Albridge Filtering and Sorting

Key Benefits

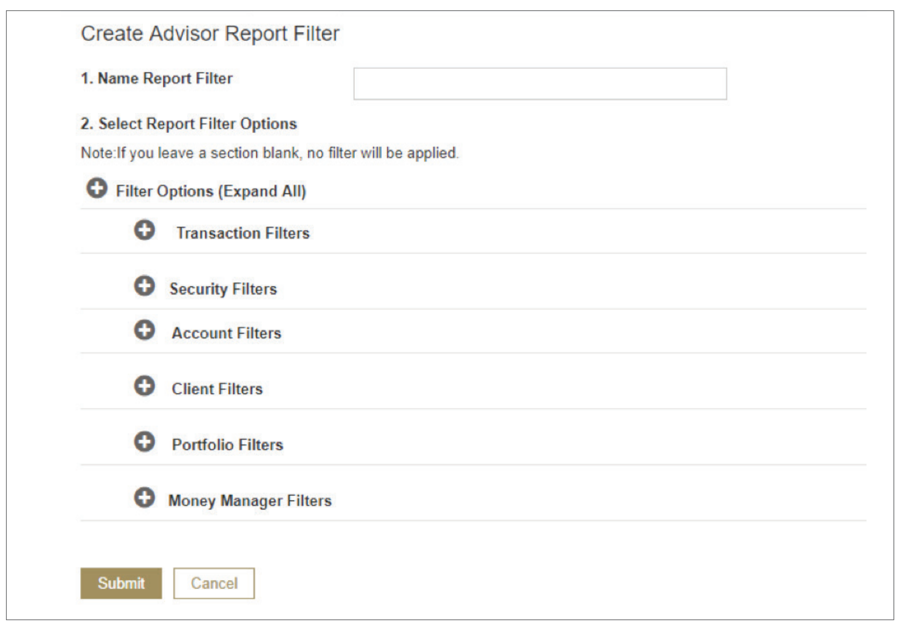
- Use filters to selectively mine data from advisor reports for a deeper level of business intelligence
- Discover asset gathering opportunities by identifying clients with uninvested assets
- Create customized report filters that can be saved for future use
- Provide advisors the ability to analyze investments as a whole or isolate investors/investments by specific characteristics

Mine hidden opportunities to gather assets

The ability for financial professionals to delve deep into their clients' financial information and analyze their books of business to uncover hidden asset gathering opportunities and provide better client service is one of the most valuable services financial institutions can provide.

Albridge Wealth Reporting's filtering and sorting functions provide advisors with an easy-to-use tool that helps them selectively pull, or mine, information from their books of business and quickly sort the mined information. A wide range of information including transaction, security, account, client and portfolio information can be analyzed as a whole, or advisors can isolate investors/investments by specific characteristics for a deeper level of business intelligence.

Albridge's advisor reports functions, Albridge's advisor report functions offer access to a comprehensive list of filtering options and can customize reports to their specific needs. For example, an advisor can use a Security Type filter to identify clients holding particular types of securities, such as clients having cash or money market positions. Advisors can use this information to identify clients with uninvested assets and to better allocate portfolios. Created filters can be named and saved to the system for immediate or future use.


Create Advisor Report Filter

1. Name Report Filter

2. Select Report Filter Options

Note:If you leave a section blank, no filter will be applied.

Filter Options (Expand All)

Transaction Filters

Security Filters

Account Filters

Client Filters

Portfolio Filters

Money Manager Filters

Submit Cancel

The Albridge Wealth Reporting Security Type filter can be used to find clients with cash or money market positions. Advisors can use this information to identify clients with uninvested assets and to better allocate their clients' portfolios.

Advisors can select and save criteria from five different categories:

- › Transaction filters allow a user to gather account and client information based on transactions placed or received into clients' accounts. These can be further refined by dollar amounts.
- › Security filters allow the user to run reports based on security type, share class, product company and security name.
- › Account filters include nine different criteria including segment, interface, account name and tax status.
- › Client filters are designed to filter clients by geographic location or other demographic criteria.
- › Portfolio filters apply only to the Portfolio by Assets Under Management (AUM) report and allow that report to be filtered down to specific attributes of the portfolios such as AUM and/or benchmarks.

For an even deeper analysis, the displayed information is presented in columns that are sortable by that field in ascending/descending order.

For more information

To learn more about Albridge Solutions, contact your client service representative (877) 252-9963 or sales@albridge.com

Albridge Solutions, Inc. is a leading provider of enterprise data management solutions that deliver a single view of an investor's broad range of assets. Our proprietary technology consolidates and reconciles client account and transaction data from hundreds of data sources representing banking, brokerage, insurance, retirement, managed accounts and more. Albridge provides the foundation for financial organizations to leverage a single source of information to power a number of mission-critical technology applications.

Pershing and its affiliates provide global financial business solutions to advisors, asset managers, broker-dealers, family offices, fund managers and registered investment advisory firms. A financial services market leader located in 23 offices worldwide, we are uniquely positioned to provide advisors and firms global insights into industry trends, regulatory changes and best practices, as well as shifts in investor sentiment and expectations. Pershing provides solutions—including innovative programs and business consulting—that help create a competitive advantage for our clients.

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