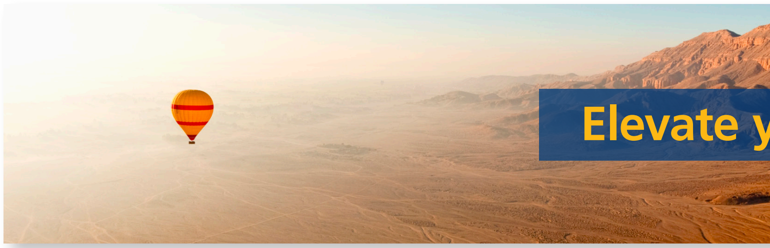
INVESTEDGE

Innovative Advisor Solutions



Elevate your business to new heights.

Portfolio Management

Enhance the productivity of your investment professionals by organizing vast amounts of account and asset information. Then, present it in a manner that is aligned with daily workflow. InvestEdge's portfolio management system features rich visual displays and intuitive drill-downs, enabling advisors to gain an instant snapshot of each account's holdings, allocations, performance, and assets.

Profit from our open architecture.

On a daily basis, InvestEdge automatically imports data from your firm's existing accounting system, brokerage system, and/or custodians — and even privately held assets. The data can be combined across sources to provide a complete investment picture for you and your clients. These tools enable advisors to analyze the client portfolios individually, by client, and across a book-of-business.

InvestEdge also provides access to 3rd party manager models, supporting customization of your investment solution for clients. Our open architecture solutions easily allow advisors to use 3rd party products to supplement their own investment capabilities. This supports the profitability of your business by delivering investment products to targeted client segments. Integrating models into your investment process supports consistency in the delivery of investment advice, and eliminates costs of redundant systems.

Innovation has no limits.

There's no limit to what we can do for your business. For example, InvestEdge is the only front-office platform to include flexible asset categories — enabling advisors to categorize assets at a more granular level. In addition to the standard four asset categories (Equities, Fixed Income, Cash and Other), firms can define up to ten additional custom asset classes, as well as five layers of further categorization at the subclass level. Customizable asset classes increase the flexibility of performance reporting, especially when defining indices at numerous levels. As a result, wealth advisors have a clearer, more accurate way to present their investment strategies and management styles.

On-demand access to third-party tools and critical data.

InvestEdge enhances asset data, through third-party sources, such as: Morningstar, S & P, Reuters*, and others by integrating data into the portfolio management process. Information valuable to the analysis and investment decision process is readily accessible. Additional data, such as fundamentals, EPS, total returns, and related research reports are also dynamically linked to each asset, providing streamlined access to virtually all data required for portfolio management and reporting.

Other productivity-enhancing features include unique tools for: comparing accounts to targets and models, tracking investment policies, block trading and rebalancing, as well as creating family-based relationships. These innovative features further enable portfolio managers to spend more time gathering additional assets, and less time manipulating data.

Leverage Information

Enhance advisor productivity with simplified access to tools and data:

- Unleash data from your books-of-record system.

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"We use InvestEdge for everything...from analyzing portfolios to evaluating trades and creating client presentations. The efficiency is phenomenal."

— **Scott Neff**
Principal,
Glenview Trust

**Requires additional licensing*

Portfolio Management *continued*

- Aggregate held-away accounts and assets to provide a complete investment picture for clients.
- Gain an instant picture of each account's holdings, allocation, performance, and assets held.
- Combine holdings, performance data, 3rd party data, and other information across any number of accounts for analysis and reporting.

Simplify Analysis

■ Leverage a single source for analyzing and monitoring portfolios:

- Compare existing holdings with proposed trades to understand potential impact.
- Create and manage investment policies.
- Automatically monitor portfolios for exceptions, drift, or other customizable rules.

Improve Workflow

■ Utilize technology that mirrors your routine and style:

- Customize asset categories and sub-categories to your firm's unique requirements.
- More accurately present each client's investment strategy and your management style.
- Manage portfolios in a centralized, de-centralized or combined environment to realize service and productivity goals.
- Attach notes, files and documents to any portfolio.

Industry Awards of Excellence

recognizing InvestEdge as the leading provider of innovative wealth advisory solutions