SALESFORCE CUSTOMER SUCCESS PLATFORM

FOR WEALTH MANAGEMENT

Introduction

We're witnessing a new era where clients and employees are the focus and disruptive technology is the fuel. Nowhere is this being felt more than in wealth management, an industry scrambling to meet higher client expectations and compete with a growing list of technology-fueled disruptors.

Established firms must act quickly to respond to changing market conditions:

- 51% of investors say their advisors' investment technologies don't meet their needs.[1]
- 55% of investors want to collaborate with their advisors.[2]
- 100% of financial executives surveyed by PwC said the future will be focused on collaboration and providing innovation solutions and less about offering products.[3]

We're witnessing a new era where customers and employees are the focus and disruptive technology is the fuel.

SALESFORCE HAS THE TOOLS FOR TRANSFORMATION

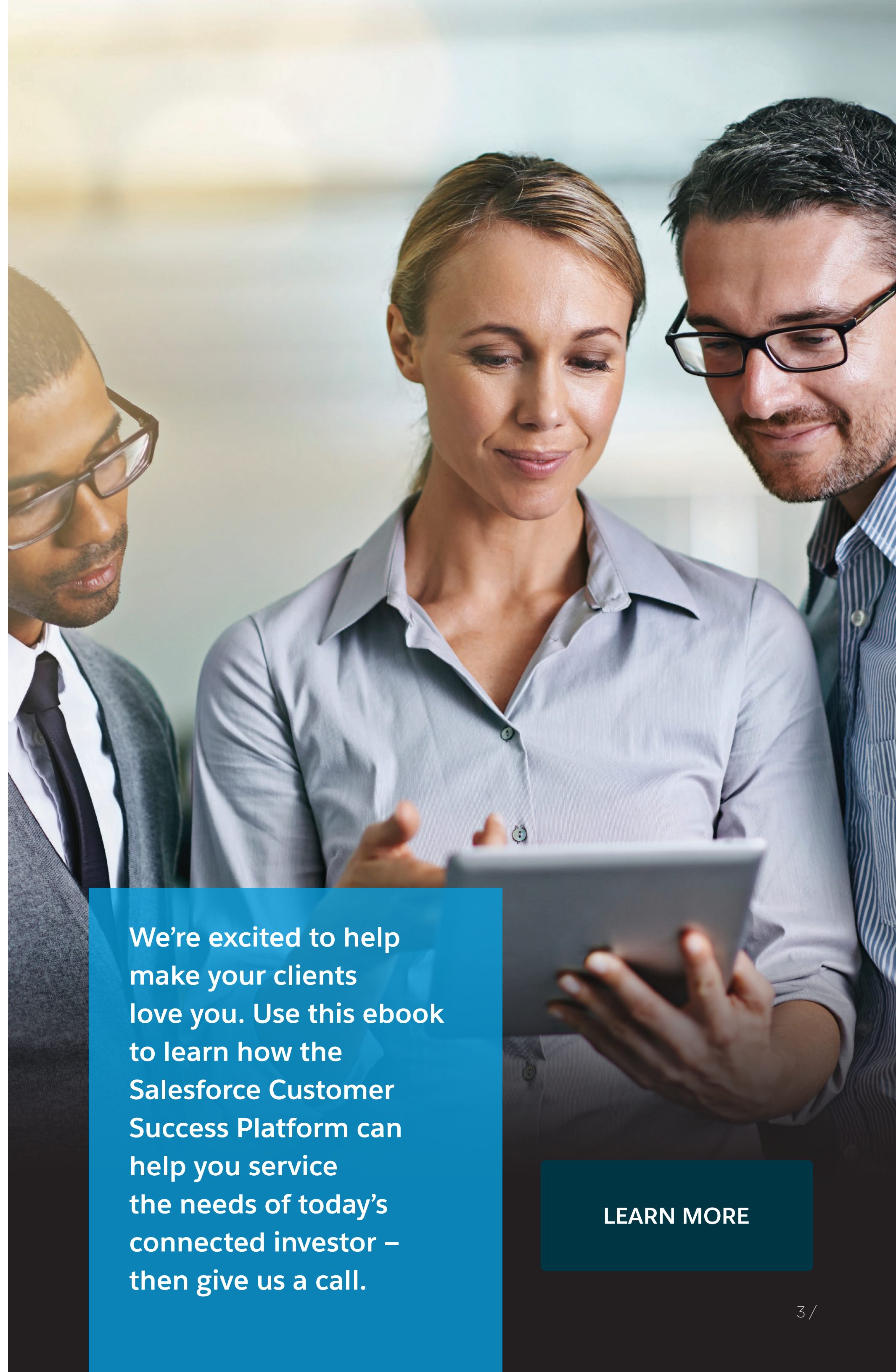
For 16 years Salesforce has helped financial services firms win customer loyalty. Many of the most nimble FinTech startups and the world's largest banks and wirehouses run their businesses on the Salesforce Customer Success Platform. We've listened to them – continuously evolving our platform to create a System of Engagement that empowers superior sales, service, marketing, analytics, apps and communities at scale without a significant investment in infrastructure and staff. Now, with the new Financial Services Cloud at the center of our product strategy, we help you:

DELIVER PERSONALIZED, PROACTIVE AND GOALS-BASED ADVICE. Reach clients before they know they have a problem. Create the right 1:1 experiences, in the right place, at the right time to help clients realize their financial life goals.

INCREASE EMPLOYEE PRODUCTIVITY AND EFFECTIVENESS. Users of Salesforce on average see a 41% productivity improvement[5]. More importantly, they also experience an average improvement of 33% in their win rate – critical to growing a book of business[6].

Salesforce's portfolio of resources gives you the tools to compete effectively with industry disrupters. You can easily:

- Gather data, unify it and make it visible across the entire business.
- Create and bring apps to market as quickly as disrupters do.
- Integrate cloud, social and mobile technology more efficiently and at a lower implementation cost
- Improve contextual engagement with clients and increase the productivity of your advisors.
- Scale advisors with proactive marketing automation.



We're excited to help make your clients love you. Use this ebook to learn how the Salesforce Customer Success Platform can help you service the needs of today's connected investor – then give us a call.

LEARN MORE

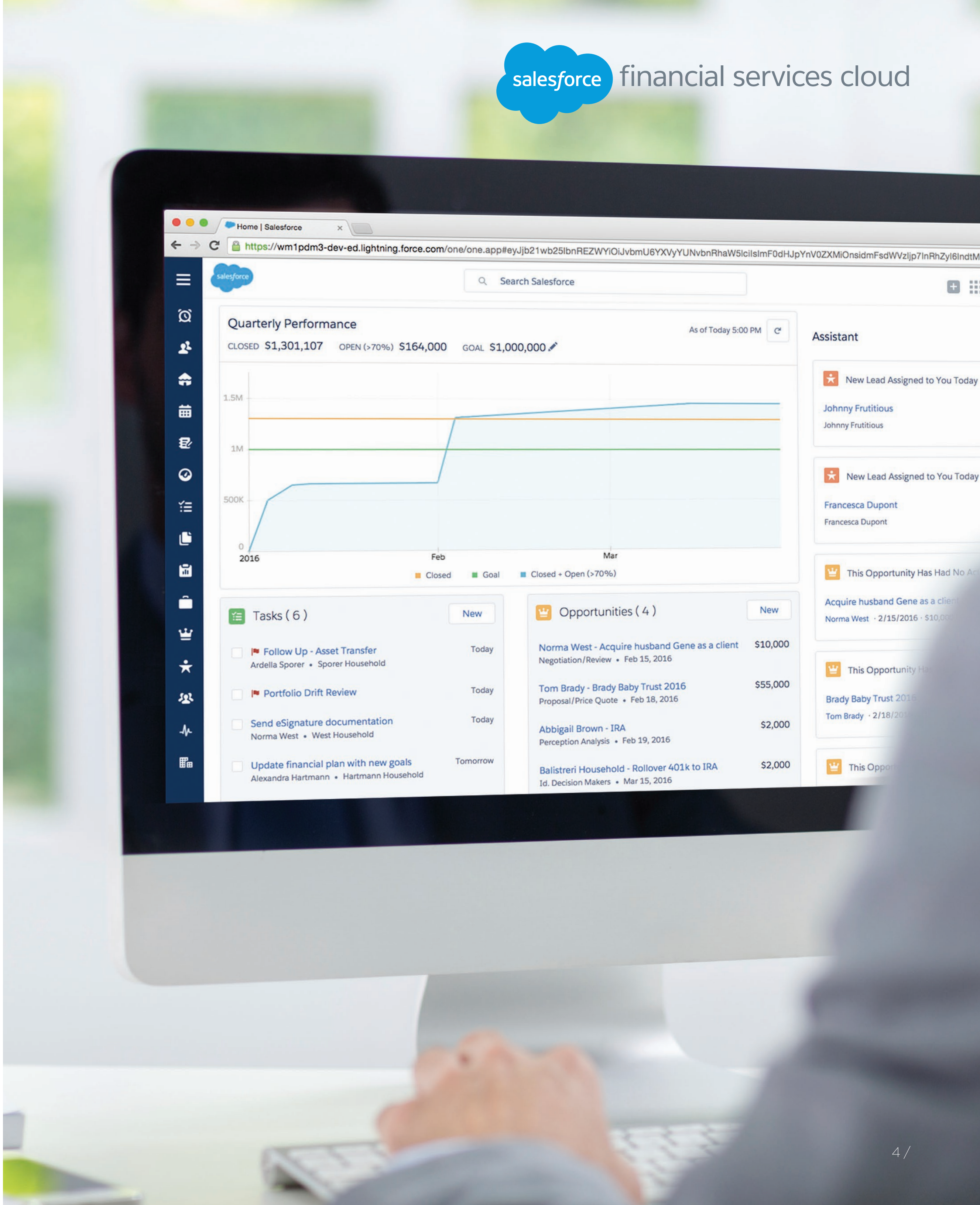
MANAGE: GIVE YOUR ADVISORS HALF A DAY BACK

Salesforce Financial Services Cloud's productivity features make your advisors and middle-office more efficient, giving advisors up to a half a day back via better relationship management, improved workflow and effective engagement.

PANORAMIC CLIENT PROFILES MAKE ADVISORS AND TEAMS MORE EFFECTIVE. Capture and access needs, goals, family and business relationships. Look at client relationships in context with views that your advisory team can collaborate around.

REAL-TIME ENGAGEMENT MAKES ADVISORS AND TEAMS MORE RESPONSIVE. Enable mobile access to advisors. Break down internal silos and encourage collaboration with communities accessible at any time from any device.

SMART ACTIONS MAKE ADVISORS AND TEAMS MORE EFFICIENT. Deploy easy-to-use tools to create snapshots of book of business performance and key activity alerts. Compile and prioritize information from calendars, tasks and opportunities. Increase visibility into profit and losses, daily tasks, leads, and pending opportunities. Integrate data from Yodlee, Informatica and Advisor Software.



DEPLOY MOBILE-ENABLED ADVISORS

Use mobile technology to connect with employees, and clients to streamline workflows and manage your relationships.

Mobile-enabled advisors are 40% more productive than their counterparts.[7] The Salesforce1 Mobile app puts increased productivity in the palm of your hand, enabling you to:

- Find the data you need in seconds. Search by list and recently accessed records, or perform global queries.
- Drive quicker decisions with real-time dashboards citing business performance.
- Own your day with a comprehensive view of all your meetings, account details and tasks.
- Collaborate with team members and clients at any time, from anywhere and on any device.

And you can do it with confidence that your team is collaborating and communicating in compliance on the mobile platform.

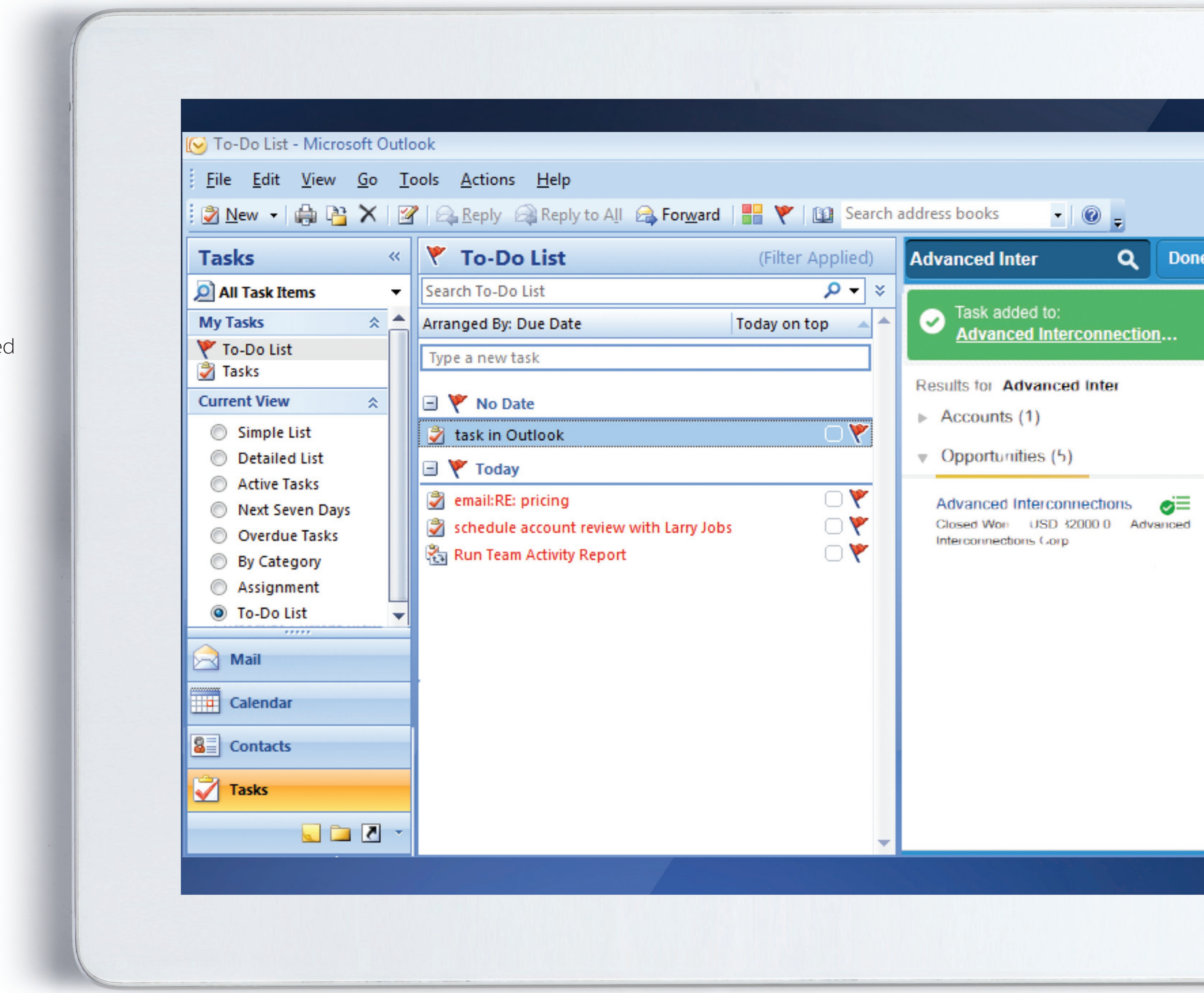
LEARN MORE

CONNECT APPS, EMPLOYEES AND CLIENTS

Disconnected data and functions hamper productivity and create problematic silos. Manual processes slow workflows and encourage operator errors.

We have two solutions that deliver a connected app experience for employees and clients, enabling you to link core systems, develop apps and improve workflow: the Salesforce App for Outlook and Salesforce Connect.

THE SALESFORCE APP FOR OUTLOOK INTEGRATES WITH OUTLOOK 2013 AND THE OUTLOOK WEB APP, syncing contacts, events and tasks between Outlook and Salesforce. Users can add Outlook emails, attachments, events and tasks to Salesforce contacts; and view Salesforce records directly in Outlook. And because it's a 100% cloud-based solution, there's nothing to install.



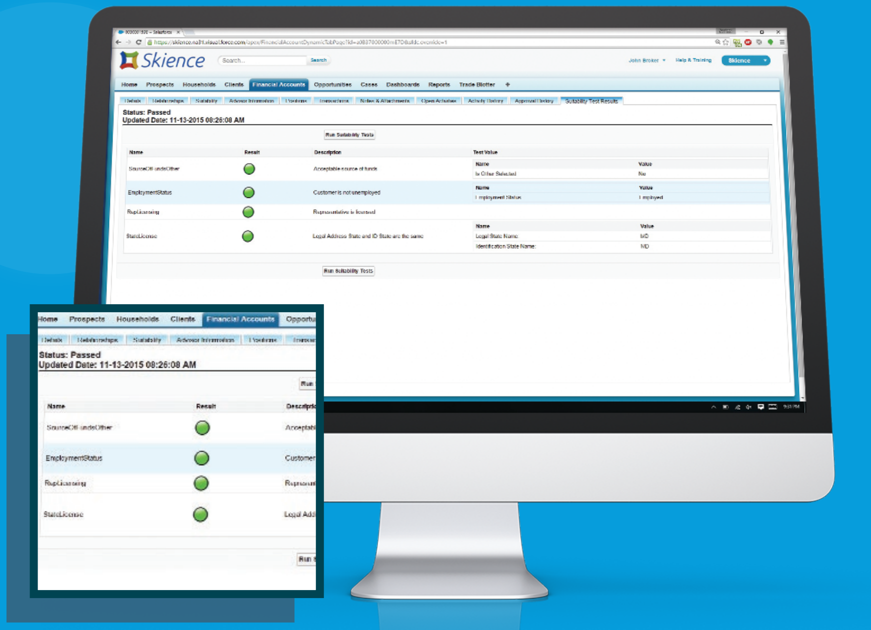
THE SALESFORCE APPEXCHANGE ENABLES YOU TO SEAMLESSLY INTEGRATE THIRD-PARTY APPS SPECIFICALLY DESIGNED FOR FINANCIAL SERVICES FIRMS.

The AppExchange includes more than 2,800 partners so you can customize your mobile deployment with the apps that meet your specific needs or processes.

SOLUTION SPOTLIGHT: BLOOMBERG VAULT

Help ensure regulatory compliance with SEC 17a by seamlessly capturing and archiving all Chatter platform traffic into Bloomberg Vault. The solution provides information governance and analytics, including trade reconstruction, file analytics and communications surveillance solutions. An end-to-end SaaS solution which makes it easy to securely share K-1s and 1099s with clients. It consolidates compliance processes, legal search and retention management onto a single platform.

Bloomberg VAULT



SOLUTION SPOTLIGHT: ATHENE GROUP SKIENCE

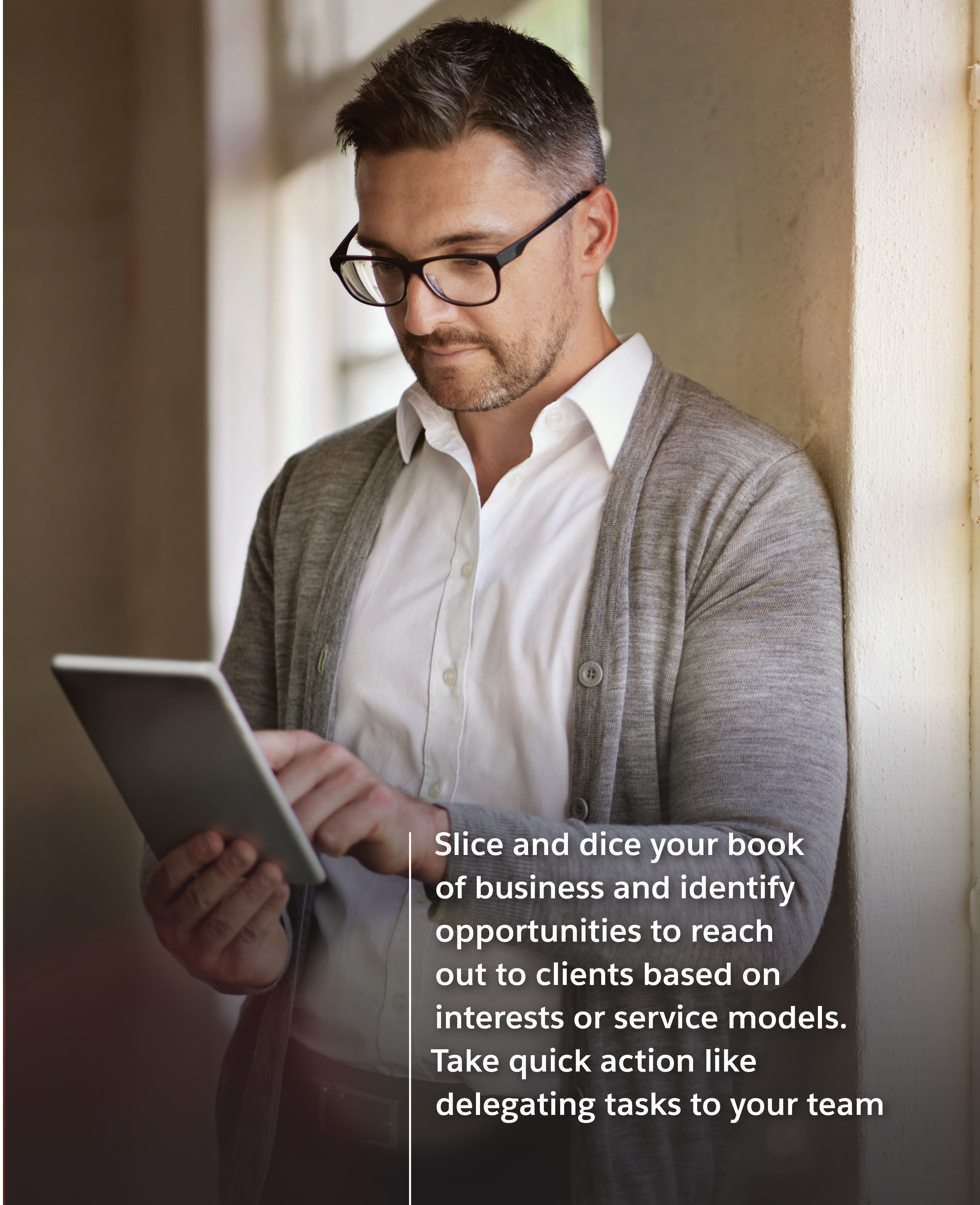
Athene Group Skience is a books and records application used by broker dealers and registered investment advisers. The prebuilt configuration supports aggregation of AUM data across multiple product lines – such as custodians, clearing firms, mutual funds, insurance carriers and transfer agencies and other third parties – and includes information about customers, financial accounts, balances, positions and transactions. Skience can also offer new account opening workflows including straight-through processing, real-time account updates, suitability tests, trade blotter and related regulatory compliance features.

Skience

DEEPEN: YOUR BOOK OF BUSINESS

Deepening relationships requires connecting with employee, client and other communities in a new way. Siloed, generic websites, portals and social media are no longer enough. Successful companies need an integrated mobile- and social-enabled channel to serve all stakeholders. Salesforce Financial Services Cloud gives you the power to deepen your book of business through:

- Connecting your communities so you find experts and solve issues faster.
- Using mobile technology to reach clients on the platforms they like best
- Providing more accurate, real-time recommendations to clients.

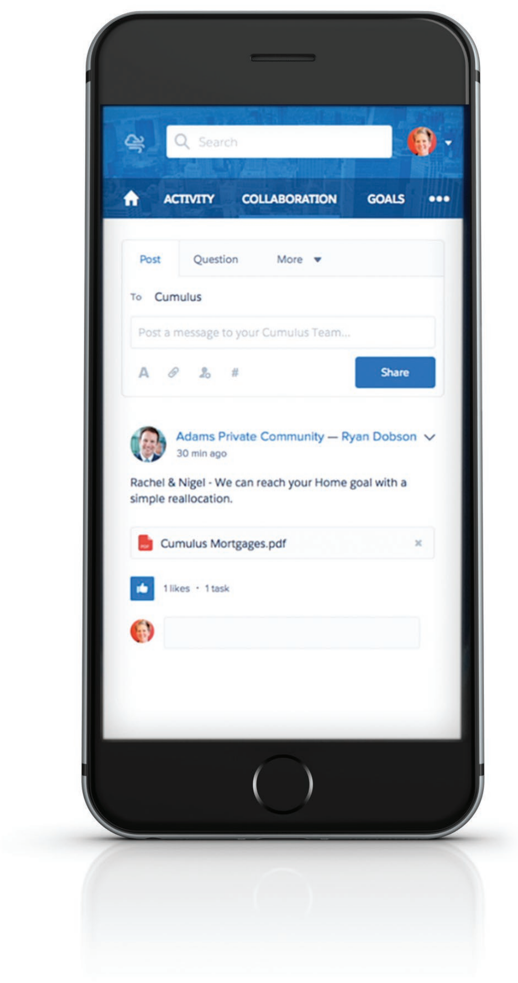


salesforce community cloud

ENGAGE A BROAD ECOSYSTEM

SALESFORCE COMMUNITY CLOUD CONNECTS ALL YOUR COMMUNITIES IN ONE SECURE ECOSYSTEM that accelerates resolution time by 48% and decreases time spent finding experts by 46%.[8]

The customizable platform empowers you to create micro-moments that encourage more frequent client-advisor engagement, engender more trust and earn the right to manage more of your client's assets. You can:



- Connect advisory teams and clients via fully branded, mobile and social communities that link them directly to the information, apps and experts they need to take action.
- Fuel collaboration and increase productivity with social feeds, file syncing, access to Salesforce records and easy integration with third-party APIs.
- Deliver personalized and relevant information to users via auto-generated topics pages and automatic recommendations.
- Promote investor engagement by highlighting and rewarding your most active investor community members with customizable points, endorsements and badges; and ranking users with virtual leaderboards.
- Enable mobile access from anywhere, on any device in a rich and responsive experience.

YOU CAN ALSO USE THE SALESFORCE FINANCIAL SERVICES CLOUD INTEGRATION WITH YODLEE TO INCREASE YOUR ABILITY TO PROVIDE ACCURATE, real-time recommendations to your clients. Now activity and account information move seamlessly and securely from the Envestnet Yodlee Aggregation Platform into Salesforce, so you can access clients' held-away financial account data in real time to increase your insight into overall portfolio risk and identify opportunities to deepen your book of business.

ENVESTNET® YODLEE®

DELIVER A CONNECTED CLIENT EXPERIENCE

Clients demand mobile access to relevant information, client services and account data. A customized mobile app puts your advisory services in your clients' hands.

The Salesforce App Cloud includes everything you need to discover, build, run and manage apps in an instant.
You can:

- Create richer, customized mobile experiences for clients.
- Develop apps for any device, using drag-and-drop components or with code.
- Create a custom portfolio of existing apps developed by the 2,800 partners participating in our AppExchange.
- Integrate every app you install or build to your Salesforce organization, making it easy to share data across your firm.
- Automate everyday processes and interactions.
- Build compliance directly into apps with encryption, monitoring and auditing.
- Connect to and integrate with any external data source – from legacy systems to connected devices.

With the Heroku app development platform, your team can build beautiful and engaging connected customer apps synced with Salesforce employee apps. And everything you do with App Cloud is connected to our trusted ecosystem, so data is shared easily and immediately with other apps, including your existing Salesforce apps for sales, service and marketing. You now have the power to connect your apps and reach your clients as never before.

heroku

CUSTOMER SPOTLIGHT: UNITED CAPITAL

Built on Heroku, the Honest Conversations app helps the firm deepen client relationships by connecting advisors to remote clients. The app uses virtual cards to help clients prioritize the life goals they care about. Clients use the app either face-to-face or during a video conference with the advisory team helping them build deeper relationships with their spouse and advisor.

UNITED CAPITAL
FINANCIAL LIFE MANAGEMENT™

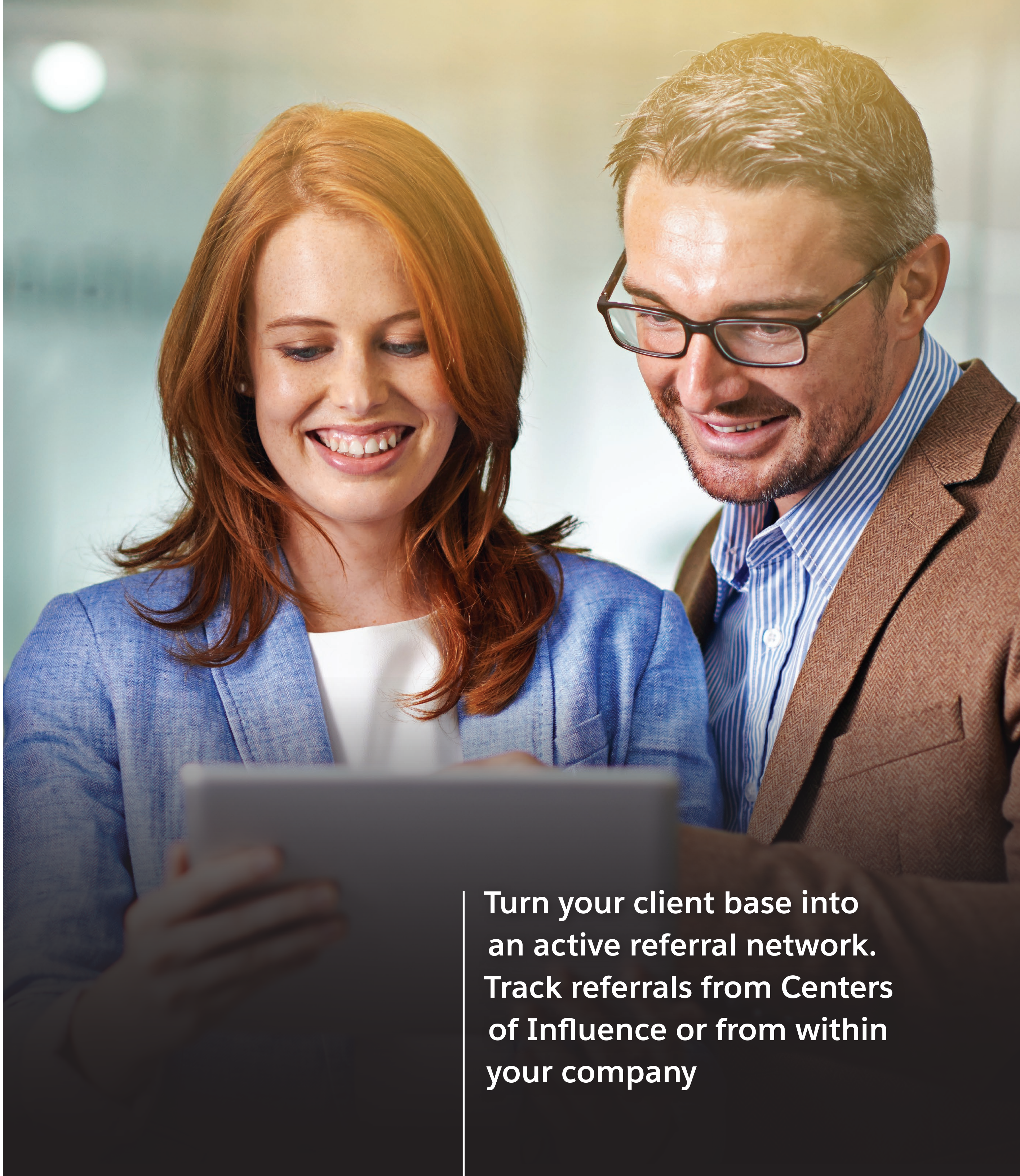
LEARN MORE

GROW: YOUR BOOK OF BUSINESS

The trends are clear: Demand for wealth management is on the rise, creating an incredible opportunity for you to expand your business:

- Worldwide assets under management are expected to nearly double to $101.7 trillion by 2020.[9]
- $41 trillion in assets will transfer to the next generation over the next 50 years.[10]
- Studies show asset attrition rates of more than 50% in intergenerational wealth transfers, suggesting heirs won't maintain the same financial advisor.[11]

Capitalizing on these trends requires a level of transparency not available in most business intelligence solutions. Transparency that will help executives coach advisory teams and help advisors guide their clients.



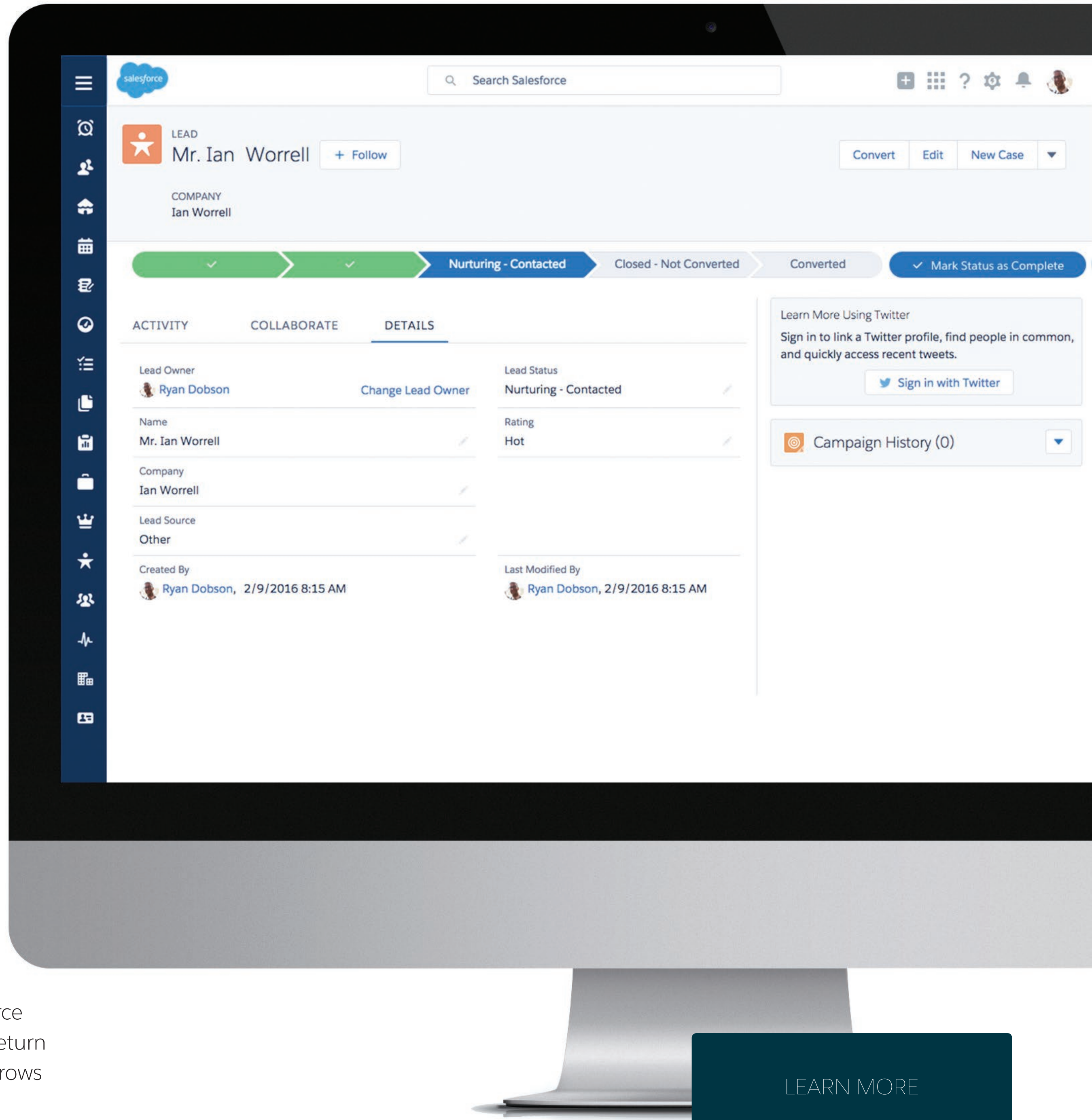
salesforce financial services cloud

GET MORE FROM EVERY LEAD AND REFERRAL

Leads and referrals are the lifeblood of a growing firm. But the process is inefficient since opportunities are generated from multiple channels – in person, online, etc.– making it difficult to effectively capture and respond to them.

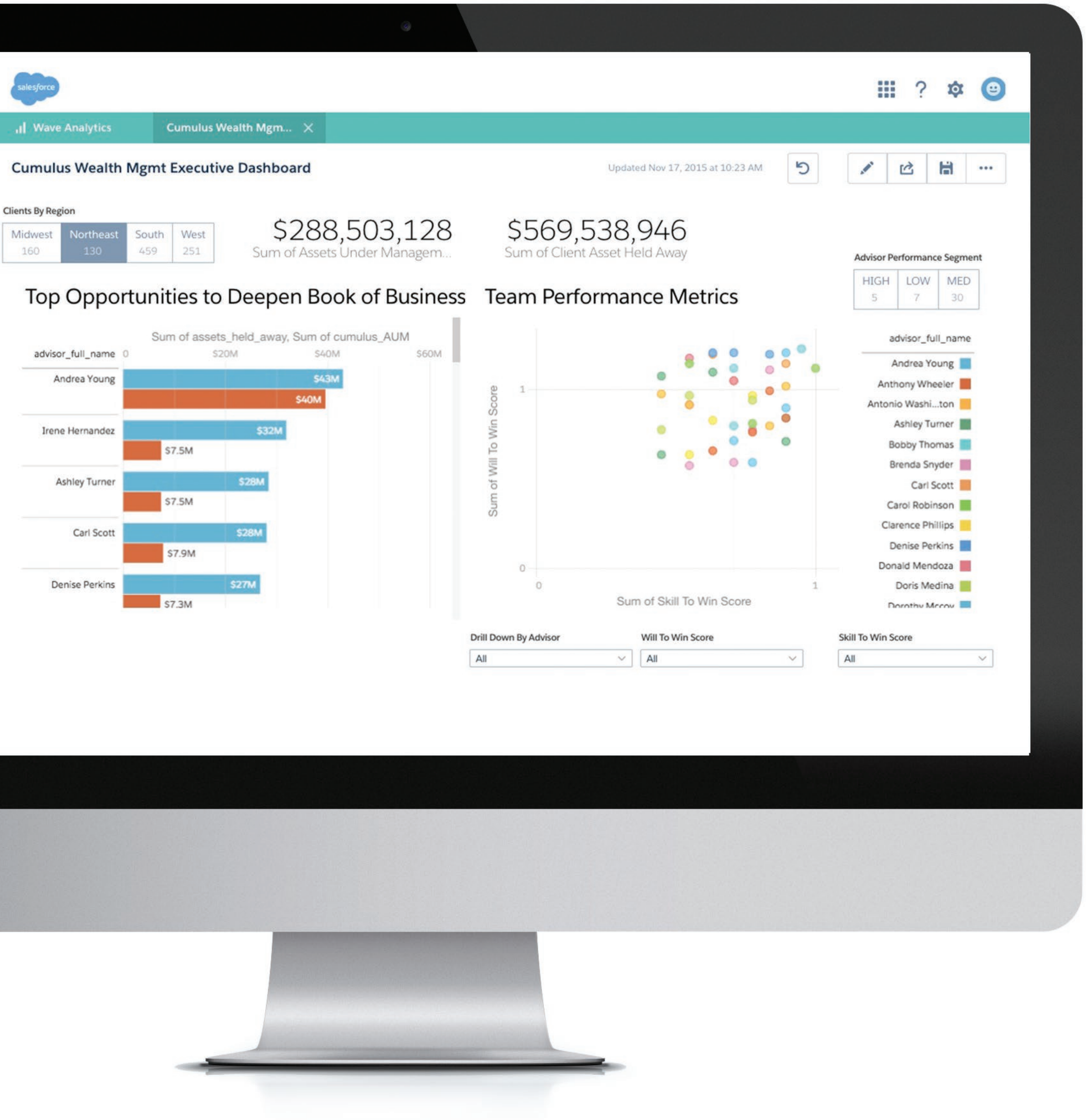
FINANCIAL SERVICES CLOUD LEAD & REFERRAL ENGINE IS A CENTRALIZED, EFFICIENT WAY TO GENERATE LEADS AND CAPITALIZE ON REFERRALS. You can:

- Channel client touch points into a single view across all lines of business.
- Create a unified and relevant client view for each advisory team member.
- Infuse intelligence into every interaction so it's differentiated and beneficial to the prospect.
- Assign the right leads to the right people and accelerate interactions to establish a new relationship tempo.
- Improve performance through increased visibility into practices and results.



Tracking and scoring your leads and referrals with Salesforce Financial Services Cloud ensures your firm gets the best return on resources, converts more leads to opportunities and grows your business.

LEARN MORE



salesforce analytics cloud

GIVE YOUR EXECUTIVES X-RAY VISION

SALESFORCE WAVE ANALYTICS OFFERS REIMAGINED ANALYTICS. Designed with you in mind, it's built around the way you and your team ask questions. The solution enables the proactive planning and financial coaching your clients want – and that potential clients expect. You can:

- Cultivate a trusted coach relationship using proactive insights by exploring any combination of data to gain a deeper understanding of clients' financial and life goals.
- Streamline workflows and supercharge collaboration with the ability to share data views, collaborate on dashboards and send reports anywhere.
- Leverage mobile technology to manage your book of business from your phone any time, any place.

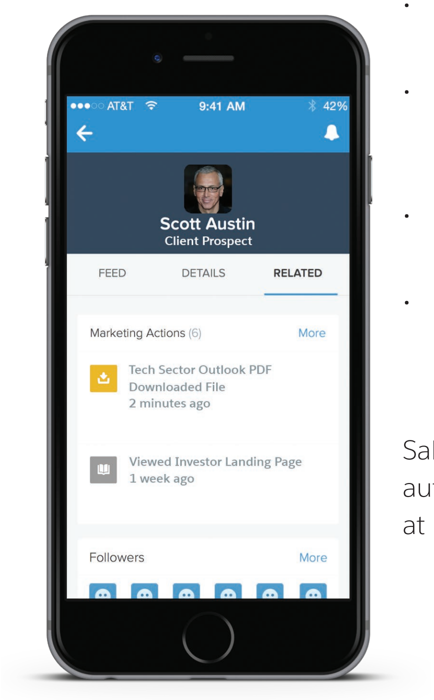
Wave Analytics helps you turn today's big data into a competitive advantage. With the insights it provides, you'll be better equipped to run your business and have more time to focus on other value-added activities.

salesforce pardot

BUILD BUSINESS WITH BETTER MARKETING

SALESFORCE ENGAGE AND PARDOT MARKETING AUTOMATION UNITE TO BECOME YOUR “VIRTUAL MARKETER,” QUICKLY ADDING LEADS, PROSPECTS AND CLIENTS TO MARKETING CAMPAIGNS. CRM-integrated marketing tools allow you to quickly and easily deliver personalized marketing content and valuable insights. And the combined solution extends sales reps’ abilities to connect, serve and convert in real time from any device. You can:

- Deliver the right message at each interaction with Engage Campaigns.
- Work smarter with Engage Alerts.
- Identify effective closing trends and techniques with Engage Reports.
- Engage from anywhere with Engage for Salesforce1.
- Track sales emails with a single click with Engage for Gmail.



Salesforce Engage fuels marketing automation that helps you grow at record speed.

salesforce marketing cloud

PERSONALIZE WITH PREDICTIVE CLIENT JOURNEYS

SALESFORCE MARKETING CLOUD JOURNEY BUILDER LETS YOU INFLUENCE THE JOURNEY THROUGH THE ENTIRE CLIENT LIFECYCLE. The solution is specifically designed to move customers on to the next stage, from acquisition and onboarding to engagement and up-selling and re-engagement. Marketers can:

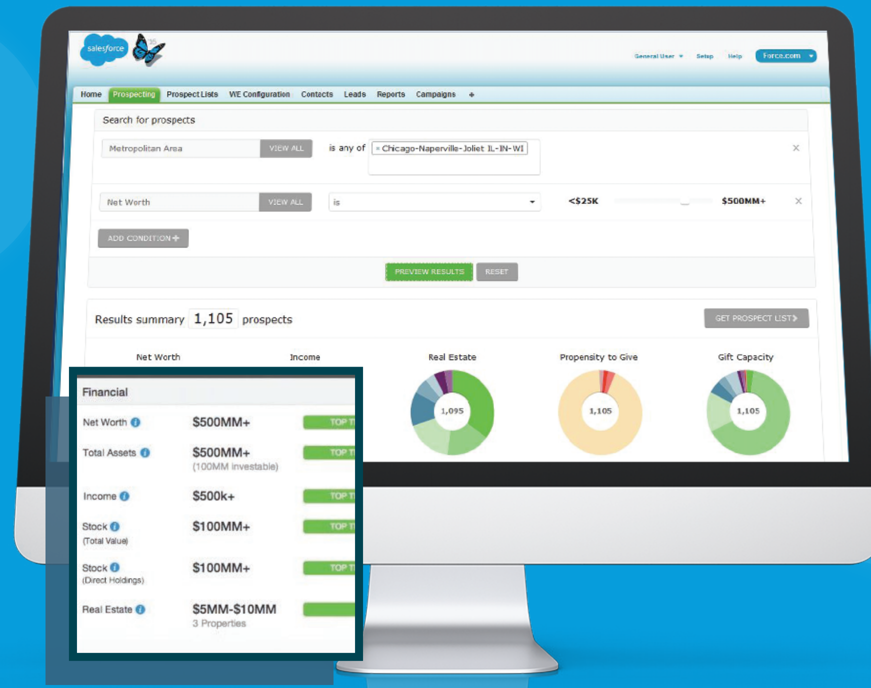
- Plan and manage clients’ entire journeys with maps.
- Capitalize on cross-channel touch points with scheduled, structured interactions.
- Personalize interactions based on clients’ behaviors, needs and preferences.
- Measure and optimize performance with real-time data.

You’re in control from the first time a client learns about your firm.

SOLUTION SPOTLIGHT: RELATIONSHIP SCIENCE

Accelerate growth and increase access to decision makers by leveraging your Salesforce CRM with research-grade intelligence and relationship data. Capitalize on every access point and make each interaction a satisfying one. The platform contains more than 3 million important decision makers and one million organizations across the public, private, finance and nonprofit sectors. This access provides you with the tools to discover new relationships, advance existing ones and maximize opportunities

Relationship Science REL SCI



SOLUTION SPOTLIGHT: WEALTH ENGINE

Wealth Engine's WE Prospect changes your prospecting landscape, giving you a simple way to find, understand and contact wealthy prospects from within Salesforce. Perform intuitive, multi-faceted searches across a database of more than 122 million U.S. households to find ultra-targeted prospects. Then create segmented audiences by drilling down into wealth and personal attributes. Instantly review a visual breakdown of the results and download the prospects directly to your Salesforce account.

WEALTHENGINE™

Financial services has its unique challenges, but building stronger connections with customers and employees – and everyone that matters to your business – is vital for all industries today. Let us show you how Salesforce solutions for financial services can transform your firm, and enable your entire organization to work together to engage with each other and with customers like never before.

1. Scorpio Partnership, The Futurewealth Report 2012-2013: Helpful Investment Technologies 2013

2. Salesforce *2015 Connected Advisor Report*

3, 4. PwC *Wealth Management Infrastructure Survey*, November 2015

5. Salesforce Customer Relationship Survey conducted, March-April 2015

6, 7. Salesforce Key Success Metrics Report, 2015

8. Salesforce Customer Relationship Survey conducted, March-April 2015

9. PwC *Asset Management 2020: A Brave New World*, 2011

10, 11. PwC *The Connected Advisor: The Rise of Digital*

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THE CUSTOMER SUCCESS PLATFORM