



## **Arius OpenAdvantage Revolutionizes Account Opening for Wellington West**

*New Account Opening Platform Reduces Costs and Enhances Client Service Levels*

**WINNIPEG, MB and WATERLOO, ON – September 10, 2009** – [Wellington West Capital Inc.](#) (Wellington West), one of the fastest-growing independent full-service wealth management firms in Canada, has deployed Arius OpenAdvantage® as their enterprise Account Opening platform.

By automating their account opening process, Wellington West has eliminated numerous manual, labor intensive processes while significantly increasing visibility across the entire business. With OpenAdvantage, Investment Advisors can perform same-day account opening efficiently and accurately, monitor applications in real-time and meet compliance requirements.

“We are delighted to work with Wellington West – one of Canada’s leading independent wealth management firms,” said Adam Zimmer, President and CEO of Arius Software. “Working with Wellington West, I realized we share a common goal: to help make life easier, liberating our respective clients’ time and focus that would be better spent on family, friends and fun.”

“The ability to scale our business while maintaining stellar client service is critical to our success,” said Dennis Stewner, Chief Financial Officer and Chief Operating Officer of Wellington West Holdings Inc. “Adopting Arius OpenAdvantage reiterates our belief that technology investments are an essential element of our business.”

With OpenAdvantage, Wellington West achieved:

- **Same-day account opening** replacing a typical 5-day manual, paper-based process
- **Transparent Account Opening** - Advisors, branch managers and headquarters staff have complete visibility into the account opening process and can manage and monitor the progress of new account opens
- **Cost Reduction** – Increased staff productivity and reduction in courier costs
- **0% NIGO** (Not In Good Order) rates – accounts are opened with correct data
- **Online repository** for all client documentation

“Advisors and support staff have embraced OpenAdvantage,” said Stewner. “The obvious benefits like improved visibility and same-day account opening drove early adoption across our organization.”

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## **About Wellington West**

The Wellington West group of companies provides full-service brokerage, financial planning, asset management and capital markets services. In the 16 years since its inception, Wellington West has become one of the largest and fastest-growing independent full-service wealth management firms in Canada with approximately \$8 billion in assets under administration. The majority of the shares are owned by employees. In 2008, National Bank Financial Group acquired a minority interest in the company

Among its many corporate achievements, Wellington West has ranked among the top 50 Best Employers in Canada for the past four years and re-qualified as one of Canada's 50 Best Managed Companies for the past three years. In addition, for six consecutive years, Wellington West has ranked in the top 3 firms in the country in the Investment Executive Brokerage Report Card survey. For further information, visit [www.wellingtonwest.com](http://www.wellingtonwest.com).

## **About Arius Software**

Arius Software is a leading provider of account opening and document management solutions for financial services. Our flagship product, Arius 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 chosen the 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. Visit [www.ariussoftware.com](http://www.ariussoftware.com) for more information.

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