Pivotal® CRM for Mutual Fund Wholesaling

Forge superior broker relationships and drive increased productivity and profits

Pivotal® CRM for Mutual Fund Wholesaling gives you complete visibility into broker performance and the tools to grow profitable relationships.

- **Enhance your competitive advantage** with more effective resource allocation
- **Accelerate revenue growth** through deeper, more productive broker relationships
- **Deliver superior service to brokers** through better-targeted events and information distribution
- **Get strategic insight** into broker productivity and campaign effectiveness
- **Leverage best practices and expertise** embedded in an industry-leading tool

To learn more about Pivotal CRM for Mutual Fund Wholesaling and how it can address your unique needs, call +1 877-PIVOTAL (+1 877-748-6825).

To produce the best results, you need superior time-management skills, at-a-glance insight into broker and dealer effectiveness, and the tools to add value at every interaction. You need a framework that will help you build "relationship capital."

Pivotal CRM for Mutual Fund Wholesaling helps fund wholesalers meet the challenges of today's marketplace. A complete client relationship management (CRM) solution, Pivotal CRM helps fund wholesalers increase productivity and decrease operational costs, enabling them to drive more products to market, proactively expand sales, and outperform the competition. At the heart of this solution is a toolset to help build superior relationships with broker-dealers and identify the profitable alliances that merit further cultivation.

Pivotal CRM for Mutual Fund Wholesaling delivers a rich set of features commonly used by mutual fund wholesalers, combined with the flexibility to fit to individual firms' unique processes and environments. Pivotal CRM for Mutual Fund Wholesaling enables fund wholesalers to fully integrate sales, marketing, and service activities for increased efficiency and effectiveness. It provides a complete picture of broker profitability that reaches from high-level overview down to personal touch points, enabling better resource allocation and responsiveness to broker needs. It also gives fund wholesalers the ability to better manage their time and territories, increasing productivity.

Pivotal CRM reflects a deep understanding of mutual fund wholesalers' needs: we provide 75% of the functionality typically needed by fund wholesalers right out of the box. But we also understand that every business is unique: companies can take full advantage of the flexibility of the Pivotal CRM toolkit to complete their solution with customized applications that adapt to the way their organization does business, giving them a competitive edge. This combination of industry-tailored and custom components, along with the inherent flexibility of Pivotal CRM, leads to a lower total cost of ownership for Pivotal CRM customers.

Understand the True Value of Brokers

Do you have true visibility into broker performance? Find out which brokers are making the greatest contributions to the bottom line, and allocate your time and resources accordingly. Make sure you recognize which brokers are unprofitable and retain those that are profitable. Track and understand segmentation at the firm, branch, and broker-dealer level, and look for opportunities for cross-pollination within networks of influence.

Pivotal CRM for Mutual Fund Wholesaling enables you to quickly identify top brokers and fund sales. Our open-architecture CRM solutions support seamless integration with the back-end transactional systems where sales are executed, granting easy access to up-to-the-minute broker activity. Fund wholesalers can monitor broker profitability in a single view, configuring it on the basis of what they need to know. They can also generate fixed or custom reports that detail agent sales activity, expenses, and redemptions to date.

Automated tracking of gifts, co-op marketing, and literature fulfillment enables fund wholesalers to assess the effectiveness of their sales and marketing efforts and allocate resources more profitably.

Strengthen and Cultivate Broker Relationships

Better broker relationships lead to higher sales. But with a vast broker-dealer channel and limited human and financial resources, cultivating stronger broker relationships is easier said than done. Pivotal CRM for Mutual Fund Wholesaling gives you the tools to develop superior relationships with your brokers by keeping them informed, staying in close and regular contact, and understanding them better.

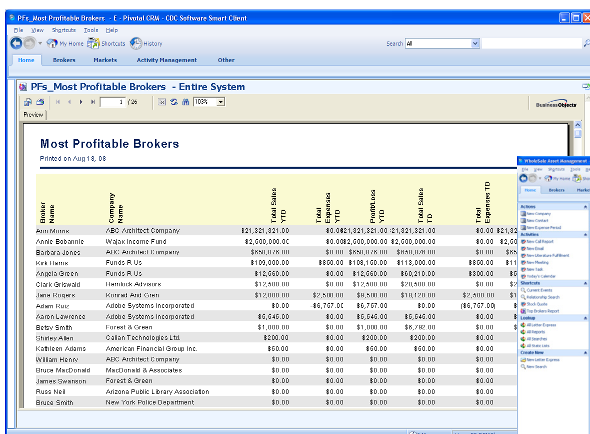
Help brokers sell your funds. Brokers are more likely to push products if they thoroughly understand their features and benefits. Pivotal CRM for Mutual Fund Wholesaling enables you to automatically and seamlessly deliver fund and company prospectuses to brokers. You can even target distribution of this information more effectively by selecting recipient lists based on brokers' activities and interests. Give brokers information that's tailored to their interests, and they'll perceive higher value in your communications.

Frequent contact with brokers keeps you front of mind. With Pivotal CRM, you can proactively plan regular review meetings and training seminars with brokers. You can make your interactions with brokers more valuable and consistent by implementing structured call campaigns using an intuitive Microsoft-style interface. Seamlessly integrated with Microsoft® Outlook,® SharePoint,® and the Office Suite, Pivotal CRM enables users to access the tools they use every day without ever leaving the CRM system, dramatically improving productivity and enhancing the user experience. Call-reporting capabilities allow you to quickly enter information about a call, including the products discussed.

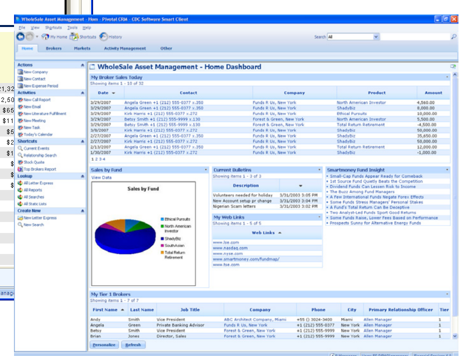
The more you know about your brokers, the better you can work with them. Pivotal CRM for Mutual Fund Wholesaling enables fund wholesalers to track broker preferences, hobbies, and interests. Use this information to enhance loyalty programs, event planning, and marketing initiatives. Build deeper relationships with your clients and reap the benefits.

Streamline Processes and Dramatically Improve Productivity

Pivotal CRM for Mutual Fund Wholesaling is designed to make fund wholesalers work easier—and smarter—by streamlining and automating processes, freeing up more time for higher-value activities. Pivotal CRM saves fund wholesalers hours of repetitive work every day with built-in workflows that increase efficiency. Data-driven workflows can coordinate the numerous steps and departments involved in account setup. The CDC MarketFirst™ application includes an automated event-tracking tool, which you can use to invite select clients and brokers to events based on predefined criteria and preferences, manage registrations, and track attendance, making it easy to host high-value events without time-consuming administration. Inside wholesalers can use proxy calendaring to strategically cluster appointments, maximizing broker visits within a given territory and increasing wholesaler productivity.



Know which brokers are making you money—and which are costing you—with broker profitability reports



The customizable dashboard interface allows individual users to select the information they want close at hand

It is hard to overstate the value of having the information you need continually at your fingertips. The less time fund wholesalers spend searching for information, the more time they have for relationship-building and product promotion. The Pivotal Dashboard interface, based on Microsoft SharePoint Web Parts, allows individual users to customize their start page to display specific product data and broker activities based on their preferences, as well as integrating third-party applications and datafeeds right there within their start page. Having this kind of personalized information always readily available saves time and makes Pivotal CRM your users' most indispensable tool.

Pivotal CRM for Mutual Fund Wholesaling also ensures that outside wholesalers' ability to perform isn't compromised while they're on the road. They can work effortlessly in full disconnect mode, taking advantage of time-sensitive sales opportunities. Pivotal Mobile CRM offers functionality designed to access broker information and product literature while wholesalers are on the move, with the capacity to add key interactions, enabling users to work from the field as if they were in the office.

Use Pivotal CRM for Mutual Fund Wholesaling for

- Territory Management
- Broker, Branch, and Firm Profitability Calculations and Tracking
- Proxy Calendaring
- Literature and Premium Distribution and Tracking
- Product Information and Research Management
- Event Marketing Management
- Expense Tracking and NASD Regulation Enforcement

Pivotal CRM for Mutual Fund Wholesaling: Designed for Total Business Fit

Pivotal CRM has the proven ability to dramatically increase productivity, grow assets under management, and foster strong broker relationships in the mutual fund wholesaling business. The Pivotal CRM approach ensures a faster time-to-market with a lower total cost of ownership by delivering financial-services solutions on the scalable and flexible Microsoft®-technology-based Pivotal CRM platform, which supports easy customization, integration, and deployment. Fund wholesalers can rapidly and cost-effectively adapt Pivotal CRM to grow with their business—today, tomorrow, and in the future.

Pivotal CRM for Financial Services solutions include:	
Pivotal CRM for Mutual Fund Wholesaling™	Streamlines processes so team members can maximize opportunities at every broker interaction and increase productivity and profitability.
Pivotal CRM for Institutional Asset Management™	Enables collaboration between employees across the organization for unified, consistent service to institutional clients, promoting higher retention and growth.
Pivotal CRM for Commercial Banking™	Provides critical client information required by commercial banking relationship officers to be more efficient and productive.
Pivotal CRM for Capital Markets™	Provides the tools and information required for sales, trading, and research and investment bankers to manage the different aspects of the business.
Pivotal CRM for Private Banking™	Enables wealth managers to better manage and nurture high-net-worth client relationships.

Take the Pivotal Step to Enhanced Profitability with Pivotal® CRM for Mutual Fund Wholesaling

To learn more about Pivotal CRM for Mutual Fund Wholesaling and how it can address your firm's unique client relationship management needs, call +1 877-PIVOTAL (+1 877-748-6825) or visit us at www.pivotal.com/financialservices.