ASI Client Acquisition Solution®

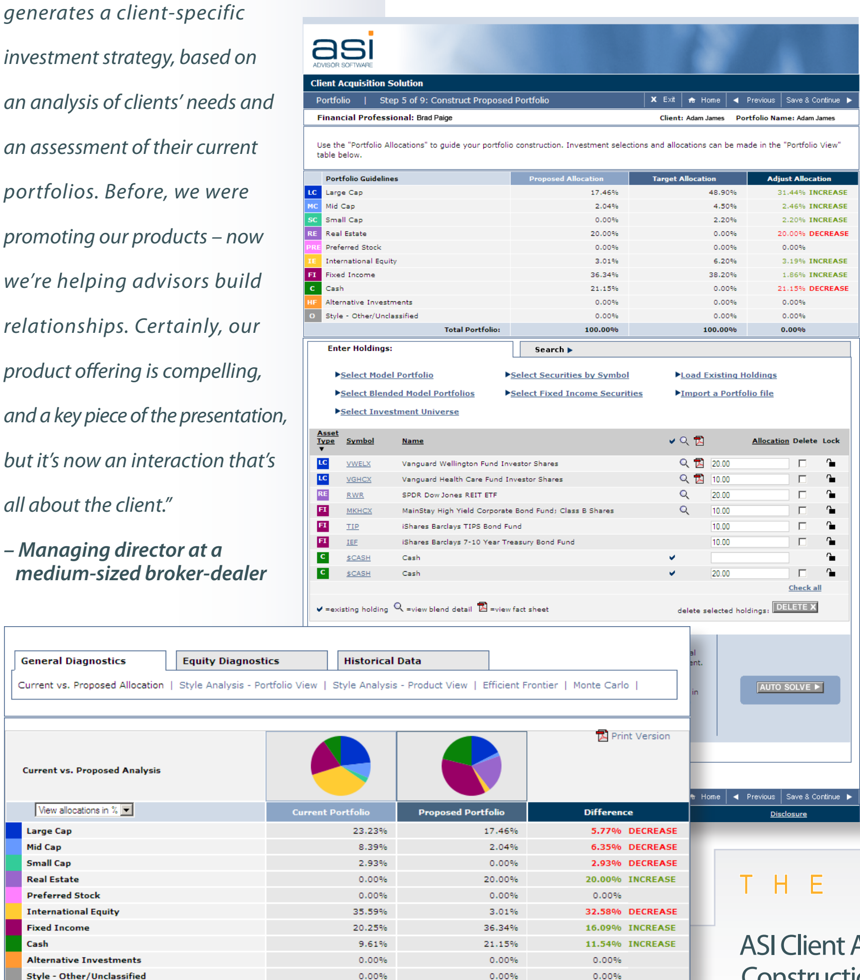
asi ADVISOR SOFTWARE

FOR PORTFOLIO CONSTRUCTION

"ASI Client Acquisition Solution generates a client-specific investment strategy, based on an analysis of clients' needs and an assessment of their current portfolios. Before, we were promoting our products – now we're helping advisors build relationships. Certainly, our product offering is compelling, and a key piece of the presentation, but it's now an interaction that's all about the client."

– Managing director at a medium-sized broker-dealer

Empower Your Advisors to Work Smarter and More Efficiently



THE CHALLENGE

Financial services companies face an increasingly competitive landscape when it comes to ensuring advisor and customer satisfaction. Advisors want to align themselves with financial institutions that provide the foundation they need to boost productivity and expand assets under management. At the same time, investors prefer advisors and financial institutions that are quick to deliver the most personalized, high quality proposals and recommendations. Portfolio construction and proposal generation has proven to be a frustrating and time-intensive process that reduces advisor effectiveness.

THE SOLUTION

ASI Client Acquisition Solution Streamlines Portfolio Construction and Proposal Generation

An institutional-caliber portfolio development and proposal generation solution, ASI Client Acquisition Solution enables financial service providers and their advisors to deliver more personalized portfolios for their clients. ASI Client Acquisition Solution is used today by tens of thousands of investment advisors, brokers and personal bankers affiliated with hundreds of financial institutions. Enterprises are able to streamline and automate the delivery of proposals which adhere to an organization's policy guidelines. A flexible application, the solution can also be customized to accommodate an organization's product offerings as well as its sales, marketing, branding, legal and compliance preferences.

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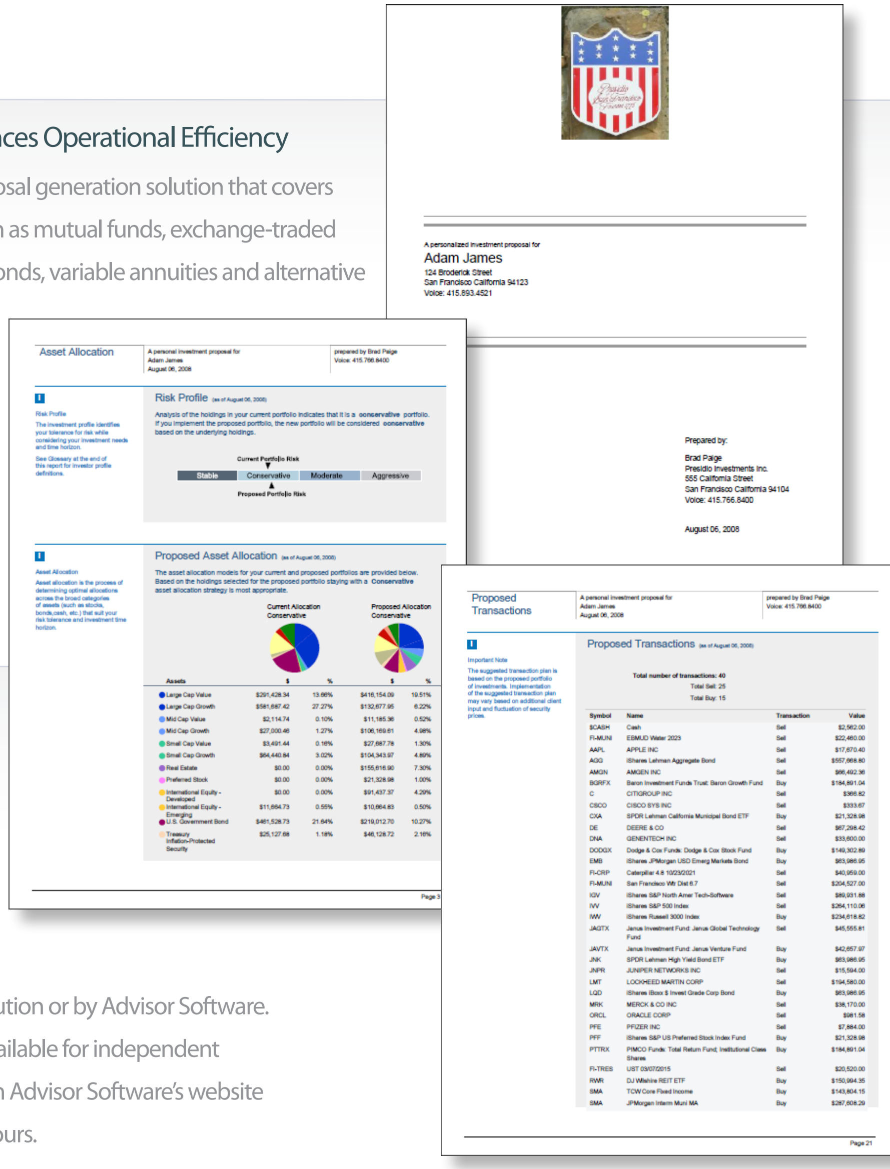
Best-In-Class Investment Proposal Enhances Operational Efficiency

ASI Client Acquisition Solution is the only proposal generation solution that covers a broad spectrum of investment products, such as mutual funds, exchange-traded funds, separately managed accounts, stocks, bonds, variable annuities and alternative investments into one platform. Using ASI Client Acquisition Solution, advisors can quickly and easily generate more consistent, actionable investment proposals, convert more prospects to clients and better serve existing clients.



Web Based Platform Is Easy-to-Use, Easy-to-Install

ASI Client Acquisition Solution offers an intuitive, web based platform that is easy-to-use and maintenance free. It is available to enterprise financial services companies on an annual, subscription basis and can be hosted in-house at the financial services institution or by Advisor Software. An individual edition of the software is also available for independent advisors. Independent advisors can sign-up on Advisor Software's website and receive a login and password within 24 hours.

Deliver Professional, High-Quality Proposals in Four Easy Steps

ASI Client Acquisition Solution enables advisors to create compelling, thorough investment proposals in four easy, workflow-based steps including:

- **Client Assessment:** Advisors can efficiently collect a client's information and evaluate his or her financial preferences and risk profile via a thorough questionnaire. Portfolio holdings information may be uploaded directly into the application or entered manually.
- **Portfolio Analysis:** The application leverages a broad range of diagnostic tools including detailed breakouts by sector, style and security overlap as well as Monte Carlo simulation and efficient frontier analysis to assess a client's portfolio.
- **Portfolio Creation:** The portfolio construction functionality provides a simple investment selection process that enables advisors to quickly adjust the existing portfolio to be consistent with selected asset allocation targets or model portfolios, using their preferred and approved products.
- **Proposal Generation:** Once the advisor completes the investment selection process, a trade list is presented; and the advisor may produce a professional, comprehensive investment proposal and/or investment policy statement for the client.

If you would like more information please visit our web site or contact us:

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