

## Key Features

- Single daily data feed to manage.
- e-Portfolio works with all major software packages.
- Can be integrated into your in-house technology.
- Branding to fit into your web strategy.
- Weekly data auditing and reconciliation with product providers.
- Broad data coverage - able to capture and support any kind of managed fund product - master trust, wrap, retail, wholesale.
- The widest range of supporting interfaces - Supporting vendors include: XPLAN, VisiPlan, COIN, Count Software, adviserNETgain, Plantech, DMS, OLICC, BOSS, AMP My Portfolio, MLC AdviserCentral, COMMSEC and Fairfax Digital.



Client investment portfolio  
data consolidation & reporting

## Contact Us

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# Getting back to the business of giving advice

Clients are the core asset of every advice business, but unlocking the value of this asset relies on the quality and currency of information held on those clients. Compliance, administration and technology demands are threatening to overwhelm the average advice business. Just ask yourself these questions...

- Do your staff spend more time talking to product providers than they do talking to clients?
- Is the hassle and cost associated with doing reviews “not worth it” for most of your clients?
- Do you find it difficult to get accurate and complete picture of your advice practice?

Many practices do business with dozens of different product providers, despite attempts to consolidate business under a handful of platforms. Managing the masses of information from these sources is cumbersome, error-prone and expensive. As a result, most practices don't update client files daily - potentially suffering an even higher reputation cost of not being fully up-to-date and accurate in the eyes of their clients.

Practices that automate the client portfolio update process quickly realise that having a comprehensive source of client information is a key asset for maximising the value of their business. Client segmentation, profitability analysis, business valuation and measurement of other key business metrics all become possible with a comprehensive database of client information.

Imagine being able to outsource the hassle of ensuring that your client information is up to date, allowing you and your administration staff to get back to the business of giving advice. e-Portfolio makes it possible.

**Practices with automated client management systems are 217% more profitable than manually updated systems.\*** \*Business Health “Future Ready III” April 2007

## What is e-Portfolio?

e-Portfolio is an online service for advice practices and dealer licensees that takes the hassle out of ensuring your client database is always up to date by automating the collection, aggregation, matching and reporting of client portfolio information.

Practices that automate the client portfolio update process quickly realise that having a comprehensive error-free source of client information is a critical asset for maximising the value of their business. Client segmentation, profitability analysis, business valuation and measurement of other key business metrics all become possible with a comprehensive database of client information.

e-Portfolio can help your group or planning practice to:

- Lower the cost of doing client reviews.
- More easily comply with obligations to “know your client”.
- Get a complete picture of your FUA across all clients and assets.
- Reduce errors and queries from product providers on new business.
- Give your administration staff more time to service clients.

All of which means better profitability and a higher level of customer service for your clients.

**\$11,000: Cost savings per annum to average small practice by not having to manually update client files.\*** \* RMIT Adviser Efficiency Study December 2004

The e-Portfolio service is fully web-based and hosted by InvestmentLink, eliminating the cost, time and trouble of setting up your own technology and infrastructure, managing security, backups and software upgrades. e-Portfolio provides practices and larger advice groups with the flexibility of a central database that can be used in both the financial planning process and other key business systems such as practice management, commission & fee reporting and compliance systems.



## How does it work?

e-Portfolio provides a secure website for advisers, their staff and head-office groups to view, administer & download client account information. Information is collected from all types of retail, wholesale, platform and other wealth management product providers - investment, superannuation and pension product types are all supported. e-Portfolio connects daily to these product providers and collects client account information across your entire book of clients.

Client portfolio information includes name and address details, individual account balances together with detailed transaction histories back to the inception of each account. Client accounts appear already mapped into logical tax entities for easy grouping, searching and reporting. Administratively, practices can move and merge clients and advisers, create additional logins for staff and even provide login access to clients.

The client portfolio information is audited and reconciled for accuracy and made available via the e-Portfolio web site where it can be downloaded for use into all leading financial planning software packages for client reporting and reviews. Our technology interface is an open standard and is used by many in-house technology groups as well. This information is provided for a growing list of more than 9,000 advisers with a book of approximately \$40 billion\*, is tracked daily and reconciled directly with more than 30 different platforms and fund managers.

\*e-Portfolio funds value calculated as at April 2007.

## Key Benefits

- Significantly cheaper than manual or in-house solutions.
- Saves thousands on manual mapping and processing of client data.
- Puts you back in front of clients, not in front of web-sites.
- Secure access for you, your staff and even your clients.
- Can be branded for your business.
- One single source of truth across all of your business systems.
- Cost effective way of valuing your business or potential acquisitions.
- Flexibility and control remains in your hands.