

Leverage OpenAdvantage, an automated account opening solution tailored specifically for today's correspondents, and **eliminate manual, paper-based account opening.**

Arius Software is pleased to offer a solution designed to enable faster account openings, greater transparency, and improved compliance. Several of North America's leading financial services firms have optimized the OpenAdvantage® platform to fit the needs of their firm, eliminating a long development lead-time and allowing you realize the benefits of an automated account opening system immediately.

PERFORM FASTER ACCOUNT OPENINGS

Eliminate slow, manual, error-prone account opening processes by deploying a solution customized to automate your workflows, forms, business rules and information gathering. Workflow and business rules, such as mandatory fields, data checking and approval processes can be easily customized and automated in the user interface reducing time-consuming, complex aspects of the account opening process.

- **Reduce data entry** – Dynamic questions speed the customer on-boarding process by presenting only relevant questions with mandatory fields highlighted. Additionally, OpenAdvantage utilizes questionnaire responses to populate multiple forms and components of the sales process eliminating duplicate data entry. Existing client and product information can pre-populate forms and partially completed questionnaires can be saved allowing for the account opening to be stopped and started as needed.
- **Generate personalized welcome kits** – Upon submission of the account application, a personalized welcome kit is generated complete with professional documents that can be customized and branded for the client, the sales representative and the products.
- **Perform real-time account opening** – OpenAdvantage can perform account opening in real-time enabling accounts to be opened, funded and transactions executed on the same day.
- **Rapidly on-board new representatives and potential clients** – Enable new representatives to keep existing client relationships by quickly transferring client assets into OpenAdvantage by simply importing spreadsheet data and automatically generating partially completed applications.

PERFORM ACCURATE ACCOUNT OPENS

Institutionalize best practices and compliance standards with OpenAdvantage by automating workflow, approval processes and business rules.

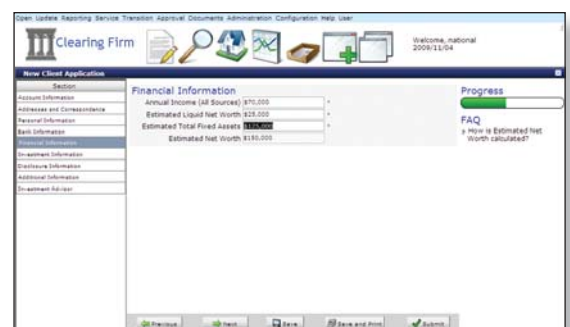
- **Reduce errors** – Mandatory fields are highlighted enforcing compliance and eliminating the need to visit or call a prospect multiple times to gather additional information.
- **Provide advanced error checking** – OpenAdvantage automatically checks for errors, reducing time and ultimately improving the customer experience. Calculated fields are automatically evaluated using pre-determined business rules.
- **Identify and initiating updates** – Automatically view and report accounts not meeting prescribed business rules or compliance standards.



Mandatory fields are highlighted ensuring that all data is entered completely and correctly before submission.



A personalized welcome kit is automatically generated, ready for client signature.



Fields are automatically calculated, reducing the risk of error and accelerating new account opens.

REDUCE ACCOUNT OPENING COSTS

Arius recognizes the primary goal of an account opening system is to drive operational efficiency. With OpenAdvantage, new accounts can be opened quickly and effortlessly, allowing the sales force to spend more of their valuable time cross-selling/up-selling to their clients.

- **Reduce hard costs** – Eliminate costly paper forms, carbon copies and the costs associated with wasted inventories due to business and compliance changes.
- **Reduce soft costs** – Reduce the sales and administrative burden associated with error correction and re-doing applications due to errors.
- **Improve staff productivity** – OpenAdvantage dramatically reduces the burden on sales and administrative staff for opening and updating accounts by reducing data collection, automating the generation of personalized welcome kits and identifying accounts requiring updates.
- **Reduce application abandonment rates** – Simplifying and speeding up the process for clients will reduce application abandonment rates.
- **Simplify staff training** – Enable representatives to execute as efficiently as possible. OpenAdvantage's interface guides sales representatives through the questionnaire process gathering all vital information and automatically producing a personalized welcome kit - dramatically reducing the representatives need to "understand the paperwork requirements" and enabling the firm to institutionalize best practices with systems.

IMPROVE COMPLIANCE AND REDUCE RISK

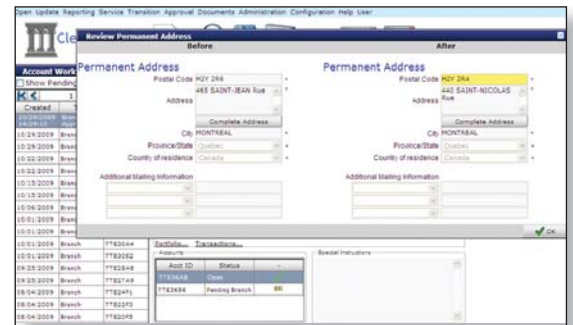
Ease and improve compliance reporting by automating time-consuming, manual tasks. OpenAdvantage improves the quality of the data captured by ensuring that required values are entered, and that required documents are tracked, dramatically reducing Not in Good Order (NIGO) scores. OpenAdvantage's customized workflow and business rules are designed to help meet compliance and regulatory obligations, and reduce liability risks.

- **Produce business, compliance and audit reports** – Produce comprehensive compliance and audit reports increasing the transparency of internal processes within the organization. OpenAdvantage can produce more than thirty reports including business metrics, operational efficiency and portfolio supervision.
- **Generate missing document reports** – With OpenAdvantage, quickly access and view a report outlining the status of documentation at any business level.
- **Configure security levels** – Using the permissions structure within OpenAdvantage, administrators can configure user access permissions to specific forms and records that are relevant to an advisors account.
- **Improve resiliency of business backups** – Electronic documentation is secure and can easily be replicated to meet institutional security standards.
- **Comprehensive log archiving** – Log data is archived and indexed in perpetuity to meet data retention regulations.

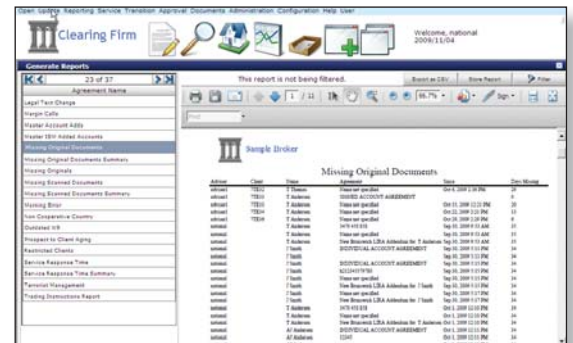
For more information, call **519.885.9045** or email info@ariussoftware.com.



View the status of an account approval on-demand increasing transparency throughout the account open.



An audit history is automatically saved within the system in perpetuity.



View Missing Document reports on-demand and track the status of client documentation.

About Arius Software

Arius Software is a leading provider of account opening and document management solutions for financial services firms. Our flagship product, Arius OpenAdvantage, enables wealth management firms to attract new customers, increase operational efficiency and reduce costs by creating a superior account opening experience. Arius has been chosen the Enterprise Account Opening platform and professional services partner of leading North American financial service firms.