



Advent is the Outsourcing Leader

Ten Reasons Why Advent OnDemand® Beats the Competition

- 1. Undisputed Market Leadership.** We have nearly 500 outsourcing clients, making Advent the number-one provider of outsourced investment management solutions in the industry. In addition, 36 of the 50 biggest RIA firms have chosen Advent technology to run their mission-critical operations.
- 2. Long-Term Track Record.** Advent has been in business for over 25 years and has 10 years of outsourcing experience. So you can be sure we will help you reduce operational and business risk today and keep innovating and updating our solutions tomorrow.
- 3. True Transaction-Based Accounting.** We offer more than a performance overlay or veneer. Advent OnDemand delivers true, transaction-based portfolio accounting, performance measurement, and reporting—right down to the tax lot level. Our competitors can't match this depth of reporting detail.
- 4. Superior Data Accuracy.** We have direct access to certified custodians for comparative reconciliation. So you can rely on our data for accurate reporting and performance calculations.
- 5. Robust Fixed Income Coverage.** Unlike some of our competitors, we offer robust fixed income capabilities—including position, income, and exposure reporting—to help you serve your clients better.
- 6. Comprehensive Data Aggregation.** With Advent OnDemand, you get more than just a data download. We've built interfaces with more than 500 custodians and trust systems to enable comprehensive reconciliation and exception management.
- 7. Expert, Responsive Support.** Our dedicated support staff is available to answer questions and resolve issues from 8 AM to 7 PM ET. These experienced professionals have a deep understanding of your accounts and build an ongoing relationship with your firm.
- 8. Superior Reporting Breadth.** We offer a vast array of reports—over 100 standard reports—plus the ability to customize reports based on the client's needs to help you attract and retain accounts.
- 9. Industry Standard Reference Data.** Advent OnDemand maintains industry standard security classifications, reference, and index data from Morningstar, Standard & Poor's, and Moody's, allowing users to provide holdings and performance information in ways that are meaningful to both their firms and their clients.
- 10. Dedicated Implementation Support.** We assign dedicated Implementation Analysts to each outsourcing client. These experts are responsible for evaluating data and validating work during the implementation phase to mitigate risk and help ensure a smooth transition to Advent OnDemand.



Advent OnDemand Client Profiles

Below are profiles of some actual investment advisors who chose Advent's outsourced solution over competing providers—and the reasons why they're glad they did.

Firm	Type	AUM	Situation	Client Quote
PG Capital Management	RIA	<\$100M	Start-up firm needed to get up and running fast.	"All the information I need to do my business on a daily basis is on Advent — as well as any data that I need to extract in case the SEC comes in."
Blue Oak Capital LLC	RIA	\$150M	AUM grew sevenfold without adding head-count.	"Advent's portfolio accounting software was the gold standard everyone used as a benchmark, so we decided to work with the best."
Wislar Wealth Management	RIA	\$50M	Switched from competing accounting system.	"If you want to go with some new upstart, good luck. I would really stay with the proven technologies that are out there, such as Advent."
Alpha Fiduciary Generational Wealth Management	RIA	\$100M	Switched from competing accounting system.	"Had we chosen Advent at the beginning, we would have saved considerable time and effort. Now we're very well positioned to double or triple the size of the firm."
Girard Securities	RIA & B/D	\$800M	Switched from competing accounting system.	"Our differentiator is our focus on service and Advent enables us to deliver. We've cut out billing time by 90%—from 15–20 hours per quarter to less than 2 hours."
Broyhill Family Office	Family Office	\$300M	Data quality was a key requirement that APX exceeds.	"Advent allows us to focus on our core competencies—investing the capital of our clients and partners—by outsourcing day-to-day back office responsibilities and account administration."
Symmetry Capital	RIA	\$125M	AUM has grown fivefold without adding staff.	"Advent offers significant time and cost savings over in-house systems. It easily saves us \$40K a year as opposed to hiring somebody to do the work in-house."
Lapides Asset Management	RIA	\$265M	Uses hosted version of APX.	"Advent's reporting is much better than what we had before, and I believe the system itself is lower in price than what we had before, or at least comparable."