Pivotal® CRM for Private Banking

Pivotal CRM

Build "relationship capital" with powerful CRM custom-designed for private banking and wealth management

Pivotal CRM for Private Banking gives wealth managers features to improve productivity and gain strategic insight into client value.

- **Leverage relationships** more effectively with insight into households and client influence
- **Improve collaboration** with automated workflows for managing account setup and other complex processes
- **Develop a competitive edge** with faster delivery of time-sensitive research, news, and service
- **Streamline manual processes** with automated tools
- **Improve cross-selling and up-selling** with in-context links to complementary products

To learn more about Pivotal CRM for Private Banking and how it can address your firm's unique needs, call +1 877-PIVOTAL (+1 877-748-6825).

The private banking and wealth management industry faces complex challenges, from increased competition, investor skepticism, and deregulation to globalization and consolidation in the marketplace. In spite of these evolving issues, one thing that remains unchanged is the importance of forging and maintaining superior client relationships.

Wealth managers are making strategic decisions to respond to market demands. They are investing in technology that will keep them competitive and help them better manage their client relationships.

Our dedicated team has worked with private banking clients to create tailored functionality and applications that complement and streamline the way wealth managers do business. Our award-winning Pivotal CRM (customer relationship management) software focuses not just on selling products, but on building relationships that will prove long-lasting and lucrative.

Pivotal CRM for Private Banking provides all of the standard features commonly needed by wealth management firms and reflects a data model devised specifically for private banking, leading to a faster, lower-cost implementation. Built on the highly flexible Microsoft® .NET Framework–based Pivotal CRM platform, it is designed to be quickly and cost-effectively customized to meet individual firms' unique needs and easily integrated with legacy systems and third-party data sources to deliver seamless customer service and a unified view of clients. This foundation provides a new level of usability and accessibility for private bankers, enabling them to achieve higher levels of productivity, reach a broader market, and continue to strengthen their differentiation in the wealth management marketplace.

Track and Understand Client Value and Profitability

Through CRM integrated with back-office applications, financial advisors can deliver proactive sales, marketing, and client service that enable them to compete effectively in a highly competitive and fast-paced environment.

Improve Relationships with High-Net-Worth Clients

Financial advisors gain access to a 360-degree view of clients, including their asset value, history, preferences, and influences. This information allows for smarter and better-informed customer relationship management.

Gain Better Pipeline Visibility

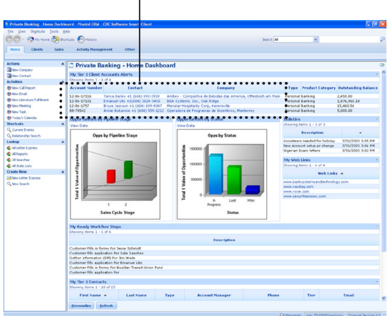
Using Pivotal CRM allows wealth managers to effectively manage leads, referrals, and opportunities from a variety of sources, as well as to accurately track marketing ROI.

Efficiently Manage Book of Business

Financial advisors are empowered with the ability to perform day-to-day tasks faster through easy, one-click access to pertinent client information.

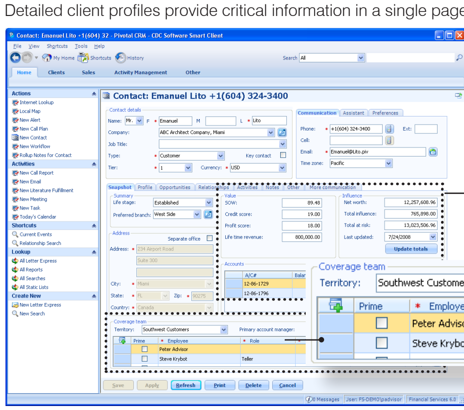
Convenient links to alerts regarding top clients

Account Number	Contact	Company
12-86-17116	Tanya Banks +1 (604) 990-3939	Ambev - Companhia de Bebidas das America, Offenbach am Main
12-86-17101	Emanuel Lito +1(604) 3024-3400	BEA Systems, Inc., Oak Ridge
12-86-1757	Bruce Jackson +1 (604) 699-8347	Meristar Hospitality Corp, Kerersville
88-78542	Annie Bobannie +1 (604) 555-1212	Operadora de Programas de Incentivos, Monterrey

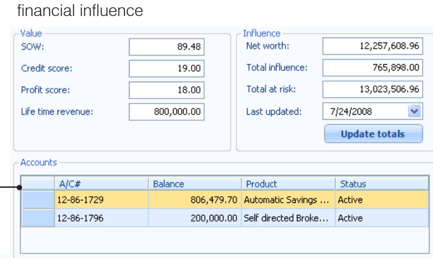


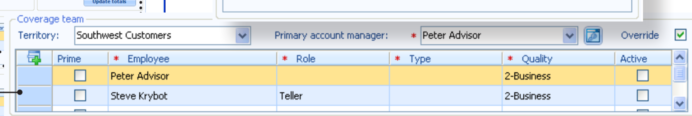
Fully personalized SharePoint-based dashboard

Detailed client profiles provide critical information in a single page



Profiles reveal both individual client value and broader financial influence





Instant access to coverage team

Features	Description
Relationship Tracking	Offers at-a-glance graphical overview of household and other influential relationships, enabling users to easily assess true client value and strategically grow client portfolios.
Client Profiles	Displays financial information such as net worth, share of wallet, profitability, assets, liabilities, and total value, as well as demographic information such as age, income, and household and links to real-time banking information, giving wealth managers a complete view of the client.
Asset Profiles	Analyzes a client's complete asset allocation in one easy-to-use window for intelligent cross-sell and up-sell opportunities.
Personalized Dashboard	Offers a one-stop dashboard that can be fully personalized to reflect individual user needs and preferences (e.g., deal pipeline, top contacts) and integrate external data sources, applications, and more via SharePoint Web Parts.
Life Events and Account Alerts	Monitors client activities, stages, and life events to help bankers deliver proactive and timely investment advice.
Call Planning and Call Reporting	Enables financial advisory team to plan annual call strategies to foster consistent, coordinated, and timely customer communication and relationship development. Easily captures call details and results for a complete history of interactions and accurate executive reporting.
Power Search	Allows rapid search for clients or prospects who own, are interested in, or have discussed a certain product, supporting easy distribution of related research or news items to targeted lists.
Microsoft® Outlook® Integration	Synchronizes all e-mails, contacts, and activities between Pivotal CRM and Microsoft Outlook, making it easy to maintain up-to-date information and increasing work efficiency. Outlook behaves as though embedded within Pivotal CRM for a seamless user experience.
Lotus® Notes® E-mail Synchronization	Synchronizes all e-mails between Pivotal CRM and Lotus Notes, maintaining consistency.
Mobile and Wireless Availability	Offers easy, secure access to client information while on the road, allowing for uninterrupted delivery of outstanding client service.
Materials and Literature Fulfillment	Tracks and manages distribution of marketing collateral, office supplies, gifts, and other materials.
Territory and Team Assignments	Allows flexible assignment of coverage team according to geographic and/or product-based parameters.
Lead Management	Permits configuration of custom questions on lead-entry forms for better lead qualification and follow-up. Enables users to assign leads to different lines of business or specific employees.
Cross-Selling Capabilities	Indicates possible cross-sell products related to each opportunity, enabling advisors to increase deal size and offer clients the best options.
Data-Driven Workflows	Promotes greater efficiency, consistency, and collaboration with the ability to implement product-based workflows for account setup and other complex multi-step processes.
News and Ticker Information	Displays real-time news and ticker information for investment products on product forms, facilitating on-the-spot evaluation and company information.
Privacy Compliance	Empowers users to easily provide clients with privacy statements detailing mandatory and optional third-party disclosures in adherence with privacy laws regulated by Gramm-Leach-Bliley or PIPEDA.
Disclosure Tracking	Tracks both mandatory product-based and global disclosures, as well as client opt-outs where applicable.
Competitive Information	Links each product to competitive-product information, enabling wealth managers to offer more competitive rates and features.
User-Friendly Interface	Familiar Microsoft-style user interface with role-based navigation makes Pivotal CRM a comfortable application for users to work with, reducing the learning curve and improving productivity.

Take the Pivotal Step to Profitability with Pivotal® CRM for Private Banking

To learn more about Pivotal CRM for Private Banking and how it can address your unique needs, call +1 877-PIVOTAL (+1 877-748-6825) or visit us at www.pivotal.com/financialservices.