STRATEGY BASECAMP

Technology Consulting Services

Get Results

Strategy Basecamp is a consulting firm focused exclusively in the financial services industry. We partner with executives and managers to facilitate effective business planning and to help you competitively leverage technology for profitable growth.

STRATEGY BASECAMP SUMMARY

OUR MISSION

*To help financial services firms **solve their most challenging strategic business issues** through **critical** thinking, **rigorous** project management, and/or the **savvy** use of practical technologies.*

Strategy Basecamp – Prior to taking on a big challenge, it is always wise to gather your team, assess your tools, and craft a plan to successfully achieve your goal. Our firm specializes in joining your team and getting you prepared for the ascent. Many times we are there with your firm throughout the journey and can do so throughout the process or drop-in as you need us. Our experience, research, network and knowledge will add value to your endeavor. Being a part of the team is our favorite part! Use us for tasks or strategy and allow us to join the ascent.

FIRM PRINCIPALS

Dodd McGough is a financial services industry executive with experience in business development, operations, sales, compliance, and technology. He has more than 24 years experience working for firms at the national level as an investment broker, regulator, consultant and senior manager. He has held Series 7, 24, 27 and 53 registrations and has been licensed in both life and health insurance.

Paul Osterberg is a financial services industry executive with experience in technology, operations, and marketing. Paul was previously the Chief Operating Officer and Chief Marketing Officer of AFAM | Innealta Capital. He also worked at National Financial Partners as SVP, Operations & Systems and Director of Technology. Paul consulted to numerous financial services companies while working at Deloitte Consulting. His clients included ING, Ameriprise, Northwestern Mutual Life, Nationwide and Wells Fargo.

Scott Spencer is a financial services industry executive with experience in sales, portfolio management, operations, compliance and practice management. Scott was previously a Principal in one of the top ranked producing independent advisory firms in the country, as well as, directing practice management & consulting services at a national level. Scott has served in compliance supervisory and operations roles and maintains Series 7, 24, 6, 63, 65 & 22 registrations, as well as, the Accredited Investment Fiduciary, AIF®, designation.

At **Strategy Basecamp,** we appreciate the value of teaming with experts when completing a project. We have established a close knit team of preferred experts that assist us (and our clients) in handling some specialty needs. Our virtual team includes specialists in regulatory and compliance functions for BDs and RIAs including registration services; team coaching and speakers for financial services firms; graphic design and marketing.
Call (800) 276-8423 to learn more about Strategy Basecamp.

TEAMING WITH CLIENTS TO SOLVE THEIR MOST CRITICAL BUSINESS TECHNOLOGY ISSUES

WHO WE ARE / WHAT WE DO / WHO WE SERVE

Strategy Basecamp is a consulting firm focused exclusively in the financial services industry. We partner with executives and managers to facilitate effective business planning and to help you competitively leverage technology for profitable growth.

EXPERTISE	SERVICES	CLIENTS
Critical Thinking	Strategic Planning	Broker Dealers
Savvy Use of Technology	Technology Consulting	Investment Advisors
Project Management	Project Management	Firms

OUR EXPERIENCE INTEGRATES FUNCTIONAL KNOWLEDGE ACROSS OPERATIONS, TECHNOLOGY, COMPLIANCE, SALES AND MARKETING

STRATEGIC PLANNING

- Created a Strategic Plan for a New BD/IA
- Assisted an Independent Advisor Network in Selecting a BD / IA Partner
- Managed the Development of a BD / IA

TECHNOLOGY CONSULTING

- Performed IT Diagnostic Services at a BD / IA
- Created a Strategic Technology Plan for BD / IA

PROJECT MANAGEMENT

Projects Managed Across Various Vendors / Functions

- Numerous Vendor Selection Projects
- Commission Systems
- Document Management
- E-Mail Management & Archiving

(800) 276-8423

IT DIAGNOSTIC / TACTICAL TECHNOLOGY PLAN

Project Objective: Assess the quality of your IT offering (in particular, as compared to others). Create a step by step technology plan for your firm.
This typically involves:

1. Defining the current state of your technology (performing an IT Diagnostic)
2. Understanding how your current state differs from what your competitors offer, and
3. Developing a series of actions via a step by step plan that can be executed by your firm to address gaps vs. the competition and accentuate current strengths.

Summary of Project Process (customized by client needs / desires):

Current State

- Complete an assessment of your technology (strengths, weaknesses, opportunities, and threats).
- Systems Inventory: Development or revision of current state systems matrix
- Understand your success in leveraging 3rd party relationships

Gap Analysis

- Assess the effectiveness of your technology versus competitors. Identify your unique strengths and help you to exploit them
- Understand technology trends and which competitors are most successfully leveraging those trends

Action Plan: Define Your Technology Plan (Deliverables, Timing, Dependencies, Business Value)

NOTE: Should you want to invest a bit more time and money in to this process, we offer incremental services involving the completion of a survey by your advisors and the facilitation of quarterly accountability checkpoints with your management team.

GET STARTED

Strategy Basecamp can add value to your efforts. Call us at (800) 276-8423 or email info@strategybasecamp.com to set up a no obligation introductory consultation.

IT DIAGNOSTIC - SAMPLE DELIVERABLES

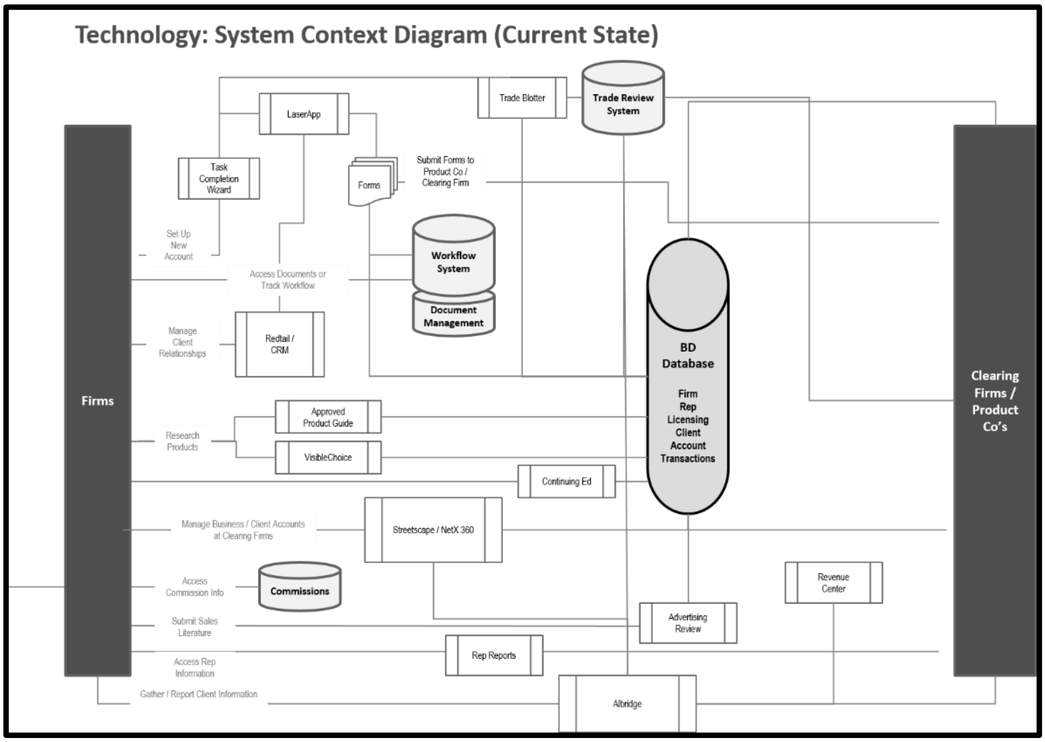
The specific requirements of each client differ and we tailor the project to your desires and needs. The IT Diagnostic always results in you understanding your technology environment better both within the firm and also in regards to how you compare to the competition.

Complete 'Current State' Software Inventory Matrix

Current System Inventory Matrix – Description of Each System & Tool

System Name / Description	Front Office or Back Office	Proprietary or 3rd Party Tool	Departments that Utilize	Systems to Which It Integrates	Data Stored (e.g. Firm / Rep / etc.)	Approximate Cost to Maintain	Any Known Deficiencies or Potential Improvements
Access on-line client information							
New account setup							
Imaging technology							
Document tracking / Submitting paperwork via the Edoc Delivery System							
Viewing commission and/or license information							
Automated trade execution and blottering							
Task completion wizard							
Searchable approved product guide							
Online policy and procedures manual							
Continuing education tracking							
Tracking completion of							

Complete 'Current State' Systems Integration Diagram



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Survey Your Reps / Advisors to Potential Areas of Improvement

13. What CRM software do you use?

	Response Percent	Response Count
Redtail	**27.6%**	**27**
Microsoft Outlook	26.5%	26
Junxure	6.1%	6
Advisors Assistant	5.1%	5
ACT!	8.2%	8
Salesforce	0.0%	0
Goldmine	2.0%	2
ACT4Advisors	1.0%	1
Ebix / SmartOffice	3.1%	3
None	20.4%	20
Other (please specify) Show replies		11

28. As it relates to 3rd party tools, where do you need the most help with training?

	Response Percent	Response Count
Albridge	21.7%	18
Streetscape (NFS Platform of Tools)	**26.5%**	**22**
NetX360 / NetXPro (Pershing Platform of Tools)	15.7%	13
Annuity Comparison Tool via VisibleChoice	22.9%	19
Financial planning software (e.g. MoneyGuide Pro, eMoney, Money Tree, etc.)	21.7%	18
Integrated client information with Laser App	10.8%	9
Other (please specify) Show replies		11

Benchmark Your Capabilities & Client Satisfaction to the Industry

	Leading Custodians & IBDs*	Very Satisfied	Somewhat Satisfied	Somewhat Unsatisfied or Very Unsatisfied	Notes
1	Schwab	46	40	14	LEADING CUSTODIAN
2	TD Ameritrade	38	43	19	Strong adoption of the Veo Mobile tool set
3	Fidelity	26	52	22	Announced major additions to platform in early '12
4	Pershing	24	51	25	Strong adoption of NextX360
1	Commonwealth	51	32	17	LEADING IBD
2	Cambridge	47	32	21	#2 vs. Commonwealth
3	LPL	35	43	22	Significant technology investments made
4	Woodbury	34	43	23	New to survey, but did well

	Very Satisfied	Somewhat Satisfied	Somewhat Unsatisfied or Very Unsatisfied	Notes
with Integration	18	61	21	Your advisors report being 'content' (i.e. somewhat satisfied).
with Ability / Expertise	24	66	10	Neither overwhelmingly positive or negative.

GET STARTED

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VENDORS: KNOWLEDGE OF MANY AND WORKING EXPERIENCE WITH MOST

We have implemented or assessed a majority of the leading platforms or software vendors in our industry. We are adept at vendor selection, working with the various custodial or clearing firm platforms, and/or integrating the implementation of solutions such as those below.

globalRELAY
EMC²
M&O Systems
SBOS Securities Backoffice Solutions, Inc.
Now from Symantec. LiveOffice AdvisorMail
MoneyGuidePro® Financial Planning SMARTware®
Financial Database Services
smarsh
Broadridge
eMoney Advisor
Morningstar®
Investigo® a division of Broadridge
SUNGARD® PROTEGENT
QUIK! Take the Work Out of Paperwork
NETX360™
salesforce
redtail technology
LASER APP SOFTWARE®
Streetscape™
SmartOffice®
ADVENT®
Docupace Technologies
DocuSign®
CASH EDGE
Pershing® A BNY MELLON COMPANY
ALBRIDGE™ AN AFFILIATE OF PERSHING
Laserfiche® Run Smarter℠
i|nautix. A BNY MELLON COMPANY
ADVISOR PRODUCTS INC.
XTRAC SOLUTIONS℠
NATIONAL FINANCIAL® A Fidelity Investments Company
ENVESTNET®
Fidelity WealthCentral®

STRATEGY BASECAMP
SELECTED PROJECT EXPERIENCE

CASE STUDIES

Technology Diagnostic and Strategic Technology Plan (Vendor Selection, System Integration, IT Roadmap, etc.). Provided a national independent BD/IA an assessment of their current technology offering. Provided a Gap Analysis comparing the firm to their competitors and also created a short term tactical action plan for the immediate six months. Managed the vendor selection and due diligence process. Focus involved integration of numerous systems across the new account establishment, forms population, document management, compliance / supervision, compensation, and performance reporting functions.

Managed the Development of an Independent BD/IA (Vendor Selection, System Integration). Assisted in building the operations, technology, and compliance functions of a newly formed BD/IA. Worked closely with a diversity of vendors (new account establishment, financial planning, CRM, document management, etc.) and partners such as custodians, clearing organizations, and turn key asset management platforms.

Assisted a Newly Restructured BD/IA in Selecting Vendors for an Interactive, Online "Dashboard" of Tools and Resources for Advisors. Process involved reviewing various vendors' products, services and clients. Arranged conference calls and demos for the firm's stakeholders and provided recommendations customized to the firm's budget and needs.

Managed the Vendor Selection and Implementation of a Compensation System at a National Independent BD. Worked with a large independent BD to perform due diligence on compensation system vendors and recommend a solution that best integrated with existing systems (such as new account establishment, performance reporting, existing proprietary data systems). Subsequently managed the customization and implementation of the new compensation system. Delivered the chosen solution on-time and below budget.

Performed the Due Diligence for an Acquisition of an Independent BD/IA. Reviewed business model, synergies, and risks of the target firm and provided feedback/insights on deal terms. Process involved interviewing personnel, reviewing pertinent firm information and discussing strategic integration of the purchase.

Assisted Independent Advisor Networks in Selecting BD/IA Partners. Process involved determining the needs from a BD/IA partner for the advisor network, filtering existing universe BD/IA firms for proper fit, evaluating technology platforms, and assisting in the review of the selected firm(s) and assisted as needed in negotiations.

Selected Organizations Served:

- National BD / IA with 400+ Reps / Advisors
- National BD / IA with 1,200+ Reps / Advisors
- National BD / IA with 7,500+ Reps / Advisors
- BD / IA offering Investment Banking Services
- Start Up National BD / IA
- Wirehouse / Insurance / Advisory Firm
- Multinational Bank with an Independent BD
- Multinational Insurance Firm with Multiple National Independent BDs / IAs
- National BD / IA with 1,000+ Reps / Advisors

Collectively, our principals and consultants have managed more than 100 strategy, operations, technology, compliance, and business development projects over the past 25 years. The projects and organizations noted above include some relevant projects completed by our principals prior to forming Strategy Basecamp. We have deep expertise in the independent financial services industry.

WE LEVERAGE PROVEN PROCESSES AND APPROACHES IN DELIVERING RESULTS

Our principals and consultants have experience consulting to a diversity of organizations ranging from start up entrepreneurial firms to Fortune 500 companies. We have served on the executive teams of multiple financial services companies in a variety of roles including COO, CTO, CMO, SVP of Technology, and SVP of Business Development. We leverage our practical experience to create a set of processes and templates that address some of the common project management pitfalls and make it easier for us to deliver repeatable results for our clients.

DETAILED TASKS / SCOPE / RESOURCE MANAGEMENT

COMPANY NAME

CRITICAL TASKS LIST

AS OF FEBRUARY 26th, 2014

Active Hit List: Critical Tasks for First Quarter 2014

#	Task	Owner	Target Date	Notes
1	Discuss creating a new rep due diligence form (e.g. finding out all OBA activities they have) and process.	SR	3/16	Related to the WSPs. We'll make sure we cover this process. There will be two components (1. The information we need to get and 2. How we do on-going registration, etc.).
2	Website: Review Vendor XYZ website proposal and make a decision re: whether or not to proceed with them.	PO / JR	3/18	Vendor XYZ is current web vendor. We will discuss proposal with AP today (2/26). Will ask for changes in prices (i.e. at least 20% lower) and timeline (i.e. 2 months faster).
3	Document Management: Discuss current document management system with Pershing, evaluate improvements to be made, and implement them.	SB / SR	3/24	Develop detailed follow up plan post the 3/21 call w/ Pershing/iNautix. The most important thing is that we write out how we maintain documents on-line and then write out the process.
4	On-Line Compliance Review: Evaluate compliance tools / report (provided via Pershing) that will be leveraged at Company XYZ	PO	3/27	This will be a key focus of trip to NY the week of 3/26 & 2/27. A Pershing Compliance Tools document has been developed and will review it next week.

Hit List: Items Completed

#	Task	Owner	Target Date	Notes

LEVERAGE STRATEGY BASECAMP RESEARCH PREVIOUSLY COMPLETED

STRATEGY BASECAMP

E-MAIL MANAGEMENT

April, 2014

E-Mail Management / Supervision / Archiving Vendors for Financial Service Companies

Strategy Basecamp understands the issues surrounding our industry's e-mail surveillance and archiving software vendors. We have helped clients take corrective action to address issues raised through recent regulatory action. We have worked with clients to select e-mail management vendors, transition to new e-mail vendors and ensure policies and procedures are in

STRATEGY BASECAMP

BUSINESS PLANNING | PROJECT MANAGEMENT | TECHNOLOGY CONSULTING

www.strategybasecamp.com
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