

Arius OpenAdvantage®

Account Opening Solutions for Wealth Management Firms

PRODUCT OVERVIEW

PERFORM FASTER ACCOUNT OPENS

- Generate personalized welcome kits
- Eliminate manual, error-prone processes
- Reduce data entry
- Rapidly on-board new representatives

REDUCE ACCOUNT OPENING COSTS

- Reduce hard and soft costs
- Increase staff productivity
- Reduce application abandonment rates
- Simplify staff training

INCREASE ACCURACY

- Increase efficiency by reducing errors
- Automatically check for errors
- Identify and initiate updates

IMPROVE COMPLIANCE

- Automate production of 30+ reports
- Comprehensive audit trails
- Identify missing documents and data
- Configure security levels
- Improve system resiliency
- Archive log data

Arius OpenAdvantage enables financial services firms to increase operational efficiency, improve client services and reduce costs by providing a superior, personalized account opening experience.



OpenAdvantage has shortened the account opening process by fifty percent.

OpenAdvantage can be customized to meet the needs of financial services firms and business units including: on-line brokers, full-service brokers, mutual fund dealers, institutional money managers and clearing firms. With the ability to configure workflow, questionnaires, forms and business rules, OpenAdvantage delivers the power of a custom solution without the premium price. OpenAdvantage is the ultimate front and middle office solution that will accelerate account openings, reduce costs, improve accuracy and compliance practices.



Perform faster account openings

Eliminate slow, manual, error-prone account opening processes by deploying an OpenAdvantage solution customized to automate your workflows, forms, business rules information gathering. OpenAdvantage delivers a platform that can be customized to meet your business and compliance requirements. 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.

- **Generate personalized welcome kits** – The immediate result of OpenAdvantage is a personalized welcome kit with professional documents that can be customized and branded for the client, the sales representative and the products.
- **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.
- **Deliver an enterprise Account Opening platform** – The scalable platform, configurable workflows and forms enable OpenAdvantage to simultaneously support all lines of business including discount brokerage, retail brokerage, institutional and mutual funds. Smart phone (such as Blackberry) support extends OpenAdvantage to the mobile sales force while the self-service browser-based application enables customers to directly initiate the account opening process. OpenAdvantage enables integration with back-office systems through standard interfaces including web services and XML.
- **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. OpenAdvantage will increase the confidence in your Account Opening processes by:

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



Reduce account opening costs

Arius recognizes the primary driver 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. OpenAdvantage can be deployed with zero up-front software license costs.

- 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 and automating the generation of personalized welcome kits and identifying accounts requiring updates.
- Reduce application abandonment rates – Simplifying and speeding up the process for clients has reduced application abandonment rates for OpenAdvantage clients.
- Simplify staff training – Enable representatives to execute as efficiently seasoned professionals, 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. 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 and efficiency 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 are able to configure the application to give users access only to specific forms and records that fall within the accounts they have been assigned to.
- 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.





Manage documents

The OpenAdvantage platform can be extended with BarcodeAdvantage™ to enable rapid processing, fast retrieval and centralized management of massive document archives while enhancing corporate compliance practices and policies. With BarcodeAdvantage, paper documents are scanned, stored and organized using barcodes – transforming a paper trail into a rapidly accessible, centrally managed, digital document archive. BarcodeAdvantage can speed up the account opening process by eliminating the need for paper forms to be couriered to expedite the account opening process. Access to the archive can be securely shared by authorized users across departments and organizations.

Arius Professional Services

Due to our passion, experience and proven success, Arius has been the chosen Enterprise “Account Opening” platform and professional services partner of several leading North American financial services firms. We understand the unique needs of varying business segments including retail brokerages, on-line brokerages, mutual fund dealers and clearing firms, and can tailor a solution to fit your companies’ individual needs. Our services include performing a thorough needs analysis, architecture design and implementation, testing - through to post-deployment technical support and training. Our industry recognized solutions are compatible with back-office systems providing seamless workflows, while minimizing crucial compliance errors.

About Arius Software

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

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Account opening software designed
for the financial services industry

