establishing a culture that fully embraces data while creating an adaptive mindset is paramount. In addition, prioritization of key characteristics including a focus on automation, continual improvement and optimization, and the ability to anticipate internal and external changes is essential.

- Firms can successfully achieve this transition through the following action steps:
- Establish flexible data stores to enable integrated, ready-to-use-data (e.g., cloud tools)
- Improve existing digital architecture so data is managed and delivered in real time
- Create a governance structure to embed data in every decision, interaction, and process
- Redefine and expand the role of the Chief Data Officer to generate enterprise value
- Prioritize data management and automation for privacy, security, and resiliency

## The Wins:

Data-driven enterprises are winning by transforming data management and insights into business value, and this is occurring in many areas including increased profits, lower costs, and reduced risk.

All measurable benefits, which will support further investment to expand a data-driven approach through all enterprise areas and business practices.

## The Unexpected:

Pivoting to a data-driven approach will not require a 'Big Bang' cross-enterprise change management initiative. The transition can be incremental and applied at any level within an organization or value stream, which enables better outcomes for various work areas.

In addition, the insights derived from real-world data will allow for effective strategic development and planning, and measurable goal setting several years in advance

## What Does the Future Look Like:

In the future, the benefits of data-driven decisioning will become increasingly more evident in every element of business, and the efficiency in which data is managed and mined will be critical to remain competitive and grow.

- Improved outcomes across an array of value streams will result in the following:
- Increased client experience personalization
- Improved and optimized decision-making
- Business model innovation
- Enhanced automation, system integrations, and process efficiencies
- Stronger cybersecurity

## Follow up Questions:

1. While technology solutions such as data lakes have been helpful, it is not a remedy for all enterprise challenges. Without quality-assuring governance, firms not only miss data-driven opportunities; they waste valuable resources. How do enterprises build the foundation for effective data governance?
2. A lack of immediate access to quality data significantly reduces the benefits of real-world information; to mitigate these challenges, enterprises are leveraging cloud-based tools. What is a reasonable process and timeframe to successfully transition to cloud tools to store, manage, and secure data?

Sources: <https://www.mckinsey.com/capabilities/quantumblack/our-insights/the-data-driven-enterprise-of-2025>  
<https://www.accenture.com/nl-en/blogs/insights/data-driven-enterprise>



# CASE STUDIES

## Presenter

**Elena Stebakov**

Role: Product and Platform Management

## Firm



## Big Questions:

Many wealth firms live by the “if we build it, they will come” mantra when it comes to technology. With firms building differentiated experiences, large investments are being made with a future ROI hope. If hope is not a strategy, how are enterprise firms planning for / building adoption, and subsequently getting representative and staff buy in and usage?

## Preparer Perspective:

If the only constant is change, and all change is hard, then building first and driving adoption second is a recipe for disappointment and missed opportunities.

In contrast, understanding your users’ motivations, limitations, concerns, and aspirations before you start building or integrating reduces your risk of falling short of expectations. Balancing your perspective between an inside-out view of users out to the market, and an outside-in view of market to users gives you a 360 view of what’s possible and likely..

You may still opt to push the bounds of your users’ comfort zone in the interest of guiding them into more efficient ways of working. Knowing your users makes it an informed and conscious decision that is backed up with upfront knowledge of the hurdles you’ll need to overcome to execute successfully against your goals.

## Firm Acton Steps:

- Design a frictionless first impression, iterating in design.
- Zero in on value and drive adoption through utility.
- Set key performance indicators, test hypotheses, adjusting early and often.
- Convert superusers into success champions.

## The Wins:

- Relying on experts to complete auxiliary competencies.
- Tangible user feedback incorporated ahead of launch.
- Focus on consumer-level intuitive experience, making room for efficiencies and known vendor and industry restriction detours.
- Bought in userbase ahead of launch.

## The Unexpected:

- Tech debt, architecture, vendor solution limitations
- Time-sensitive experience-impacting Regulatory requirements.
- Cultural transformation toward human-centric user-oriented experience technology companies

## What Does the Future Look Like:

Advisors will continue to be divided into set-in-their-ways laggards, and those that prefer to be handed a prebuilt package or collection of solutions, conscious of the learning curve factor.

Modern flexible open architecture platforms will continue to offer freedom of choice to advisors. Companies who understand the power of the customer and the benefit of testing adoption hypotheses early and not singularly prioritizing enterprise value could ride the elusive adoption wave.

Keeping the user at the center of the equation guiding integration experience decisions, training, and user support.

## Follow up Questions:

1. What's the most effective approach to incorporating Voice of the Customer?
2. How much weight is placed on enterprise vs. user value? Which one wins in a tie?
3. How do you refine based on experience user behavior vs. direct feedback?
4. What does "high adoption" look like? Is it accessing a tool, or what it's used to do?



# BREAKOUT SESSIONS

3. The future is here. Artificial Intelligence can assist wealth firm advisors with support, marketing, and communications, and optimizing portfolio management. First, which would you put your chips on of the three? And what AI would you put in place first, and the expected benefits that would be delivered?

**(Kurosh Golchubian “Leader”)**

4. The majority of Investor Customers are looking for a balanced experience between relationship and technology. You have \$10MM dollars over two years to build an industry user experience over two years. What does that look like? Do you rollout in its entirety or in parts? **(Jessica (JSP) Sand Peterson “Leader”)**

# COMMUNITY QUESTIONS



# COMMUNITY QUESTIONS

1. Are any firms doing A/B testing in production for any of their applications?
2. How many firms do tabletop cybersecurity exercises and if so do you include vendors as part of those?
3. Does your firm have a policy for field use of AI like ChatGPT, and DeepAI? If so what does it cover or not cover?
4. How are you engaging nextgen inheritors and wealth builders?







# COMMUNITY QUESTIONS

14. Are there any new solutions your firm has started using to protect you with Cyber?

15. What technologies/automation have firms integrated into their new advisor onboarding processes? Looking to make this more streamlined, easier, faster.

16. What % of your advisor workflows have you automated? Assuming so, what are your top 5? How well have those workflows been adopted?

17. Tech prescribed vs. tech agnostic: What is your firm's position?

18. What is/are the top technologies you see driving your firm into the future?



# COMMUNITY QUESTIONS

24. When choosing or assessing technology, do you look to reduce the number of technologies used by focusing on technology with a broader range of functionality even if that means sacrificing the depth of expert functionality and client personalization?
25. What is your organizational framework for ideation, investment, and prioritization of innovation-focused initiatives?
26. For those that have undertaken multi-year transformation/modernization programs, what have been your biggest learnings from overall – and individual – successes and/or failures?
27. What role does your Data & Analytics organization play in identifying and defining emerging or new enterprise capabilities?

# PARTNER PROFILES

# PARTNER PROFILE



CONTACT:

**Chris Ollendike**  
Head of Sales

collendike@advisor360.com



## Firm Vision

Headquartered in Weston, Massachusetts, Advisor360° is committed to transforming the financial services industry for the benefit of all, by building, delivering and integrating technology for wealth management firms. The company's award-winning integrated and open architecture SaaS platform brings a connected digital wealth experience to financial advisors, their clients and the home office. Advisor360° clients benefit from timesaving capabilities and streamlined workflows when it comes to portfolio and performance reporting, financial planning, insurance, proposal generation, trading and model management, digital onboarding, document management, analytics and compliance. The company's proprietary Unified Data Fabric™ (UDF) is the foundation of its platform, weaving together shared services and pre-built integrations that work with existing technology stacks. Today, three million households with \$1 trillion in assets benefit from the connected Advisor360° experience.

To learn more, visit [www.advisor360.com](http://www.advisor360.com).



## Firm History

Advisor360° was launched in 2019. The firm has a unique understanding of the technologies broker-dealers need to run their businesses and maximize advisor productivity. We support some of the highest producing advisors in the industry with our investment in technology that is vital to delivering higher productivity and revenue growth. We offer a "shared R&D model," allowing broker-dealers to capitalize on our economies of scale to reduce costs and focus resources in places where they can best create competitive advantages.

## Leadership

### **Richard Napolitano, Chief Executive Officer**

Rich focuses on building a best-in-class wealth management SaaS platform and leading clients through their digital transformation. He has spent over 30 years working in engineering, largescale IT software systems and sales, enterprise-level team management, and global product development.

### **Darren Tedesco, President**

Darren is one of Advisor360°'s founders and is responsible for guiding the vision of the platform, technology strategy, and company direction. Darren focuses on elevating the advisor experience and helping firms grow their business.

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## Ideal Buyer

Advisor360° builds and integrates technology for wealth management firms including independent broker-dealers, insurance broker-dealers, large RIAs, and bank trusts.

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## Products /Services

Advisor360° provides enterprise solutions to broker-dealers and large RIAs to help them grow their business, operate efficiently, and recruit new advisors. The platform has capabilities that serve the home office, advisor, and consumers across investments, insurance, financial planning, model management, trading, and client experience. We have a robust set of solutions focused around:

- Reporting
  - Account Opening
  - Advisor Experience
  - Client Experience
  - Books and Records
- 

## Key Roadmap Deliverables

Investnet Integration: including bi-directional data flow between the proposal and new account.

- Sleeve level performance reporting
  - New Client Experience
  - Sales Opportunity: growth reporting across Investment, Insurance and Financial Plan
  - Executive Dashboard: widgets focused on growth and recruiting patterns
  - Annuity Riders & Service Features
  - Compliance Enhancements: Self service compliance reports and personal securities automation
  - Snowflake Implementation: Enables advanced analytics and reporting capabilities
-

## Adlib Comments

Advisor360° recently updated its offering to deliver five solutions that can be purchased individually today and also work seamlessly together as future needs grow. These solutions were created in response to demand from firms seeking to solve a specific problem today with a solution that integrates with their existing tech stack.

Advisor360°'s platform is powered by a unified data layer, which drives higher rates of growth and operational efficiency, saving firms time and money in costly maintenance, integration, and upcharges for new features.

### **Reporting:**

Efficiently bundle, schedule, and run fully reconciled, consistent reports across all investment and insurance accounts with our wealth management reporting solution.

### **Digital Onboarding:**

Our holistic approach to the account opening process leverages a broad set of data to efficiently gather data, propose compliance solutions, open accounts, and manage workflow for any type of investment account or insurance type.

### **Books and Records:**

Reduce costs and risk associated with adherence to the FINRA & Securities

### **Exchange Act (SEA).**

Rules 17a-3 and 17a-4 are adhered to through Advisor360°'s compliant Books and Records solution that ties data storage, retention, and reporting with key operational functionality, like mailings, blotters, and document storage.

### **Advisor experience:**

Improve the advisor experience and attract new advisors with a holistic solution that helps advisors view information across their practice, and helps grow and efficiently maintain their practice.

### **Client Experience:**

Help advisors attract and retain clients by providing a digital experience that facilitates collaboration between the advisor and client.



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# PARTNER PROFILE



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## Firm Vision

Halo Investing is on a mission to transform the world of investing. With the Halo platform, we are democratizing access to protective investment solutions through transparency and efficiency with the help of time- and cost-saving technology, empowering advisors to better manage inherent market risks within wealth and retirement planning.

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## Firm History

Founded in 2015, Halo Investing is an award-winning technology platform that disrupts how protective investment solutions are used worldwide. Headquartered in Chicago, with offices in Abu Dhabi and Zürich, Halo is democratizing access to investment solutions that were previously unavailable to most investors, including structured notes, buffered ETFs, and annuities. Halo raised over \$100m USD in its 2021 Round C funding, and has received a growing number of honors, recently being named one of Fast Company's Ten Most Innovative Companies.

For more information, please visit: [www.haloinvesting.com](http://www.haloinvesting.com)



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## Leadership

### **Biju Kulathakal, CEO & Co-Founder**

Biju is the CEO & Co-founder of Halo Investing where he leads the organizational strategy team. He was one of the early co-founders of Redbox, and was a co-founder and former Chairman and CEO of Trading Block Holdings, an online brokerage firm specializing in option trading. Biju received his B.S. in Aerospace Engineering from Illinois Institute of Technology.

### **Jason Barsema, President & Co-Founder**

Jason is the President & Co-Founder of Halo Investing where he leads the product vision team. With over a decade of experience managing structured notes, Jason built the Halo platform to provide all investors access to this incredible investment product. Jason previously was a partner on a large private banking team at Credit Suisse, where he managed portfolios for Ultra High Net Worth Individuals and Institutions. Jason received his B.A. in Economics from Northern Illinois University and his M.B.A. from Northwestern University's Kellogg School of Management.

### **Matt Radgowski, Chief Operating Officer**

Matt Radgowski is the Chief Operating Officer for Halo Investing, the award winning platform that gives financial advisors flexible access to protective investments. As the company's COO, Matt focuses on the execution, distribution, and product strategy for Halo's go-to-market efforts. Matt brings extensive knowledge from his time as Head of Advisor Solutions on Morningstar's Product Offerings team in the Advisor and Wealth Management sector, as well as their Chief Operating Officer. He received a Bachelor's Degree in Accountancy from the University of Illinois - Urbana/Champaign, and holds his Series 7 License.

### **Alex Rabinovich, CFA, Head of Enterprise Sales**

In his role as Head of Enterprise Sales, Alex is responsible for leading distribution, service and support efforts for Halo's enterprise clients with the focus on delivering protective investing strategies to advisors and their clients via Halo's award-winning technology platform. Prior to joining Halo Investing in January of 2023, Alex spent 9 years in senior distribution roles at Russell Investments, and 10 years in client-facing positions at Morningstar, where he focused on helping leading financial intermediaries, asset managers and retirement plans grow their businesses. Earlier in his career Alex was at Assetmark Investment Services and John Hancock. He holds a B.S. in Finance and International Business from the University of Indianapolis, and a Chartered Financial Analyst designation from the CFA Institute, in addition to series 7, 66 and 24.

## Ideal Buyer

- Broker-dealers
- Private Banks
- RIA Aggregators
- Wealth Platforms

## Products /Services

### Protective Investment Solutions

- Halo's tech platform/marketplace
- Protective investment solutions
  - Structured Notes
  - Buffered ETFs
  - Fee-based Annuities
  - Structured Note SMA Marketplace

## Key Roadmap Deliverables

Guided by our core values of democratization, personalization, and customization, Halo has developed an internal roadmap which allows for us to address every clients' needs, whether they're a global financial institution or an individual RIA. In 1H 2023, Halo's focusing is on:

### Current deliverables

- Robust user interface with idea generation, execution, and reporting capabilities
- Enhanced integration with custodians
- Collaboration with wealthtech platforms to improve client reporting, trading, and proposal generation

### Future deliverables

- AI
- Data warehousing
- Portfolio analysis and construction
- More integrations

## Success Snapshots

Brief Use Cases

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### Customer A

Halo Investing collaborated with a fast-growing RIA aggregator to offer its product suite to financial advisors across the aggregator's network. Launched in 2019, the advisor network has placed over 550 individual transactions, resulting in \$1B+ transaction volume since 2018. Total notional has grown 7x YoY from 2019-2022. Though typically in the 10-15% range, over 44% of advisors in this network now use structured products thanks to Halo's field management directors educating advisors and helping with portfolio positioning and constructing products. Today, this network is one of the largest in the aggregator space, and has used Halo to raise its profile, grow its network, and use its differentiated offerings to set itself apart from the competition.

# PARTNER PROFILE



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CEO & Founder

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## Firm Vision

To provide individuals the confidence to retire, the permission to spend and enjoy their wealth, and the peace of mind they deserve throughout retirement by delivering best in class solutions to them and the financial professionals who serve them.

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## Firm History

IncomeConductor was founded in 2017 by three partners with a combined 70 years of industry experience in retirement income, asset management, product development, and technology innovation. The founders co-developed a technology that addresses a generational gap with a new strategy for today’s retirees whose needs vary greatly from their parents and provides a new value proposition for advisors and firms to capture the trillions of dollars moving from accumulation to distribution. IncomeConductor was launched to market in 2018 and has gained approval at over 80 B/Ds and RIAs, including LPL, Advisor Group, Raymond James, Cetera, and Cambridge. The platform has been continuously enhanced based on the current and future needs of the market, including the addition of integrations with leading custodians, advisory platforms and software.

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## Leadership

### **Phil Lubinski, CFP®**

is a retirement income specialist who first developed the time-segmented/bucket approach to income planning, used his strategy with hundreds of his clients for >35 years, trained thousands of advisors, and co-developed two software tools prior to founding IC.

### **Sheryl O’Connor**

has spent >25 years leading strategic growth and tech innovation at insurance companies and an asset management firm she founded in 2006. She has been recognized for her executive and thought leadership as well as her innovative practice management solutions.

### **Tom O’Connor**

has 15 years of experience in technology innovation, product development, investment management and digital marketing, serving as CTO and CMO of a large RIA.

## Ideal Buyer

Growth oriented wealth management firms and advisors who want highly differentiating and easy-to-use solutions and strategies for selling and supporting retirement income services into the largest marketplace of mass-affluent and high-net-worth investors in history. We promote success across the organization by quickly training internal support teams helping them market to and support their field force in income planning skills and best practices.

## Products /Services

### **IncomeConductor –**

The premiere technology using time-segmented income plan design that allows financial professionals to build, illustrate, implement, and track retirement income plans for their clients. Three levels of product are offered, based on the advisor's needs: Basic, Premium and Pro.

### **Health+ –**

Suite of tools integrated into IncomeConductor including in-plan illustration of Social Security strategies, actuarial longevity estimates, and healthcare spending projections, all personalized to the individual client by age, state, gender, and health conditions.

### **Case design –**

Expert-level case consultation on holistic income plan design considerations.

## Key Roadmap Deliverables

### **July 2023 release**

- Tax sensitive analysis of time-segmented plans
- RMD & IRMAA analysis and mitigation
- *Next Gen* plan optimization of:
  - Roth conversion strategy
  - Liquidation order and timing
  - Social Security claiming
  - Advisor-driven operational constraints

## Adlib Comments

By 2029, Baby Boomers will control over 50% of the household assets in the U.S. Right behind them, Gen X'ers will experience the greatest increase in assets and control ~30%\*. Over the coming decades, both will be seeking financial professionals who specialize in retirement income planning, engage & educate them in the process, and provide support throughout retirement. Even those who managed their own investments on robo's and within their retirement plan understand that retirement is complex and they cannot afford to make mistakes.

They understand that retirement income planning requires them to make decisions in areas in which they have no prior experience: Social Security claiming; Medicare plans and healthcare expenses, including out-of-pocket costs; longevity and inflation risk; long-term care funding; legacy planning; RMDs; Roth Conversions; IRMAA surcharges; tax-optimized withdrawals; and how to fund their plan with products that address their desire for guaranteed income and need for growth.

Firms that recognize the huge opportunity to serve this market and adopt specialized retirement income planning tools like IncomeConductor that incorporate all the aforementioned aspects of retirement into a written plan that clients can understand, and advisors will be able to efficiently manage throughout retirement, will be the most successful in capturing these assets, increasing their long-term AUM, and securing both asset transfers: first, to the surviving spouse, and second, to the beneficiaries.

\* Deloitte Center for Financial Services: "The future of wealth in the United States: Mapping trends in generational wealth"

## Success Snapshots

Brief Use Cases

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### Integrated Partners – LPL Financial

Ray Lucas and his team at IFP drove over \$1B in AUA to their model portfolios and over \$1B in annuity product sales in under 2 years through income planning services utilizing IncomeConductor. They were able to achieve this success by illustrating how IP's planning strategy aligns with the client's goals and giving clients an easy-to-understand income plan that shows how it could play out over time. IP advisors instill confidence in their clients to consolidate their assets and enjoy retirement while maintaining practice efficiency by automating plan progress tracking and finding opportunities to protect future income.



### Richard Hoover – SagePoint Financial

Richard Hoover decided to embrace IncomeConductor and focus solely on clients nearing or entering retirement while delegating his accumulation phase clients to a partner. Having already developed a sizeable book of business over a 20+ year career, Richard still managed to double his AUA in under 3 years and has continued steady growth of his practice by focusing on income planning. He developed a scalable, systematized marketing process using IncomeConductor's compliant marketing IP that has increased his referrals and reduced his marketing budget significantly. Richard has been able to keep additional hires to a minimum due and reduced administrative efforts by hundreds of hours per year to the efficiencies of administering his client base through the automated tracking and management capabilities offered within IncomeConductor.



### Marsh & McLennan Agency

Plan sponsors are seeking to enhance engagement with their 401(k) plan by employees who are seeking guidance on what kind of retirement income scenario their savings and investment strategies could result in beyond the vague analysis provided by bare-bones Monte-Carlo based projection widgets commonly offering by qualified plan recordkeepers.

Marsh & McLennan recognized the opportunity to differentiate their qualified plan services by incorporating a more personalized retirement income analysis service to plan participants using a white-label version of IncomeConductor. After reviewing a myriad of full planning and specialized retirement income planning tools, Marsh chose IncomeConductor for its ease of use, how it engages plan participants in creating their income plan and allows them to test out assumptions in real-time, and the fact that their coaches could create a fully customized plan for the participant during one 20 to 30-minute coaching appointment. This service has increased contributions to their plans and provides a truly competitive edge over their peers in the retirement plan business.



# PARTNER PROFILE



CONTACT:

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& Partnerships  
Morningstar, Inc



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## Firm Vision

Morningstar Inc (Morningstar) is a financial service provider that offers investment research services. The company provides data and research insights into various investment offerings including managed investment products, market and equity data, private capital markets, and real-time global market data. It offers investment management, investment advisory, advertising services, equity research services, and asset management services. The company provides its services to individual investors, financial advisors, asset managers, retirement plan providers and sponsors, and institutional investors in the private capital markets. It has business operations in the US, Australia, Canada, Brazil, France, Germany, India, Japan, South Korea, Mexico, Singapore, South Africa, Sweden, Switzerland, Taiwan, Thailand, the UK, and other countries. Morningstar is headquartered in Chicago, Illinois, the U.S.

## Products /Services

Over the past 3 years, we have been evolving Morningstar Advisor Workstation from being a software product, into a financial services ecosystem. Since its launch, we have launched six (6) partners to our App Hub and recently, announced our newest partner. The Advisor App Hub is a unique digital ecosystem, as Morningstar performs two-specific value-added services to serve enterprises and their advisors. This includes an information security review of the fintech firm and a deep integration of the App Hub partner into the Morningstar experience within Advisor Workstation. Advisors can select best in class technology that meets their needs and exchange data between providers all from one platform with a single login. Partners in the App Hub include:

### 1. Alternative Investments

- Digital Asset education
- Structured Product data, research, portfolio construction, portfolio comparison
- Annuity research, portfolio construction, portfolio comparison, product execution and lifecycle management
- Coming Soon – full lifecycle management (pre-trade, trade and post trade lifecycle management, for other alternative investments including BDCs, and Private and Public REITs, Private Equity, Private Credit, Private Real Estate

### 2. Advice Engagement

- Asset-Map is the financial picture that's worth a thousand decisions. In 15 minutes or less, we put the important information about your client's financials in one shared picture: the start of an easy-to-understand process for bigger advice conversations. With clarity comes confidence for the informed decisions that improve your clients' financial health and increase value for your business.

### 3. Lending Solutions

4. **API Solutions** – We also engaged API-first companies like TaxStatus, to solve other problems for the wealth management segment

# PARTNER PROFILE



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National Sales  
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## Firm Vision

Powering the Advisor-Client Journey

**Prospect / Plan / Invest / Achieve**

Our tech-enabled fiduciary process empowers advisors to seamlessly attract new clients; connect planning goals to investment strategies; and ultimately help achieve each investor's unique definition of financial success

## Firm History

In 1999, when the founders of our legacy firm sought an investment accounting system that could meet the needs of a growing RIA, they concluded it did not exist. As a result, they made it their mission to develop the best portfolio management software on the market and launched Orion Advisor Technology.

Today, that same passion is what drives our quest to innovate across our business, disrupt the status quo, and help financial professionals win by realizing their unique vision for success.

Orion is committed to understanding the needs of growth-minded advisors which directs our M&A and product development strategies. In fact, in the last five years alone, we've made it our goal to seamlessly connect each stage of the advisor-client relationship with solutions that are fully connected yet provide the flexibility and choice to be adopted in its entirety or as stand-alone components that complement existing capabilities.

## Leadership

### Orion Leadership Team:

**Eric Clarke**

Chief Executive Officer

**Ryan Beach**

President, Orion Wealth Management

**Brian McLaughlin**

President, Orion Advisor Tech

**Daniel Applegarth**

Chief Financial Officer

**Kylee Beach**

General Counsel

**Julie Lane**

Chief Human Resources Officer

**Betsy Jazyuka**

Chief Marketing Officer

## Ideal Buyers

Success looks different for every firm. Orion’s complete, yet modular suite of solutions empowers advisors or entire firms to choose the tech they need to achieve their vision of success. Our innovative technology solutions — no matter the need — help advisors of all business models and firms of all sizes push the limits of their achievements and operationalize their vision for years to come.

## Products /Services

### CORE TECH

- Redtail CRM
- Portfolio Accounting
- Orion Planning
- Investment Management Platform
- Orion Trading
- Client Portal & Mobile App
- Orion Risk Intelligence
- Data Services
- Business Intelligence
- Orion Compliance
- Proposals & New Accounts

### VALUE-ADDED DIFFERENTIATORS

- High Net Worth Solutions
- Custom Indexing
- Cash & Credit
- Risk Intelligence
- Professional Services & Alternatives
- Marketing

## Key Roadmap Deliverables

Orion is solving one of advisors' biggest pain points: a lack of integration between their core technology.

- That's why we've introduced the Orion Stacks.
- With CRM at the center of the hub, Orion is at work connecting portfolio accounting, billing, trading, financial planning, risk analytics, compliance, and our model marketplace into an integrated wealthtech suite, UX powering operating efficiencies and extending a best-in-class client experience.

Orion Custom Indexing allows advisors to manage personalized portfolios at scale through a tech-enabled, competitively priced solution. From tax-loss harvesting and tax transitioning to ESG, you can easily offer high-value, professionally managed portfolios that are customized according to your clients' unique needs, values, and goals.

Orion is creating a new frontier for integrations and real-time data sharing using Amazon Web Services and Redshift. This will:

- Eliminate stale data via flat file delivery/integration
- Empower ad hoc data accessibility and transparency
- Lighten traffic via API
- Decrease hardware maintenance and cost

By deeply integrating the Orion Risk, Compliance, and Portfolio Accounting tools, we're able to provide cutting-edge functionality such as Share Class monitoring, model management, and pre-trade validations.

## Adlib Comments

By connecting all your data and technology, we are transforming the way advisors grow their business through a cohesive, tech-driven experience designed to connect every stage of the advisor-client journey. We call this the fiduciary flywheel.

When embraced fully, Orion's proven process will be a catalyst for deeper advisor-client relationships, increased growth potential and ultimately the ability for our advisors to realize their unique vision for success.

## Success Snapshots

Brief Use Cases

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### Small Business Financial Services Company

"We're confident that Orion has developed an ecosystem that will allow us to support advisors of every size and enhance the way our advisors engage with and support their clients. We're incredibly excited about recent acquisitions and look forward to a more well integrated and seamless experience, allowing us to efficiently manage the database and take full advantage of the tools available to us."

Operations Manager at Small Business Financial Services Company



### Las Olas Capital Advisors, LLC

"The Orion team has built a platform for firms of all sizes and continues to be tech forward. Their out of the box functionality allows firms to ramp up quickly with little investment."

Raymond Catone, Chief Operations and Compliance Officer, Las Olas Capital Advisors, LLC

# PARTNER PROFILE



CONTACT:

**Richard Walker**  
CEO

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## Firm Vision

Quik! seeks to become the most compelling forms automation company by making paperwork the easiest part of every transaction. Our customers rely on our products to be an integral part of their business and help them streamline the customer experience.

## Firm History

As a Financial Advisor, Richard Walker enjoyed working with his clients but discovered most of his work ended in filling out forms by hand. This disdain for mundane paperwork led him to co-found a company to automate the process of filling out forms.

Fast forward twenty years and Quik! has matured into the industry standard for financial forms automation. With the largest library of available forms (over 38,000) and the most comprehensive field definition (over 750,000 defined fields), Quik! is in use at more than 85% of the most successful firms providing financial advice.

So many advisors are now generating forms electronically instead of using paper each day that customers using Quik! are saving over a tree's worth of paper every hour of every day. And Quik! has partnered with the Arbor Day Foundation every year to plant that many trees.

## Leadership

Quik! was founded with four core philosophies:

- We do what we say we'll do
- We provide outstanding service
- We design intuitive solutions
- We enjoy what we do

Our core values drive us to be customer-centric and deliver great products along with great service. From the CEO to our newest employee, we are attuned to listen to what our customers' likes and wants are and we strive to respond swiftly to our customers' needs as reflected in our products and customer satisfaction.

Whether you're a single office using the Quik! App, an enterprise with thousands of users, or a partner who's embedded our solution, we welcome your feedback.

That's why at Quik! you start with an idea meeting. The focus is on your needs and to discover what works best for your firm - we're here to help you make the highest quality decision possible. And when the answer leads to a Quik! solution, you'll find that we're here to help you implement, manage, and evolve your solution to make sure your goals are being met.



## Leadership



**Richard Walker**  
CEO



**Don Cron**  
COO



**Chad Bingham**  
Product Manager



**Kim Coker**  
Customer Success Manager



**Jeff Hunt**  
Director of IT



**Kyung Black**  
Forms Production Manager

## Ideal Buyer

Our customers become our partners in delivering the best user experience and customer experience when paperwork is involved. Quik! bridges the gap between collecting customer data and processing that data with the correct forms delivered on the correct platform.

Customers who use Quik! have exceeded industry standards for growth and customer retention for more than a decade.

## Products /Services

Quik! is the best at Forms Management and Forms Delivery. First, we make sure you have the correct form built to our high-quality standard whether it's your own internal form or a form from one of the hundreds of product companies we offer. Second, we enable you to deliver the forms directly to the user, at the exact moment they need it and on the technology platform they're using.

Using Quik! enables you to prefill forms more completely. You can combine multiple forms, even duplicates and households, into a single forms package ready for e-signing or printing.

Whether you use Quik! as a turnkey app, an API integration, or a partner's API integration, Quik! enables your users to do their best work.





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## Key Roadmap Deliverables

### **Quik! Vault –**

A hyper-secure storage mechanism to facilitate gathering data on forms and sharing data amongst systems.

### **Householding –**

Generate a single forms package for multiple accounts and unique people prefilled into the forms – save money with a single signing event.

### **Batch Forms –**

Generate batches of forms packages across multiple accounts – ideal for transitions, corporate benefit enrollments, and product switches.

### **Transitions –**

A transition tool for making the onboarding of a new advisor faster, easier, and more compliant.

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## Adlib Comments

We invite you to connect with Rich Walker to talk about your challenges around improving your customer experience for new account openings, service requests, transitions, and any form-related processes. In his 21+ years as CEO, he has been instrumental in helping 18 of the top 20 broker-dealers harness the power of forms automation, helping RIAs streamline their process with custodians and many other use cases around forms. He solving customer problems and started a podcast called “The Customer Wins” on this very topic.

## Success Snapshots

Brief Use Cases

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### Advisor Group

They came to Quik! seeking a solution they could apply to all of their broker-dealers that would integrate with their internal systems. Working together we developed a solution that streamlined their paperwork across their 8+ broker dealers and serves 100% of their advisors. This solution includes an e-sign integration and also provides deep integrations with their internal systems



### Brinker Capital

During the discussions, they defined their need as a system that could reduce the number of errors and help to speed up processing. Their solution went further than most clients in setting up required fields rules – employing formatting, required fields, conditional required fields and other available rules within the Quik! system. They achieved a 95% reduction in errors from forms submitted by advisors through their implementation.



### American Portfolios

Having been a Quik! customer for years, they came and described a new feature they wanted to offer their advisors. They felt this feature would increase advisor retention by recognizing their individual firms. Quik! and American Portfolios worked together to give advisors the ability to use their own logos on internal American Portfolios forms. This allows the advisor to create customized paperwork at their individual firm level and maintains their identity with their customers.

# PARTNER PROFILE



## Clearing & Custody

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**Craig Gordon**  
Business Development Manager

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### Firm Vision

To be a leading provider of clearing and custody services to successful financial services firms like yours. Our strong personal relationships with the firms we serve is the foundation for everything we do. No matter the size or structure of your firm, we deliver the customized clearing, custody and execution services you need. But we go way beyond processing transactions, record keeping and holding your clients' financial assets to offer innovative technology, best-in-class resources and attentive support to help you run, grow and protect your business.

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### Firm History

The RBC legacy in the United States stretches back to 1909. Born in the Midwest, our firm has deep roots in the regional securities business. We've steadily grown as a result of our culture of service and commitment to integrity. Over this time we've become known for our award-winning technology, expansive product offering and exceptional service. Our unique pedigree is matched by the conservative risk management and fiscal responsibility of our parent company: RBC. In history – and in today's marketplace – we are unlike any other clearing and custody provider.



## Leadership

**Brett Thorne**

President, RBC Clearing & Custody

**Noel Stave**

Chief Technology Officer, RBC Clearing & Custody

**Dustin Aamodt**

Chief Operating Officer, RBC Clearing & Custody

**Tammy Benson**

Director of Marketing and Communications, RBC Clearing & Custody

**Aaron Funk**

Director of Wealth Strategy, RBC Clearing & Custody

**Pete Hancuh**

Director of Institutional Services, RBC Clearing & Custody

**Kelly Johnson**

Head, Client Experience, RBC Clearing & Custody

**Mark McKinne**

Director of Regulatory Risk, RBC Clearing & Custody

**Greg Plifka**

Director of Business Development, RBC Clearing & Custody

## Products /Services

- Full service clearing and/or execution services and/or custodial services for broker-dealers and registered investment advisors serving retail wealth management and institutional clients
- Comprehensive wealth management platform, featuring a broad mix of investment products and a wide range of managed accounts, plus credit solutions and professional trustee services
- Innovative technology solutions only available from RBC, as well as applications from leading FinTech providers
- Access to wealth management expertise, practice development and marketing resources and experienced trading specialists

## Key Roadmap Deliverables

- Helping you make a difference in your business – and your clients financial lives
- Simplifying, unifying – and elevating – your technology experience by centralizing all applications and information necessary to serve clients into an integrated platform
- Providing digital capabilities your clients want, including electronic account opening, mobile account information and self-service solutions to help enhance your client relationships

## Success Snapshots

Brief Use Cases

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### Moors & Cabot

"Our strategic relationship with RBC Clearing & Custody is critical to our business. We chose RBC Clearing & Custody because of their approach to open architecture, best-in-class technology and their commitment to top tier service that our financial professionals and clients demand. Issues and challenges do arise, but we've found that RBC Clearing & Custody is willing to dig in and solve the challenges with us and for that we very much appreciate their strong support."

Mark Garrett, Executive Chairman  
Moors & Cabot



### Moloney Securities Co., Inc.

"The people we interact with at RBC Clearing & Custody is the reason we've been with you for over 25 years. I feel like they care about our firm and care about our success."

Ted Moloney, President & COO  
Moloney Securities Co., Inc.



### Farm Bureau Financial Services

"The technology stack is not only beneficial to us as an introducing firm, but it's also fabulous for clients from an overall experience standpoint."

Mat Gleason, President of FBL Wealth Management, LLC and FBL Marketing Services, LLC  
Farm Bureau Financial Services

# PARTNER PROFILE



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## David Breakstone

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## Firm Vision

Salesforce is and always has been a customer centric company. From the day we opened our doors, we have focused on our customers and made it a priority to drive our every decision. It has fueled our growth and powered our customers' success. We develop the technology, the partnerships, and the communities that help companies connect with customers so that every company can become a customer company.

## Firm History

In 1999, four Salesforce founders, working shoulder to shoulder in a small San Francisco apartment, launched a customer relationship management (CRM) system with a groundbreaking twist. All the software and critical customer data would be hosted on the internet and made available as a subscription service. This pioneering "software as a service," or SaaS, model quickly spread across the technology industry.

Early adopters of our cloud-based model took a significant leap of faith. There was only one formula for earning their trust — that is, by building trusted relationships. Over the decades, our products and platform have grown in scale and sophistication.

We now provide essential services to many of the world's biggest and most critical businesses, governments, and organizations. Trust is an ever more valuable commodity. Relationships are gold.

## Leadership

Salesforce prides itself not only on award-winning technology, but also on the talent of its people.

The company is thriving under the guidance and leadership of some of the brightest minds and most experienced executives in business. See <http://salesforce.com/company/leadership> for profiles of our executive team.

## Ideal Buyer

Many transformational leaders across financial services organizations use Salesforce technology to improve customer relationship management, increase sales productivity, streamline operational models and deliver exceptional customer service. As such, ideal buyers may include:

### **Technology Leaders**

looking to optimize their technology stacks by leveraging a powerful suite of out of the box and configurable tools and capabilities that can play a role in differentiation in the market.

### **Line of Business Owners/Executives**

often turn to Salesforce to help improve their team's efficiency, prioritize work more effectively, as well as track and manage the most impactful KPIs to drive profitable growth in their business.

### **Client Experience or Customer Service Leaders**

love the comprehensive suite of service tools in Salesforce from case management to knowledge, from OOTB processes to completely configurable processes deliverable across multiple channels creating connectedness and consistency for customers regardless of how they choose to engage.

### **Operational Leaders/Compliance Officers across Financial Services**

seek out Salesforce to help automate both routine and complex tasks to drive efficiency, optimized capacity and operation compliance.

### **Marketers**

are empowered with Salesforce technology that centralizes customer data to give insight into customer behavior, preferences and needs to aid in personalization efforts delivering the most relevant messaging and offers at the right time

## Products /Services

Salesforce is a highly configurable platform & Financial Services Cloud is built on the shoulders of not just the core platform but also Sales and Service and Data Cloud. It has been purpose built for wealth management. We take those amazing capabilities to bring industry specific data models, workflows, automation templates and business rules to you so you do not need to reinvent the wheel.

Salesforce offers a single view of the client, enabling customers to connect data from any system, automate processes, and deliver digital experiences across the entire customer journey.

Clients are supported with omnichannel digital access (portals, mobile devices, tablets, contact centers, agents, etc.) for consumer-grade buying and servicing experiences.

Advisors can conduct needs analysis, performance checks, and perform servicing transactions seamlessly from a desktop, tablet, or mobile device.

- Accelerate time-to-value and business process management with the purpose built innovation for Wealth, Insurance and Banking in **Financial Services Cloud & Flow**
- Personalize experiences, enable digitize client journey's and drive growth with **Marketing Cloud**
- Modernize data management, consolidate, normalize and activate data with **Salesforce Data Cloud**
- Uncover visual and AI driven predictive insights directly in the context of your users work with native **Analytics and Einstein Relationship Insights**
- Streamline integration, support bi directional data flows between third party partners and ease technology stack complexity with **MuleSoft**
- Extend your innovative experiences digitally to customers and/or partners with **Experience Cloud**
- Empower employees with real time connectivity, and collaborate efficiently on behalf of your clients with **Slack**

## Key Roadmap Deliverables

- Power Engagement with Real Time Data via Data Cloud integrations
- Enable the creation of Modern Onboarding Experiences
- Streamline Service with Service Console and Process Flows Templates
- Deliver Personalized Finance with Financial Planning Integrations - Expanded Goals
- Plans, Tasks
- Deeper integration with Marketing Cloud
- Research stage - Compliance and Regulatory Automation, Chat GPT use cases





## Adlib Comments

Salesforce was one of the first enterprise software platforms to be built entirely in the cloud. This cloud-based architecture means that users can access the platform from anywhere, on any device.

This flexibility is critical for modern businesses, which often have remote and distributed workforces.

The reach of Salesforce has resulted in a thriving community of users and developers, who share knowledge and collaborate on projects through the Salesforce Success Community. This community has helped to foster a culture of innovation and continuous improvement, driving the platform's ongoing development.

Finally, Salesforce is highly committed to social responsibility and has made significant efforts to promote diversity, equity, and inclusion in the workplace. Additionally, the company has a strong focus on sustainability and has set ambitious targets to reduce its carbon footprint and promote environmental sustainability.

## Success Snapshots

Brief Use Cases



### Large Banking-Wealth Management Firm - AMER

#### **Business Challenge: Transformation effort. Reimagine Advisor & Employee Experience**

Believing that the future of wealth management depends on relationships, leaders of this organization realized that the definition of “relationship” is prone to fast change in the digital world.

They set out to overhaul the organization’s processes and systems, go digital, and reduce complexity in the technology stack to ensure long-term success.

#### **Goals:**

- Go digital, become data driven, and deliver a mobile first experience
- Unify the advisor desktop, offer at a glance real time insights & C360 customer data
- Streamline client onboarding
- Connect systems, remove swivel chair and manual data entry for Advisors
- Unite firm data for a single source of truth
- Operate efficiently and effectively introducing more automation
- Monitor advisor actions and productivity, improve internal communications

#### **Solutions**

- Financial Services Cloud became the main platform for the firm, front, middle and back office
- Leveraged Financial Services Cloud and MuleSoft to unite client data from disparate databases over 25 systems (in house and third party)
- Introduced Tableau for analytics, delivering dashboards to Advisors and Operations
- Enabled slack to unites teams across LOB’s, swarm on issues. Change the way they work
- Empowered service teams with a C360 view of client activity and ability to swarm on issues



## Investment Banking & Wealth Management Firm

### **Business Challenge: Modernize the Advisor & Employee Experience, Digitize Outreach**

This firm was behind in modernizing front and middle office experiences. Burdened with too many Homegrown systems, limited growth, inability to scale, and lack of collaboration amongst teams.

### **Goals:**

Help wealth advisors enhance productivity, client service, segmentation and offer better visibility into customer outreach. Target client communication and outreach and conduct campaigns directed at specific wealth.

Streamline client onboarding

- Connect systems, remove swivel chair and manual data entry for Advisors.
- Unite firm data for a single source of truth
- Operate efficiently and effectively introducing more automation
- Monitor advisor actions and productivity, improve internal communications

### **Solutions**

- Leveraged Financial Services Cloud and Marketing Cloud- to power the wealth manager experience, connect systems, streamline and digitize client outreach
- Implemented Tableau to gain a better view of opportunity data in Salesforce and investor characteristics —such as age demographics, asset bands, digital usage, or common relationships with a single advisor, track campaign success & outcomes to leadership
- Introduced Financial Services Cloud within their contact center for servicing retail and high-wealth customers. They utilize the system for all lead management, prospecting to new customers, and wealth management data



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Title

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## Firm Vision

Sycamore Company is a modern back-office technology solution for broker-dealers and RIAs. Sycamore Company is revolutionizing and transforming broker dealer and RIA back-office software with a modern, fully integrated solution that's built on the Salesforce platform. Clients can now manage data, compensation processing/reporting, compliance review, surveillance and client/advisor management on one single platform – 100% on the cloud. By providing consultation, implementation and training to our clients we streamline the normally arduous process of selecting and implementing the proper software applications.

## Firm History

Sycamore Company was founded in 2009 by Mike Overdorf. Having spent his career in the financial services industry, specifically in technology, Mike recognized the need for an integrated back office system that provided a central location for all client and advisor related information. Sycamore's platform was built to eliminate silo'd systems, creating a central hub for data, giving all home office departments one place to manage and document all advisor and client related activities.

## Leadership

Mike Overdorf is president and founder of the Sycamore Company. He has over 25 years of experience working across multiple financial services verticals including banking, wealth management and insurance. Mike earned his BS degree in Finance from Siena College and his MBA from SUNY Albany. Mike provides the vision and guides the direction of Sycamore Company with input from his executive team – Mary Blackburn, Executive VP Sales & Marketing and Marypat Ganley, Vice President Product Management & Customer Support.

## Ideal Buyer

The Sycamore platform is ideal for any broker/dealer or mid to large size RIA. Our products are modular, so whether a firm is looking for a full back office platform or just in need of data aggregation, compliance, or compensation services, Sycamore will likely be a great fit.

## Product /Services

- **Compensation Manager** – Sycamore Company's Compensation Management Software has a rules based structure that allows for unlimited compensation scenarios and can support multiple lines of business within a single organization including Investments, Advisory and Insurance. Plus, the Advisor interface provides reps a real-time look at their commission history, including pending commissions and fees.
- **Compliance Manager** – Manage all data and interactions with advisors and prospects on a secure platform built entirely on Salesforce.com.
  - **Business Review and Surveillance** – Automated New Business Review/ Processing and Advisor submissions for approval, Compliance Questionnaires and Attestations, Manage & Report on Customer Complaints, Check & Certificate Blotters, Trade Blotter Monitoring.
  - **Tailored to You** – Customized business rules and workflows tailored to your firm's specific supervisory controls, Robust, customizable reporting to monitor, manage and measure compliance activities from initiation to completion.
  - **Consolidated and Organized** – All activities are time and date stamped and recorded in the system. One consolidated firm wide platform and database for home office and advisors to access, eliminating lost or disparate documents and e-mails. Consolidated data and processes within one platform, providing secure and comprehensive books and records
- **Advisor Manager** – Integrates with Finra CRD for license tracking and checks for both securities and insurance, Manage the full rep hierarchy including branch info, admin assistants, multiple rep numbers, and unlimited split rep groupings.
  - **Management Reporting / Dashboards** - Home office consolidated view of all advisors AUM, production, and compensation.
- **Sycamore Analytics** – Powered by Salesforce Tableau, Sycamore Analytics makes your Data smarter. At the push of a button, explore Enterprise Wide Data – within Sycamore/Salesforce as well as external data sets, to discover important trends and behaviors.
- **Cirrus DataPro** – Data aggregation tool that gathers, normalizes and loads data into Sycamore or any Salesforce platform.

## Key Roadmap Deliverables

Based on input from our clients and changes in the industry, we are constantly enhancing the functionality of our platform. Additionally, we have an internal roadmap that prioritizes our development efforts. Top on our roadmap for this year is artificial intelligence, data warehousing and continuing to expand our list of integration partners.

## Success Snapshots

Brief Use Cases

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### Customer A

Purchased Compensation Manager module

- Provided separate instances of Compensation Manager for their BD and 2 RIAs.
  - Increased efficiency and accuracy in processing advisor payments
  - Online advisor access to check pending payments

Customized and consolidated reports/dashboards for advisors and home office



### Customer B

Purchased Compensation, Compliance and Advisor Manager modules

- Provided one platform for all advisor related processes
  - Increased efficiency for operations and compliance departments
  - Eliminated silos of information, allowing home office to see a complete picture of advisors
  - Enhanced surveillance and compliance functionality by creating detailed, customized and consolidated reports
  - Increased efficiency in business processing by providing online business submission and approvals
  - Online advisor access to communicate with home office personnel, submit requests and check pending commission/fee payments

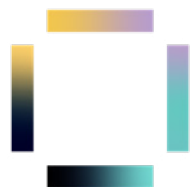


## Customer C

Purchased Compensation, Compliance and Advisor Manager modules

- Provided one platform for all advisor related processes
  - Increased efficiency for operations and compliance departments
  - Eliminated silos of information, allowing home office to see a complete picture of advisors
  - Provided the core engine (hub) of an integrated platform for advisors by integrating multiple 3rd party applications
    - Single sign-on providing access through Sycamore to all 3rd party applications
  - Online advisor access to communicate with home office personnel, submit requests and check pending commission/fee payments

# PARTNER PROFILE



**TIFIN**  
WEALTH

CONTACT:  
**Ben Pitts**  
Head of Sales Development and Research

Direct: 856.889.5864  
bpitts@tiffinwealth.com



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## Firm Vision

Our mission is to make investing a more powerful driver of financial wellbeing. TIFIN builds engaging experiences through powerful AI and investment-driven personalization. We leverage the combined power of investment intelligence, data science, and technology to make investing a more engaging experience and a more powerful driver of financial wellbeing.

Our Data Science capabilities combine proprietary and third party data sources across millions of individuals to help identify conversion and growth opportunities. The TIFIN Wealth platform combines intuitive financial planning and risk management tools with advanced portfolio management and content marketing automation, all in an easy-to-use system to drive the growth metrics firms care about most: Increasing the number of leads and referrals, converting more prospects and increasing share of wallet with existing clients.

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## Firm History

TIFIN was founded in 2018 by Dr. Vinay Nair, a former Wharton Professor and successful entrepreneur, to build engaging and intelligent wealth experiences for better financial lives. TIFIN operates a collection of fully-owned subsidiaries in wealth and investments that are shaping the future of investor experience.

After launching and managing a quantitative hedge fund, he became the Founder and Chairman of 55ip, which was successfully sold to JPMorgan Chase. He then started TIFIN to tap into the potential that science and technology have to deliver better investor experiences and outcomes.

The TIFIN Wealth platform launched in 2022 to solve the growth needs of modern wealth management firms with a focus on data science and algorithmic personalization. TIFIN Wealth generates growth signals for key actions, enhanced with actionable personalized client recommendations across marketing automation, investment personalization, and charitable giving



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## Leadership

TIFIN has a diverse team blazing the trail for the next generation of wealth. Led by an experienced team of executives from financial services and technology, we come to work with one goal: make investing a more powerful driver of financial wellbeing.

**Dr. Vinay Nair**

Founder & CEO, TIFIN

**Jack Swift**

President & CRO, TIFIN

**Sharon French**

President, Asset Management, TIFIN

**Anil Arora**

President, Wealth, TIFIN

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## Ideal Buyer

We help leading wealth enterprises identify and drive growth outcomes through advanced data science and client personalization across marketing automation, giving and investments. Our customers span broker-dealers, institutional banks, individual advisors and asset managers.

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## Products /Services

The TIFIN Wealth platform is an intelligent ecosystem designed to help firms identify and unlock growth. We embed the latest technology around data science and artificial intelligence throughout all components of our platform.

Our data science packages combine proprietary and third-party data sources across millions of individuals to help identify conversion and growth opportunities including:

**Prioritize Prospects:** Create look-a-like models for which prospects in a CRM look like existing client benchmarks.

**Share of Wealth:** Identify client upsell opportunities based on objectives, life stages and other assessed needs.

**Client Network Referrals:** Create a correlation score for clients with networks and interests most likely to lead to referrals.

**Marketing Automation:** Our scalable enterprise platform serves as the marketing command center for home office and larger branch firms. Act on your data to nurture identified leads and generate firm, brand and advisor level signals on the engagement of digital content to unlock new growth opportunities.

**Deliver Personalized Investing Experiences:** Go from prospect to proposal to customer faster with client personalization capabilities spanning risk tolerance, financial planning and financial personality assessments to empower actionable, personalized recommendations across investments and charitable giving. Our robust investment research tools empower fast & easy proposal generation and optional sub-advised trading.

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## Success Snapshots

Brief Use Cases



### Hightower

TIFIN Wealth has collaborated with Hightower, a \$100B+ RIA Aggregator, to implement TIFIN's AI-driven marketing automation platform. This platform empowers Hightower's centralized home office marketing team to execute comprehensive digital marketing strategies, including email and social media campaigns, for their vast network of advisors nationwide.

TIFIN's marketing automation platform is ideal for firms recognizing the importance of content personalization in unlocking new growth opportunities. It simplifies the process for wealth enterprises to tailor client communication and nurture prospects.

By utilizing TIFIN Wealth, firms can generate firm-level, branch-level, and advisor-level insights on client and prospect engagement with digital marketing content, thus unlocking new growth opportunities. The program connects over 100 firms within the network to a centralized home office marketing team and is implemented through a scalable enterprise platform that serves as the marketing command center.

TIFIN Wealth's marketing automation solution for wealth enterprises features:

- Automatic topical content tagging for easier content discovery
- An intelligent content recommendation engine to effortlessly match content with each client and prospect
- A campaign creation studio for easy construction of email and social media campaigns
- The capability for marketing to cascade campaigns and send on behalf of advisors
- Customizable email and social templates and campaign formats
- Compliance approval workflows
- Real-time data analytics for marketing and sales enablement
- Integrations with email, CRM, and social media platforms



**BEACON STRATEGIES, LLC**  
CONSULTING | ROUNDTABLES | RESEARCH

## WEALTH PRODUCTS / SOLUTION PRODUCT

**Beacon bridges the knowledge and vision gap between wealth firms and solutions providers to help wealth marketplace customers:**

- Chart their course
- Navigate complex waters
- Better serve their clients

### Beacon Products

Tools to help wealth firms and partners drive measurable improvement:



A research tool helping enterprise wealth firms understand how they match up against their peers.



A wealth management curriculum supplying an industry overview for newer or more inexperienced employees.



A technology and process tool that helps firms meet their regulatory responsibilities specific to 3rd party providers.



**Enterprise Wealth Consulting Services | Beacon Strategies, LLC**  
**beaconstrategiesllc.com**

# 2023 ROUNDTABLE SCHEDULE



## INVESTMENT PRODUCT, PLATFORM, & FIDUCIARY - THE MORPHING OF THE INVESTMENT SIDE OF THE BUSINESS

**DATES: SEPTEMBER 20-22, 2023**

**LOCATION: DENVER, CO**

## MARKETING & RECRUITING - THE NEW AGE OF MARKETING

**DATES: OCTOBER 11-13, 2023**

**LOCATION: ST. AUGUSTINE, FL**



## THE ROUNDTABLE - THE NEW AGE OF MARKETING

**DATES: NOVEMBER 1-3, 2023**

**LOCATION: BERMUDA**

# 2024 Roundtable Schedule

## The Compliance Roundtable

Audience: Wealth Firm Compliance Professionals  
Past Attendees: CCOs, Compliance Leaders  
Date: February 21st -23rd, 2024  
Location: San Diego, CA

## The Operational Excellence Roundtable

Audience: Wealth Firm Operations Professionals  
Past Attendees: COOs, Firm Operations Leaders  
Date: March 20th – 22nd , 2024  
Location: Austin, Texas

## The Innovators

Audience: Wealth Firm Practice Management  
& Advisor Technology Professionals  
Past Attendees: COOs, CIOs, CTOs, Platform Owners  
Date: April 17th – 19th, 2024  
Location: Charlotte, NC

## Investment Products, Platform, & Fiduciary

Audience: Wealth Firm Investment Management and Platform Professionals  
Past Attendees: COOs, CIOs, CCOs, and Investment Leadership  
Date: May 15th – 17th, 2024  
Location: Charleston, SC

## The Age of Marketing: Supporting Communications & Business Growth

Audience: Wealth Firm Marketing & Recruiting Professionals  
Past Attendees: COOs, CMOs, and Marketing Leadership  
Date: October 16th – 18th, 2024  
Location: Mountain Brook, AL

## The Roundtable

Audience: Wealth Firm C-Suite  
Past Attendees: C-Suite, Presidents and Senior Positioned Leadership  
Date: November 6th – 8th, 2024  
Location: Santa Barbara, CA

## The Roundtable for RIAs

Audience: RIA Wealth Firm C-Suite  
Attendees: Owners and Leadership of RIAs  
Date: December 4th – 6th, 2024  
Location: Ft. Lauderdale, FL

**NOTE:** Dates and locations may change, so please check our website for more updates and information on upcoming Roundtable onsite events.



[www.beaconstrategiesllc.com/beacon-roundtables](http://www.beaconstrategiesllc.com/beacon-roundtables)

# A D D E N D U M

# fp alpha $\alpha$

## Tax Snapshot

Providing advisors with an immediate summary of a client's current tax return that complements the planning opportunities identified by FP Alpha.



As an advisor, client-engagement is key to your success—so are the many behind-the-scenes things you do to help your clients reach their Financial goals.

That's why we built FP Alpha's **Tax Snapshot**—a way for you to efficiently capture the most relevant information from your client's tax returns and put it into a dynamic, client engagement document that complements the planning opportunities identified by FP Alpha.

### It's as simple as 1, 2, 3.

1. Upload your client's tax return, and let FP Alpha take care of the rest.
2. Generates a client engagement document that identifies 16 key tax areas from their current tax return.
3. Provides a list of actionable opportunities to reduce your client's tax burden.

This unique deliverable provides details on 16 key tax areas, including state-specific information, Roth analysis, Charitable deductions and QBI analysis. From MAGI tiers and Roth conversions to state tax credits and future legislation, including the Biden Tax Proposal, this report enables you to add instant value for your most simplistic client case all the way to your complex, ultra-high net worth business owners.



## Key Tax Areas Identified

Realized Capital Gains & Losses | Marginal & Effective Federal Taxes | Marginal & Effective State Taxes | Income Source Breakdown | MAGI Tiers | QBI Analysis | Roth Conversion Optimization | State Tax Credits | Biden's Tax Proposal Summary | Deductions | Charitable Contributions | Medicare Premiums | Estimated Tax – Safe Harbor | LTC Deduction Limits | Health Savings Accounts | Social Security

While there are advisors out there who spend a lot of time going through their clients' taxes to gather the relevant information—you don't have to be one of them.

Sign up for FP Alpha's [Tax Snapshot](#) and let the technology efficiently collect the information for you so that you can focus on activities that will help you grow your business.

**To schedule your demo, contact our Sales Team at: 212-796-8790 | [sales@fpalpha.com](mailto:sales@fpalpha.com).**  
**To learn more about the FP Alpha platform and it's other offerings, including estate and insurance planning, contact Sales or visit [www.fpalpha.com](http://www.fpalpha.com)**



# fp alpha

## P&C Snapshot

Upload home, umbrella and auto policies to the platform: in a couple business days, FP Alpha will provide the snapshot summary of each policy.

**John & Mary Johnson**  
Home Insurance Snapshot

fp alpha 

**Policy Summary**

Insurance Provider: 

Name Insured: John Johnson

Policy Period: 09/12/22 - 09/12/23

Mailing Address: Street #, Cupertino, CA 95014

Phone: (408) 555-1234

Property Insurable: \$1,500 per covered loss

Property Location Address: Street #, Cupertino, CA 95014

**Property**

Dwelling Limit	\$471,000	Earthquake Limit	\$100,000
Contents Limit	\$318,800	Flood Limit	\$500,000
Loss of Use / Additional Living Expenses Limit	\$48,000 / \$100,000	Septic Pump Overflow Limit	\$5,000
Additional Structures Limit	\$47,000	Water Piping Backflow Limit	\$4,000
Property Insurable	\$1,500 per covered loss	HOV6/SHRINKS/LINE	\$4,000

**Personal Liability**

Liability Limit: \$500,000

Aggregate Limit of Liability: \$500,000

Medical Payments: \$5,000

**Personal Inland Marine Insurance**

Boat Limit	\$5,000
Fire Art Limit	\$5,000
Other Collectible Limit	\$1,000
Debris	\$1,000

**Mortgagee/Lienholder(s)**

Loan Company: ABC Bank, Cupertino, CA 95014

Loan Number: 12345678

**Other coverages**

Identity Fraud / Cyber Coverage: \$5,000

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**John & Mary Johnson**  
Umbrella Insurance Snapshot

fp alpha 

**Policy Summary**

Insurance Provider: 

Name Insured: John Johnson

Policy Period: 09/12/22 - 09/12/23

Mailing Address: Street #, Cupertino, CA 95014

Phone: (408) 555-1234

**Umbrella Policy Limit**

Aggregate Limit of Liability: \$5,000,000

**Underlying Limits**


Personal Liability	\$500,000
Automobile Liability	\$500,000
Homeowner Liability	\$500,000

Aggregate Limit of Liability: \$5,000,000




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**John & Mary Johnson**  
Auto Insurance Snapshot

fp alpha 

**Top Summary**

Insurance Provider: 

Name Insured: John Johnson

Policy Period: May 4<sup>th</sup>, 2022 - May 4<sup>th</sup>, 2023

Mailing Address: Street #, Cupertino, CA 95014

Phone: (408) 555-1234

Vehicle Year, Make: 2001 Chevrolet

Vehicle Usage Location: Street #, Cupertino, CA 95014

**Liability**

Single Person Property Damage Liability Aggregate Limit	\$500,000
Property Damage Liability Per Person/Per Occurrence Limit	\$50,000
Single Person Liability Per Person/Per Occurrence Limit	\$500,000
Personal Injury Protection (PIP)	\$1,000
Medical Payments For Patients	\$5,000
Uninsured/Underinsured Limit	\$500,000
Uninsured/Underinsured Limit	\$500,000
Additional Insured - Spouse	No

**Physical Damage**

Comprehensive Deductible	\$500 - Per accident
Collision Deductible	\$500 - Per accident
Medical Payments Coverage	Yes
Loss Payable Clause	Yes
Transportation Expense	Yes - Limit \$1,000
Towing Fees	\$100
Auto Loan/Lease Gap Coverage	No
Debris	\$500

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### How P&C Snapshot Helps You:

- **Save time:** No need to read through lengthy policies (even auto policies can be over 100 pages).
- **Save effort:** No need to spend time creating client-friendly visuals.
- **Improve communication:** Our visual deliverables can serve as the centerpiece of a conversation around this topic, ensuring that clients understand what coverage they do and do not have.

To schedule your demo, contact our team at: 212.796.8790 | [sales@fpalpha.com](mailto:sales@fpalpha.com)  
 To learn more about the FP Alpha platform and its other offerings, including estate and insurance planning, contact us or visit [fpalpha.com](http://fpalpha.com)

Partner insights from



# How RBC Wealth Management Transformed Its Digital Technology and Advisor Productivity



Many wealth management companies understand the benefits of implementing digital technologies. The struggle is in taking a daunting project and making it manageable from a technological standpoint while also getting advisors to adopt the new digital tools and processes. This is where Royal Bank of Canada (RBC) Wealth Management found itself. While a successful business, it was near the bottom of the wealth management industry from a technology standpoint. Fast forward and RBC Wealth Management has successfully upgraded its systems and processes to make its advisors more efficient and more productive. And it has a 90% engagement rate with the new tools. Read on to find out how the largest bank in Canada made it happen.

**90%**  
advisor  
engagement  
rate with the  
new tools

Presented by  
**Financial  
Planning**

### WHO IS RBC WEALTH MANAGEMENT?

RBC Wealth Management is the world's fifth-largest wealth manager by assets, with \$825 billion in assets under its administration. It has more than 4,800 financial consultants, advisors, private bankers, and trust officers who provide advice and wealth solutions to individuals, families, and institutions.

### SITUATION: 26 SEPARATE SYSTEMS MAKE ADVISORS INEFFICIENT

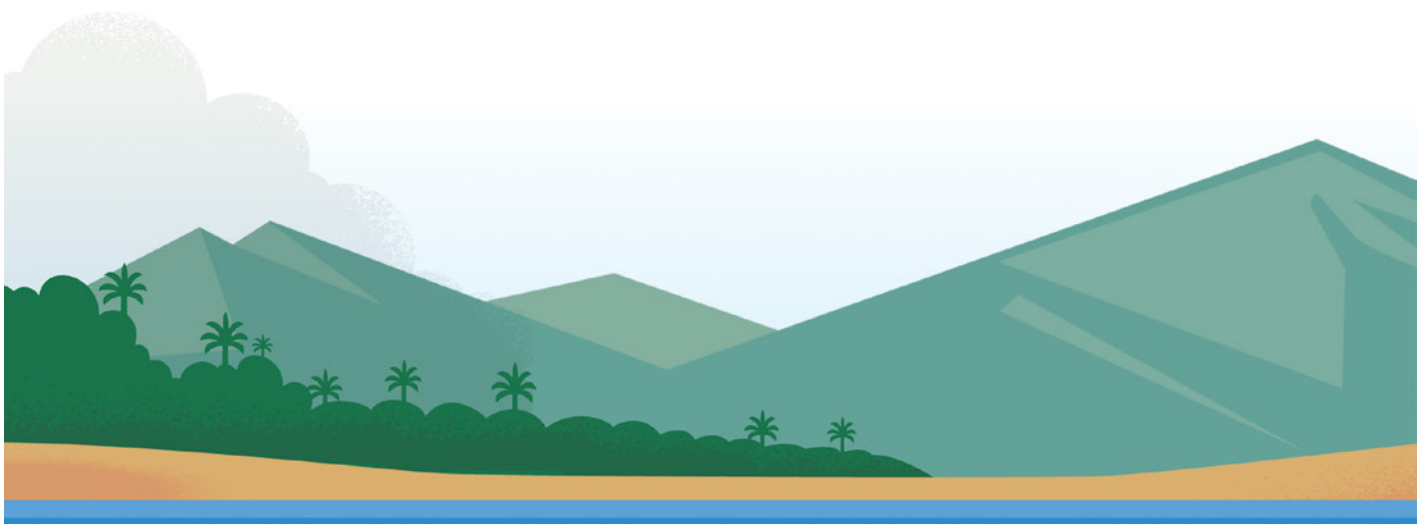
With a clear understanding that the future of wealth management depends on relationships, leaders at RBC Wealth Management also know that the definition of "relationship" continues to morph in the digital world. While clearly successful, they knew the company's technological limitations would risk its continued success in the long term. Both processes and systems were in need of an overhaul. They were using an aging customer relationship management (CRM) tool. They underinvested in the tool, and the vendor didn't have a clear vision for it beyond a CRM.

Beyond outgrowing the platform, advisors had to access 26 systems to pull together the client

data they needed to prepare for meetings or to onboard new clients. This obviously took a long time, and to make things worse, data wasn't always in sync between the systems. Without the tools to be efficient or productive, advisors spent too much time with administrative tasks at the expense of bringing in new business and building their books.

One of the main change catalysts was learning that **25% of recruits accepted jobs with competitors due to the state of the company's digital technology. Leaders were having issues keeping and attracting advisors because of this tech.**

Besides their own advisors being unhappy, they were losing out on recruits who loved the company and its culture but found the technology to not be competitive. Through surveys, leaders found that 25% of recruits accepted jobs at competitor companies solely due to the state of their digital technology.



RBC Wealth Management's leaders knew they needed to transform their systems and processes and make their advisors' lives easier. Keys to improving their success and productivity included:

- Providing advisor desktops with the tools to grow their business
- Integrating their systems and pulling all customer data into one place
- Allowing advisors to prepare for client calls and meetings in less time with analytics and reporting capabilities that better served their clients' needs

## CONSIDERATIONS

RBC Wealth Management decided early not to pursue a solution with its legacy providers. Its final decision came down to Salesforce and another provider. It went with Salesforce for a number of reasons and benefits. One big reason was because the company had experience using Salesforce with its help desk. It started with just one help desk and then expanded to all. With that foundation, its Salesforce contacts created a longer-term vision, proving it to be more than a CRM – rather a full platform that could take RBC Wealth Management where it wanted to ultimately go with its advisor desktop providing a single source of truth. They put together implementation steps to accomplish their vision.

### Single Source of Truth

A key piece of the solution is [Financial Services Cloud](#). Financial Services Cloud is a purpose-built platform that unites client data from RBC Wealth Management's current systems into a single source of truth to help advisors more

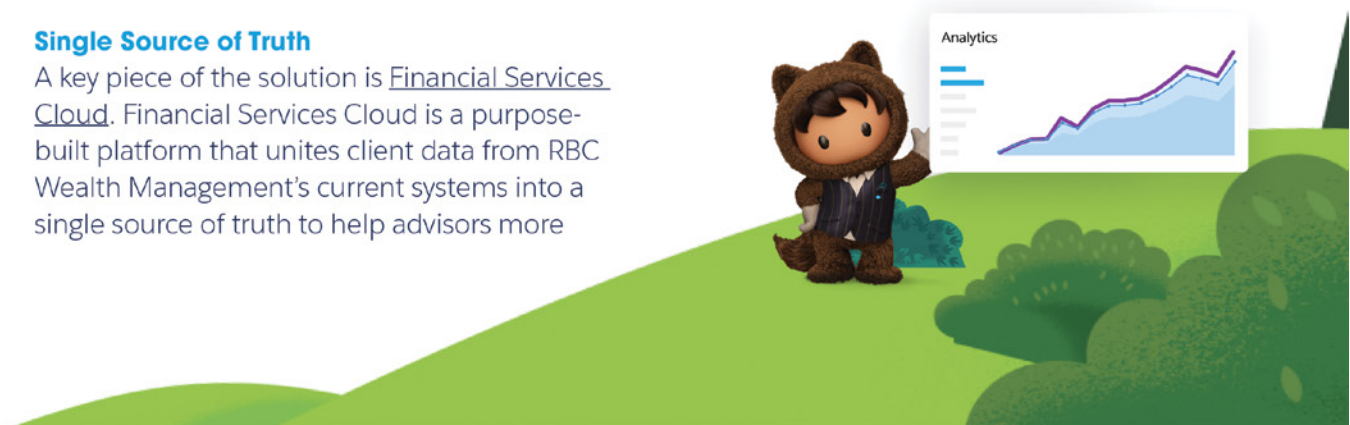
easily manage their book of business. Financial Services Cloud's ability to integrate with RBC Wealth Management's key legacy systems allows advisors (and management) to access all customer information easily from their desktop. A seamless data exchange between Financial Services Cloud and the other systems also solves the problem of inconsistent data between systems.

### Speed to Market

Speed to market was an important consideration as RBC Wealth Management was already behind with digital technology. Financial Services Cloud is an out-of-the-box solution with a very mature wealth component that allowed RBC Wealth Management to roll it out to advisors (and clients) faster.

### Access to Reporting and Analytics

Salesforce also offers back-end reporting benefits that RBC Wealth Management didn't have with its current system. In fact, the legacy CRM didn't have any reporting capabilities. With Salesforce, advisors can create and customize their own reports instantly instead of waiting days or weeks for canned reports. The number of spreadsheets used to manually keep track of their business was pervasive, onerous, outdated, and spread among multiple systems. With Salesforce, advisors can access analytics they never had before around their book of business – in near real time right on their desktop.



### Compliance Solutions

Compliance to regulations requires a lot of documentation and transparency. Solutions for requirements, such as Client Best Interest, can be built right into Salesforce so advisors can seamlessly track for overdue work items. This also helps management provide improved transparency and immediacy with regulatory compliance.

### ACTIONS

Just adding new digital technology and tools wasn't enough to make the right impact with RBC Wealth Management's advisors. It also required changing processes that were developed based on the technology they were using at the time. These were manual and not efficient, with a lot of data entry. "You can't just take something and make it digital. You have to look at and take advantage of processes to get full value," said Greg Beltzer, Head of Technology, RBC Wealth Management. Management wanted to optimize their processes based on new

possibilities with the technology to drive better and faster return on investment.

As a result, they dove heavily into change management to encourage buy-in with the company's staff. They created an internal team (WealthX) to drive the changes. It also helped that they had full support from the executive team throughout the project. With a clear vision of what these changes meant for RBC Wealth Management, they provided visibility to all employees, as well as the resources needed to complete the transformation.

Part of the implementation included replacing the company's client master, which required a significant amount of data scrubbing. Beltzer recommends this as a crucial step so that companies have extremely clean data for the new system. He said, "If you put bad data into a new platform, it's still bad data." This led to more comfort for advisors in using the new tools.

## FOR COACHING AND TRAINING ADVISORS ON FINANCIAL SERVICES CLOUD, THEY FELL INTO TWO GROUPS.



### Legacy advisors

who had been there a long time needed a lot of coaching. The company involved its practice management group to coach them on how to apply the new processes, with the technology to run their books and get the most from their opportunities.



### New advisors

had experience with Salesforce from past firms. Their training was geared more to specific things they had done with those companies and how to apply them to RBC Wealth Management's procedures.

## RESULTS

Working with Salesforce, RBC Wealth Management launched the new tools in six months from the start of discovery, including the integrations with its legacy systems.

**With advisors having a single source of truth, entering data into Salesforce also updates 90% of their systems for a huge time savings. Onboarding clients and opening new accounts used to take days or weeks, but now is accomplished in hours (or less).**

RBC Wealth Management was also able to sunset a number of its systems to get the total down to single digits.

With access from their desktops, advisors like the ability to create their own reports. The desktops are populated with some basic templates to start with, and advisors can customize and sort the data to present it how they like. The integration pulls the data for them, and they can seamlessly move between applications.

Adding [CRM Analytics](#) (formerly Tableau CRM) to Financial Services Cloud changed advisors' view of the CRM as a tool to input data to a tool from which they can retrieve data. Based on the integrated client info, CRM Analytics uses artificial intelligence (AI) to recommend personalized offers for clients. Advisors now spend time on higher value-added opportunities with better chances of success.

Advisors can focus on servicing clients and building out business. No more scrambling to pull in client information on the fly. They can create and print out high-quality client information that focuses on important data for specific meetings, allowing advisors to put their energy into building better relationships with their clients instead of mundane administrative work. A key result is that RBC Wealth Management is currently at a 90% adoption rate, which shows the value the advisors see in the digital capabilities. Beltzer summed it up by saying, "When you make things easy, it's amazing what that does to adoption."

One of the biggest successes in the company's transformation is the success it is now having with recruitment. And retention is also remarkably high. Even as the industry as a whole is seeing turnover, advisors are gladly staying with RBC Wealth Management. Once viewed as being near the bottom for technology in the industry, RBC Wealth Management is now considered a leading firm.

**A key result is that RBC Wealth Management is currently at a 90% adoption rate, which shows the value the advisors see in the digital capabilities. Beltzer summed it up by saying, "When you make things easy, it's amazing what that does to adoption."**

RBC Wealth Management continues to build on its Salesforce tools. Next up is Salesforce Community for its correspondent channel of independent dealers who use RBC Wealth Management for clearing and custody of their assets. It will give them enhanced capabilities over their current portal. Plus, all future non-Salesforce technology tools must have a Salesforce integration as a prerequisite in order to remove friction for advisors.

Wealth management is a relationship business. The definition of relationship in a digital world continues to change. The biggest evolution in wealth is in being able to establish relationships through different means, and that is threaded together differently than through your traditional in-person meetings or phone calls. Those who are successful will be those who are able to seamlessly meet customers' needs through many channels and have the infrastructure to evolve with them. Learn about the [next-gen tools for wealth management](#) and how Salesforce can help you set up the right strategy for connecting with your clients like never before.

[Learn more](#)



# NOTES

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**THE ROUNDTABLE SERIES**  
BEACON STRATEGIES, LLC



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