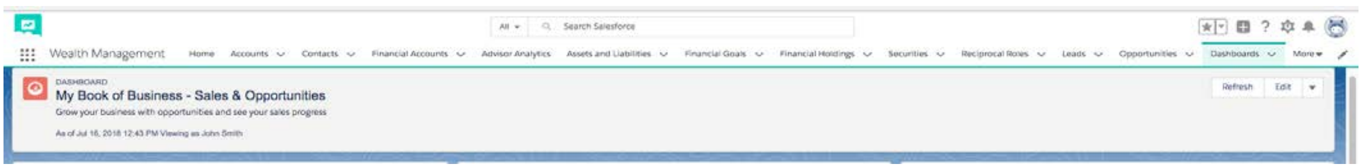
Salesforce.com Financial Services Cloud Overview

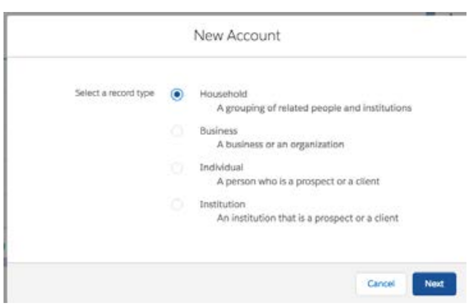
The following is a high-level overview of the Salesforce Financial Services Cloud. It was originally developed to support the needs of the Wealth Management industry but has since been expanded to support banking. While the data model will change over time with each major release, this will provide insight into the design.

<u>The Tabs</u> – You can structure the tabs in any order that you prefer. We typically will create a new App (application) and put the tabs in the order we want them. Here is an example of the order that our application has them listed.



<u>Account Tab</u> – When you are creating an Account, you have four options

- <u>Household</u> – When selected, you will be able to view the Household information on the Account tabs
- <u>Business</u> – When selected, you will be able to view the business information on the Account tab
- <u>Individual</u> – When selected, you will be able to view the individual's information on the Account and Client tab.
- <u>Institution</u> – When selected, you will be able to save information on the Account Tab



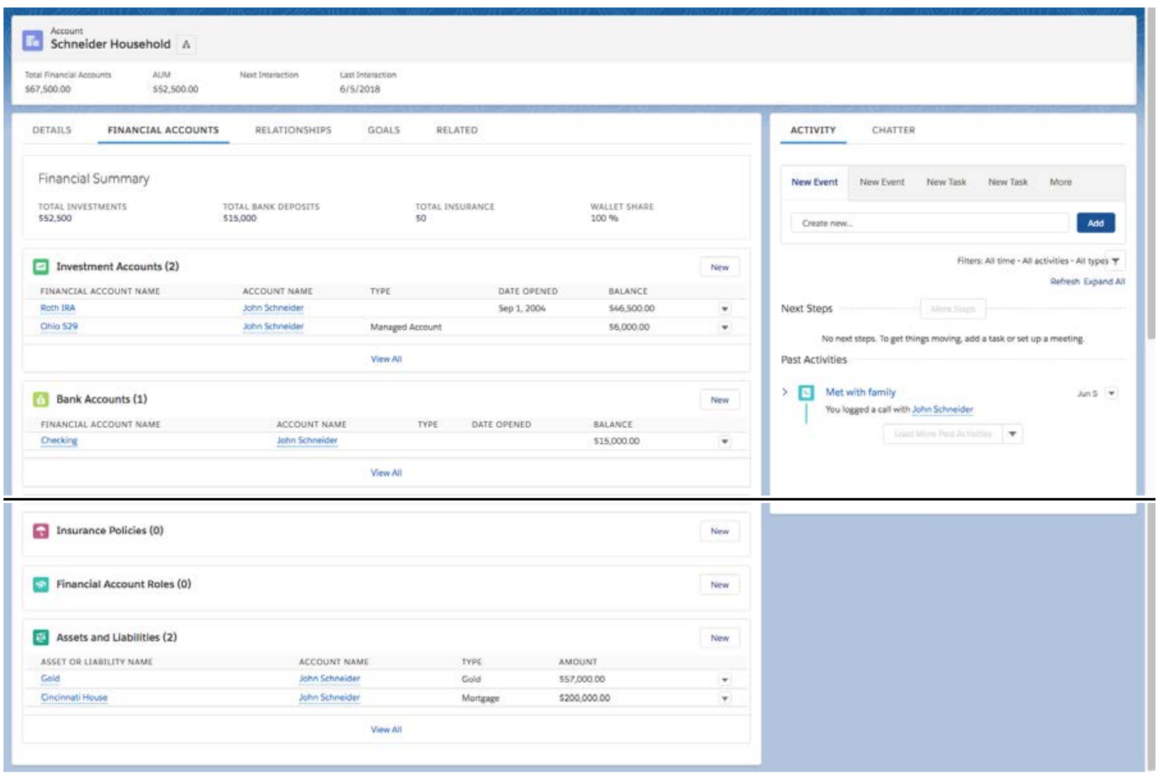
<u>Contact Tab</u> – This tab allows you to create and store contact information for people associated to businesses. If you sell to family offices, institutions, etc., you will want to store all of the company's employee information within the Contact Tab. If you create an Individual Account (Record Type), some of their information is stored on the Contact tab however you will view this Contact data on the Account record.

<u>Client Record</u> - These records contain a lot of information about your client (individual/household/business/institution) as well as all activities for each client. There are five (5) tabs that contain a lot of valuable information about the client. They are:

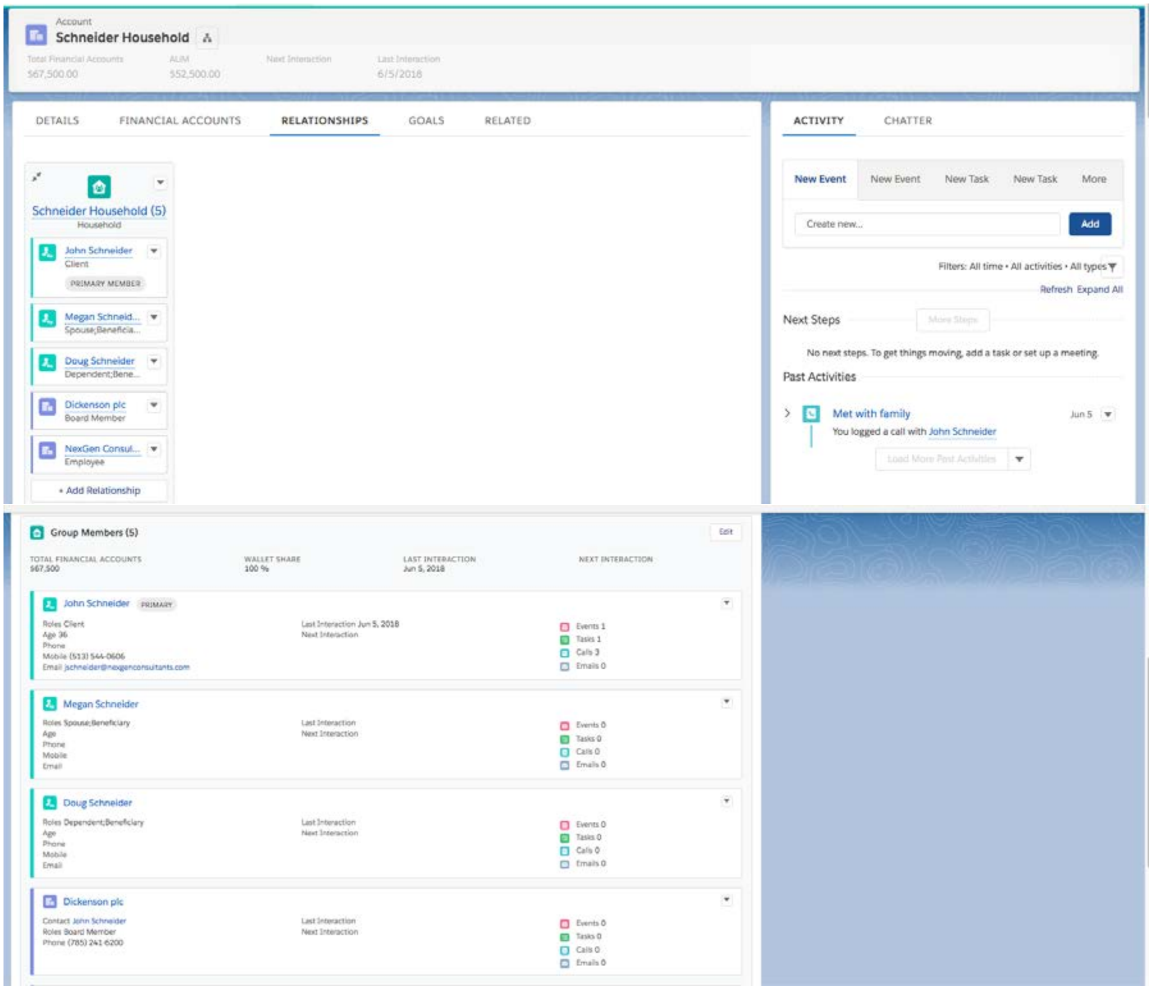
- <u>Details</u> – This allows you to see information such as birthday, phone, address, service levels, KYC information, employment information and a financial summary
- <u>Financial Accounts</u> – This allows you to see Investment Accounts, Bank Accounts, Insurance Policies, and Assets and Liabilities
- <u>Relationships</u> – This allows you to see all household members and related contacts
- <u>Goals</u> – This allows you to document and track progress on all individual goals
- <u>Related</u> – This allows you to track all opportunities, documents and other information

Based on the record type used, these tabs can change to display the most relevant information.

<u>Financial Accounts Tab</u> - On the picture below, you can see the various sections of the Financial Account section. With the various systems that can integrate with Salesforce.com, much of this data can be updated periodically with no manual intervention required.

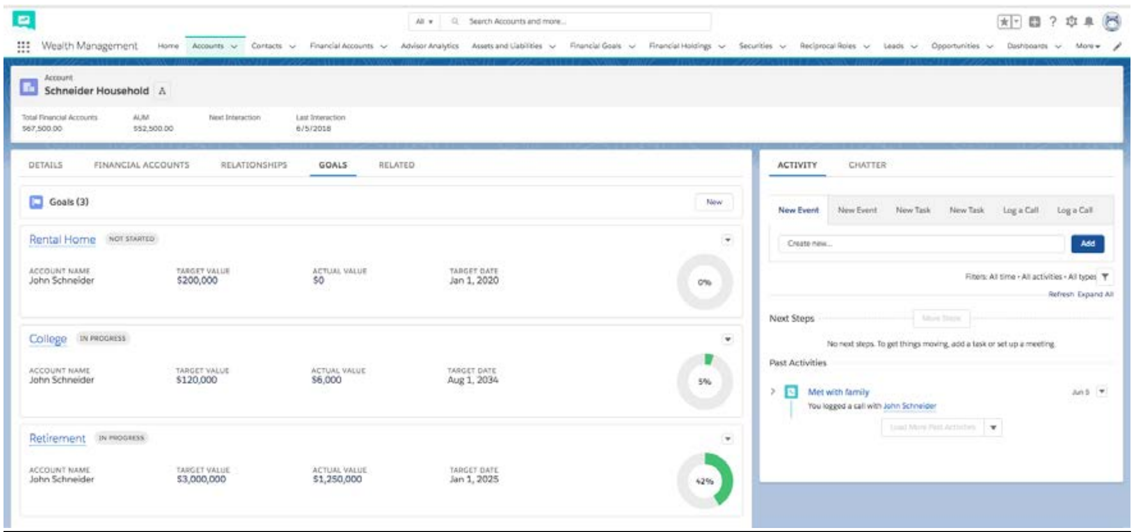


<u>Relationships Tab</u> – The Relationships tab allows you to link together household members as well as service providers such as attorneys, CPAs, etc. You can determine whether each household member's financial accounts, assets and liabilities, and financial goals should roll up to the household.

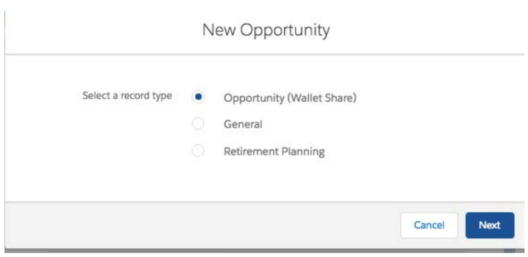


<u>Defining Relationships</u> – The data model of the Financial Services Cloud allows you to manage a lot of various relationships between your clients, contacts, partners, etc. When you relate two individuals together, you have to assign a Reciprocal Role to the relationship. There are a number of pre-defined roles that come with the system to leverage. If I want to relate myself to Sam Smith (my attorney), his role would be "attorney" and my role would be "client" in that relationship. By doing so, I will have visibility into all of the touch points with each individual, helping you better work with your clients.

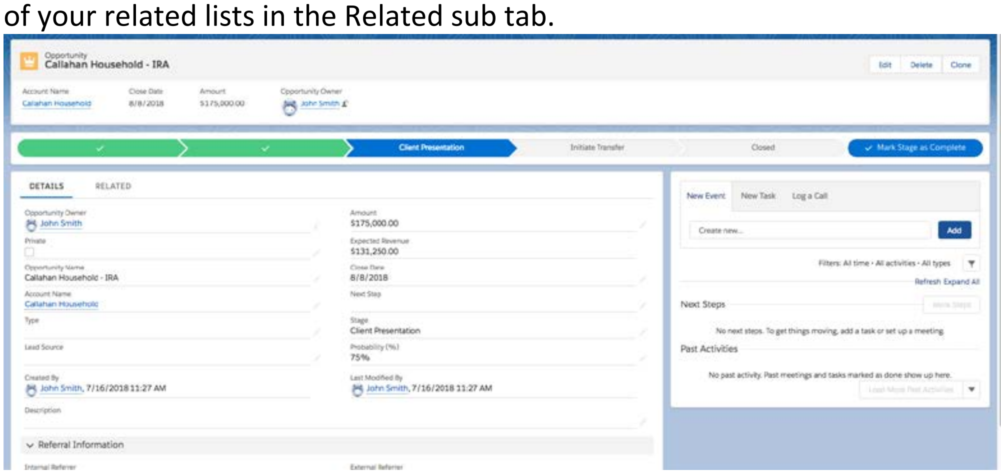
Goals Tab – This tab allows you to track all of your client's goals and their progress towards each goal. You can also track whether they have started, are in progress or completed the goal.



Opportunities - This allows you to forecast bringing on a new business or individual client as well as bringing on a new Financial Account for an existing business or existing individual client. There are three (3) standard Opportunity Record Types. They are:



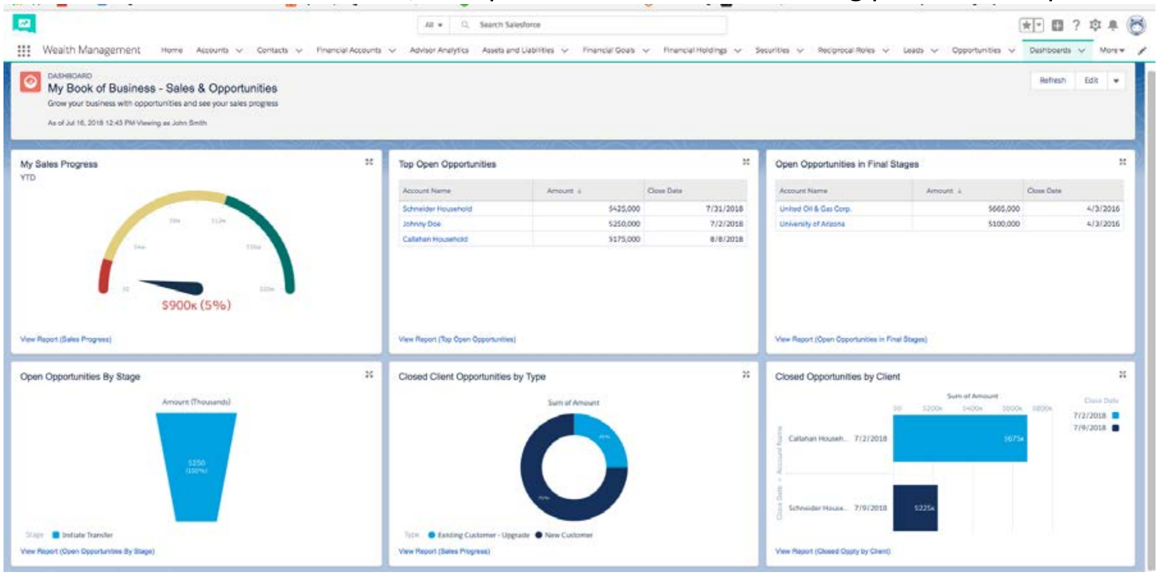
Once an opportunity is created, you will be tracking all of the details in the Details sub tab and have all of your related lists in the Related sub tab.



<u>Dashboards</u> – There are three pre-built dashboards that are available to you. They are:

- My Book of Business – Engagement Opportunities
- My Book of Business – Sales and Opportunities
- My Book of Business – Overview

As I click on the first dashboard, I am presented with the following pre-built components.



<u>Advisor Analytics</u> – There is a pre-built module that allows you to filter your client data to see a subset of your clients very quickly. By moving the bars (in green), your data below will change.