



CONNECT  
CAPTURE  
SERVE

# The financial planning solution for capturing middle market opportunities

PROFESSIONAL COMPLIANT ACCOUNTABLE



Advisys is the first and only financial planning solution designed to capture rising opportunities within the middle markets.

Every element (from our strategic focus on middle markets, a suite of goals-based planning modules, our patented compliance center, and industry-leading tracking and accountability) is designed to create rapid and predictable results for both the field and home office.

## The ROI Paradox

More and more executives are discovering that high-end financial planning tools can actually work against their corporate ROI and sales goals.

Why? Because many of these traditional tools are created to serve a narrow scope of the high-net-worth market, so they have limited use.

They can be difficult to learn and time-consuming, which limits usage and adoption. Accurate tracking and accountability is virtually non-existent.

More importantly, the financial plans produced and the process to create them can be overwhelming and frustrating to average consumers.

# How Advisys Solved These Challenges

## Middle Markets Targeting

Advisys was strategically designed for the middle markets. Our focus multiplies the opportunities available for your team in the field to meet immediate client needs with professional, compliant, and accountable solutions. In addition, it dramatically changes the approach to building a better financial planning tool.



The Advisys logo features a stylized '@' symbol in blue above the word 'advisys' in a lowercase, sans-serif font. Below the logo, the text 'SERVES THE MIDDLE MARKETS' is written in all caps, white, sans-serif font. The entire graphic is set against a light green circular background.

advisys®  
SERVES THE  
MIDDLE MARKETS

HIGH NET WORTH

## Goals-Based Planning

Since our tools focus on the middle markets, we use a goals-based approach. Our all-inclusive suite of single-needs modules focuses on the immediate issues, concerns, challenges, and goals that the middle class are seeking to solve.

Our goals-based approach can be quickly learned and put to use in the field. In fact, the field can have a targeted, relevant, and professional presentation ready for a client in 10 minutes rather than the hours required by most high-end financial planning tools. This means that middle market opportunities can now be engaged more efficiently and profitably.

*Serving the middle class and mass affluent market requires a more efficient approach than that used by conventional financial planning tools designed for use with high net worth clients.*

## Works With Every Stage of the Sales Process

The typical financial planning tool is very narrow in scope: it is designed to perform a specific function, to be used with a specific type of client, at a specific stage of the sales process.

This is not a small distinction. It is the difference between licensing a conventional financial planning tool that the field can use only at the end of the sales process versus licensing a tool that the field can use every day throughout the entire sales process.

Advisys has gone beyond this paradigm to create an all-in-one tool that is useful for many more clients and situations. It is the only all-in-one tool that provides everything the field needs to be in front of a client – from the first appointment through every stage of the sales process.



# 3 Critical Elements Needed for Predictable Success

Just like a stool needs three legs to stand, financial planning tools need three legs to predictably create a targeted return on investment and success for both the home office and the field.

Many financial planning tools have just one of the elements, some have two, only Advisys has all three:

- 1 Compliant professional planning and presentation materials
- 2 High usage and adoption in the field and home office
- 3 Accurate and timely reporting, tracking and accountability

Let's take a look at why each one is important to you.

1

## Compliance

Compliance is rightfully one of the biggest concerns (and headaches) for financial institutions. The Advisys system greatly reduces the time and expense of managing compliance with our patented Compliance Center.

Our Compliance Center gives your compliance team absolute control while reducing turn-around time for the field and cutting costs for the home office. Since the in-depth library of content is pre-approved, the back-and-forth between the field and compliance is eliminated. The field can respond more quickly to client opportunities, increasing usage and satisfaction and accelerating the sales process.

Using the Compliance Center is amazingly easy and gives complete visibility throughout the compliance process. Updates or changes to content automatically appear in the Compliance Center. With a click of the mouse, compliance staff can approve or reject changes or additions, and the corrections instantly appear in the Advisys financial planning solution and are immediately available to users.

# 3 Critical Elements Needed for Predictable Success

2

## High Usage and Adoption

Unless the field actually uses the solution, the investment is lost. This is why Advisys has gone to great lengths to ensure field adoption.

First, our goals-based, single-needs approach slashes the time it takes to produce compelling and educational financial plans and presentations for clients. In just 10 minutes or less, the field can research and compile compliant materials on specific subjects.

Secondly, our all-in-one approach eliminates jumping from one tool to another when creating a single presentation for a client. Everything is in one place, easy to find and easy to use.

Third, our compliant content has a high-credibility look. Users frequently comment that the presentations they produce “make me look more professional to clients.” Simply put, the benefits are so obvious that the field will want to use Advisys, not feel they have to use it.

3

## Accurate Reporting and Accountability

Two of the most common questions we hear from the home office – from management to the CEO – when describing their existing financial planning solution are: “How do we know the field is using it?” “How do we know we are getting a return on our investment?”

There is no wondering with Advisys. We’ve created the most comprehensive and timely reporting and accountability functionality in the industry. The executive team will know exactly who is using which tools, content, and calculators and when they are using them. The team can prove with timely reports they are getting a return.

Your organization can experience a new level of collaboration and accountability, from regional management to marketing to training and compliance, because our reports can be accessed by all departments.

# Assure Your Success With Advisys

## Collect Intelligence and Insight

Results are important. So are the insights you need to adapt, change, and profit in the future. Advisys is the only financial planning tool that can give you insights into the future and help identify ways to improve your business.

The breadth of features and content coupled with timely business intelligence provided by usage tracking and reporting gives management unparalleled insights into ways to improve results:

- (1) Best practices
- (2) Regional opportunities
- (3) Product trends
- (4) Marketing and communications strategies

## Rapid Rollout

You need results now. That is why we have designed Advisys for rapid rollout. There are three reasons it can take less than 60 days to rollout the Advisys solution.

- (1) Our patented Compliance Center allows for the fastest compliance review and quickest product modifications in the industry.
- (2) You need very few or no IT resources to get the system going. Your implementation can bypass the all-too-common backlog of IT projects.
- (3) Custom branding and configuration are built into the rollout process.

To help assure your success, Advisys provides a complete rollout plan and support based on our experience with insurance companies, broker dealers, banks, credit unions, and wealth advisory firms, all at no additional cost.

Advisys delivers the results you need now  
and the insights you need to adapt and profit in the future.

## The Bottom Line

- We focus on your results: provable and predictable ROI for the home office, high adoption, and usage in the field.
- The home office discovers it is able to increase sales, multiply cross-selling, transition to new markets, prove results, gain more control over the entire sales process, and make better decisions.
- Regional management is able to recruit, train, and retain agents more effectively. This results in reduced turnover, rapid increases in productivity, and faster agent development and success.
- The field is able to increase productivity and effectiveness, reduce frustration and present a more professional appearance to their clients.
- All of this adds up to a higher ROI and a more empowered executive team.



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