



# Office<sup>®</sup> Essentials

## Solutions for Independent Financial Advisors

Successful independent financial advisors require a set of automated investment management tools that:

- Stay on top of ever increasing compliance standards
- Enhance client communication with state-of-the-art performance measurement and reporting
- Increase efficiency allowing your business to grow without increased overhead
- Differentiate your services in a competitive market
- Maximize limited technology staff and budgets by reducing total cost of ownership

Since our inception in 1983, Advent Software has been developing solutions for independent financial advisors, asset managers, family offices, banks, and hedge funds. Our goal is to partner with our clients to provide solutions that meet their unique needs and budgets regardless of firm size and market segment. With thousands of software implementations and over twenty years of technological knowledge and industry expertise behind us, you can be assured that we will be here to serve you now and into the future.

### Developed for Firms Like Yours

Based on feedback from thousands of independent financial advisors, Advent is pleased to offer **Advent Office<sup>®</sup> Essentials**. Developed exclusively for firms like yours managing under \$75 million in assets, Advent Office Essentials is comprised of a number of Advent's robust investment management solutions, including:

- **Axys<sup>®</sup>**—A single user license of Axys the industry leading portfolio accounting and reporting software
- **Advent Custodial Data<sup>®</sup>**—Daily downloads from two custodians of your choice from the most comprehensive network of interfaces to over 400 custodian banks and broker-dealers
- Advent's highly skilled consulting and technical support teams will pre-populate the system with your data and customize it to specifications.
- Access to an on-line community including a comprehensive knowledge database and advanced training courses

This comprehensive package helps advisors deliver top-quality customer service, focus on your business, and alleviate the worries associated with implementing software. The tools that you receive are the same tools used by thousands of firms to succeed in today's increasingly competitive and demanding environment.

### Advent Solutions Maximize Your Budget

Advent knows that independent advisory firms often don't have large technology budgets or staff, that is why we developed Advent Office Essentials. Utilizing industry standard technology, Advent Office Essentials requires no special equipment or technology expertise. This ease of use allows independent advisors to fully realize the benefits of Advent's advanced portfolio management and reporting solution, while closely managing staff productivity and your expenses.

## Advent Office Essentials

### Axys—Portfolio Management, Accounting, and Reporting

The Advent Office Essentials solutions package features Axys, the industry-leading portfolio accounting and reporting system that brings speed, accuracy, and simplicity to all your portfolio management functions. The Axys system's sophisticated accounting, performance, and reporting tools enable you to easily manage an impressive range of investment instruments. The resulting efficiency allows you to not only grow your business without increasing overhead, but also to focus on differentiating your services in a competitive market.

As the cornerstone of Advent Office Essentials, Axys and its array of portfolio management tools help you address a number of the most pressing investment management challenges you face as an independent financial advisor. Axys helps you keep up with changing compliance standards, delivers exceptional performance measurement, and enhances client communication with state-of-the-art reporting.

These industry-leading features have earned the confidence of more than 6,500 firms in virtually every segment of the investment management industry. Axys elevates the clarity and efficiency of your daily operations and helps your business thrive.

### Flexible, Graphical Reports Let You Stand Out from the Crowd

Axys offers hundreds of reports containing a wide range of information—from holdings and asset allocation, to performance and fixed income distribution. The flexibility of Axys reports is unsurpassed in the industry. With the click of your mouse, you can transfer Axys report data to an Excel spreadsheet. Run reports for any time period, use color pie charts, bar charts, and other graphs to communicate complex information with ease, and even embed objects—logos, charts, text—directly into your documents.

You can also easily combine multiple reports and graphs on the same page. Place a portfolio summary graph and a performance graph, for example, on a portfolio appraisal report. This compound reporting functionality makes it easy to create impressive presentations for clients and prospects.

With Axys, you can also drill down into any report to get more detailed information about a number or a security. Simply clicking on hyperlinked text in the report automatically generates a new report showing detail of the selected area. Say, for example, you wanted to get more information on a dividend number appearing on a standard performance report. Just click on the dividend number and Axys will automatically run the Income and Expense report for that portfolio and time period.

## Simplify Your Data Gathering with Advent Custodial Data

Successful advisory firms need to start the day with an accurate view of their clients' portfolios. You need to know your positions and how much cash you have in the accounts. Without it, inaccurate trading decisions can be made. Advent Custodial Data, our Internet-based, multi-custodian network, collects information from your custodians and imports it into Advent Office as soon as it is available. The resulting accuracy means you can start your trading day with confidence.

Using your existing Internet connection, Advent Custodial Data electronically downloads all your account information—transactions, corporate actions, security information—for all your custodians in one simple process and feeds all this data directly into Axys, ensuring data accuracy and eliminating manual input procedures. You can even automate the download process so that it happens overnight, letting you start each day with the most current data available.

The Advent Office Essentials package price includes two Advent Custodial Data interfaces. Choose from our growing list of over 400 leading custodians including:

- Bear Stearns
- Charles Schwab
- Fidelity
- Goldman Sachs
- Merrill Lynch
- TD Ameritrade
- And more...

## World-Class Services Get You Up and Running Fast

Installing and setting up your investment management system yourself can be a difficult and time-consuming task. A poorly installed system can have a significant and ongoing negative impact on your business down the line. Advent Office Essentials eliminates the work and the worry associated with the software implementation process by giving you access to Advent's world-class Professional Services team.

**A Simple Process.** Using Advent's proprietary, systematic, and comprehensive process your designated Professional Services consultant will work with you to ensure that Advent Office Essentials is up and running at optimum efficiency in your firm. Through a series of over the phone information-gathering sessions, your consultant will come to better understand your firm's workflow and internal operations to make certain that Axys, your reports, and your custodial interfaces are configured to your specifications.

**Your System Pre-Populated with Your Data.** With the information you provide, your Advent consultant creates all your client files in Axys, pre-populates your security information files with the security types and asset class specifications you've provided, and creates your initial portfolio translation table for your custodial interfaces. The consultant then embeds your company logo into your reports so it appears automatically. All this happens prior to the software's installation in your office, so once all the configurations are completed you are assured your data is properly formatted allowing you to begin using the system immediately.

**Training and Education.** While the consultant focuses on the configuration of the software and data interfaces, you can concentrate on education and training. As part of Advent Office Essentials, you receive a three-part online training series so you can start to get a working knowledge of the software before it's installed. These Web-based training classes are self-paced and feature a helpful quiz at the end of each section. Your consultant will review your quiz scores and then tailor personalized training based on areas where you may require assistance.

**Online Installation.** Once you've completed the training, and your consultant has configured your system, the installation process is ready to begin. Your consultant will install the software remotely via the Internet using a secure connection. The consultant will then walk you through your daily process, including showing you how to download daily transactions and initial positions, post them to the trade blotter, and reconcile them to a date you define.

Depending on your portfolio data and adherence to the process, a typical implementation takes only two to four weeks to complete.

## The Solution You Can't Pass Up

With Advent Office Essentials you get the pinnacle of investment management technology. Call **800-727-0605** now or visit our Web site, [www.advent.com](http://www.advent.com), for more information. See how Advent Office Essentials can bring the power of Advent to your firm and help streamline your processes, raise efficiency, and produce world-class reports all at a cost that you can afford.



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