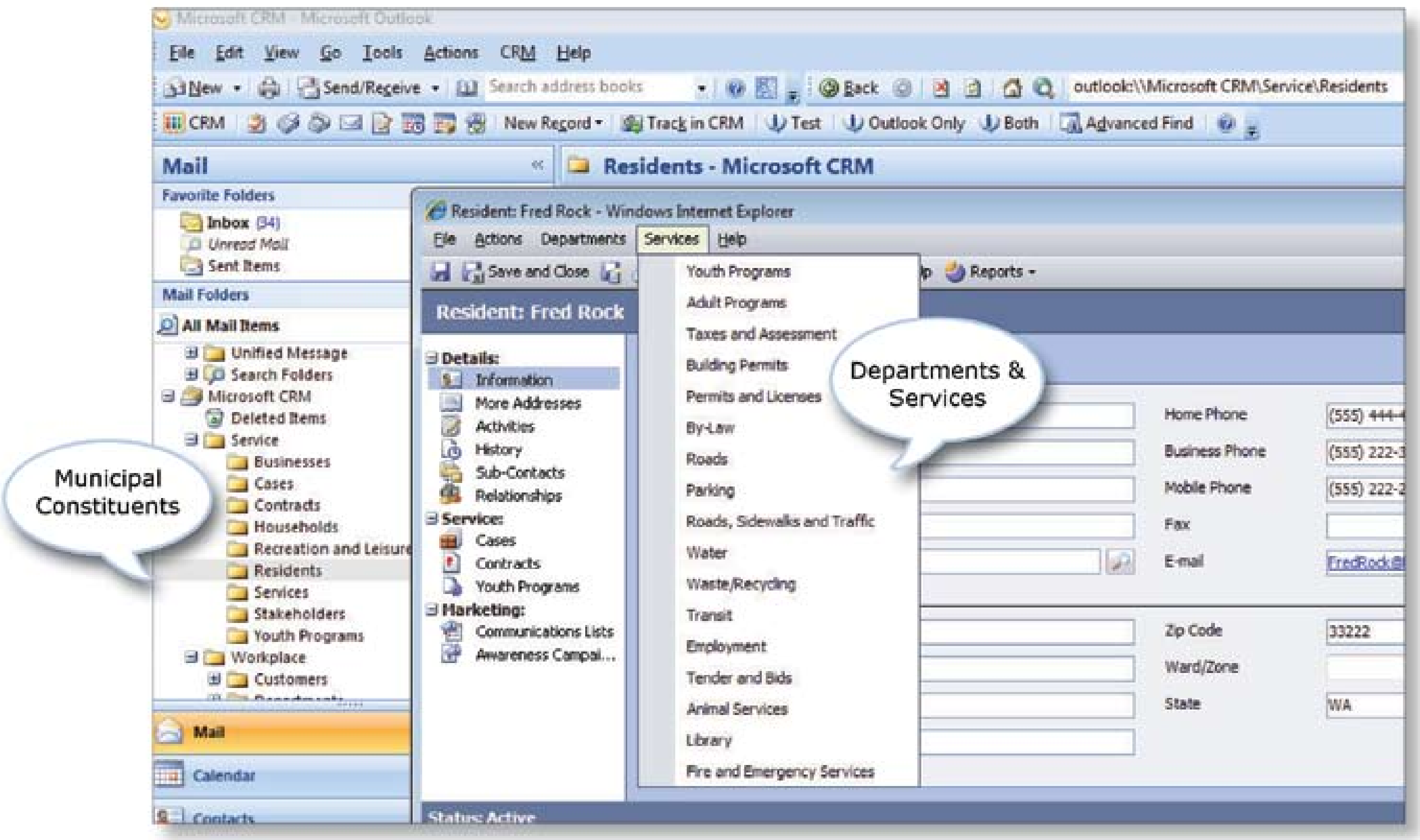
Microsoft Dynamics CRM

Financial Product Overview

"Creating a people-ready Financial Industry"

Microsoft Dynamics CRM - Creating a people-ready Financial Industry

Microsoft Dynamics Customer Relationship Management (CRM) solution is specifically tailored to the unique needs of financial services firms. CRM provides client profiling and risk management functionality, sales and forecast reporting. The seamless integration with Microsoft Outlook reduces non-value add work for advisors, management and administrative representatives.with Microsoft Outlook.



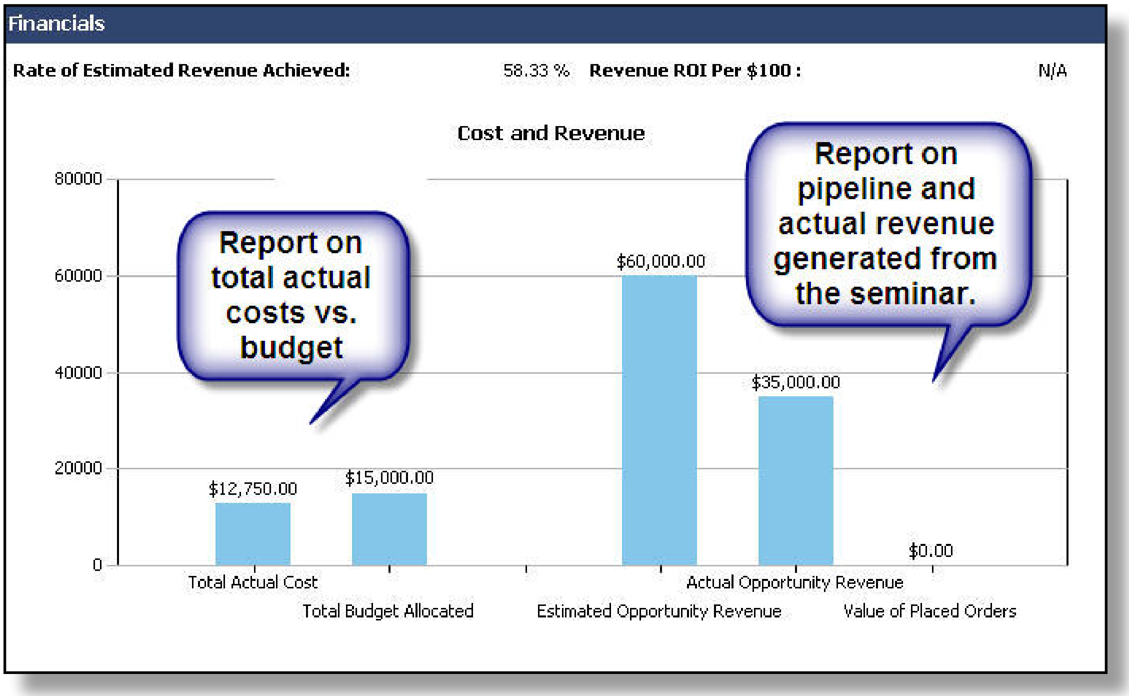
- **Build stronger client relationships by having easy access through Outlook to client profiles, relationships and portfolio holdings**
  Advisors and other professionals in a financial services firm have a number of client requests, meetings and follow up for their clients. Microsoft Dynamics CRM provides the ability to access all client information directly from Outlook and to easily log all emails, phone calls, tasks and appointments for a client.

- **Improve advisor productivity and client service by tracking all client activities directly through Outlook**
  Advisors need to manage and report on their opportunities for sales forecasting. Microsoft Dynamics CRM allows advisors to update their opportunities directly from Outlook. In addition, pipeline and forecast reports can be run from Outlook and easily exported to excel for analysis of all metrics.

- **Effectively manage marketing events and the tracking of referral sources to drive new business**
  Advisors and administrative assistants often have to access multiple systems to get a universal view of a client. With Microsoft Dynamics CRM, client profiles can be setup to include key center of influence relationships for a given client such as lawyers or accountants. Metrics such as client net worth and investment objectives can also be captured. In addition, portfolio holdings can be entered or integrated from the backoffice system providing a universal view of a client.

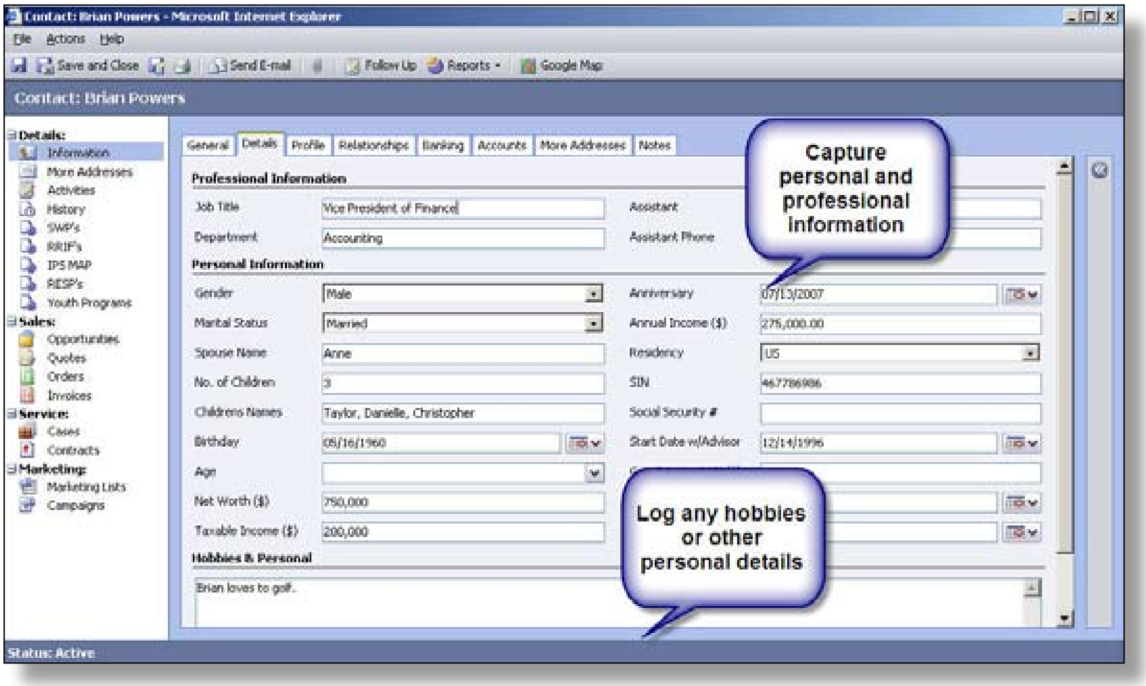
- **Drive better business results by effectively managing all leads and sales opportunities for pipeline reporting and sales forecasting**
  Financial services firms conduct a number of marketing events throughout the year such as seminars, golf tournaments, etc. It is often difficult to measure the return on the expenses of those events. With Microsoft Dynamics CRM, Marketing can setup campaigns to manage the invitee list, budget, responses and RSVPs. After the campaign, advisorscan update the campaign with all potential revenue generating opportunities. ROI and other metrics can then be reported for the event.

Role Based Scenario #1: Client or Prospect seminar to generate the opportunity to generate new leads, referrals and up-sell/cross-sell opportunities



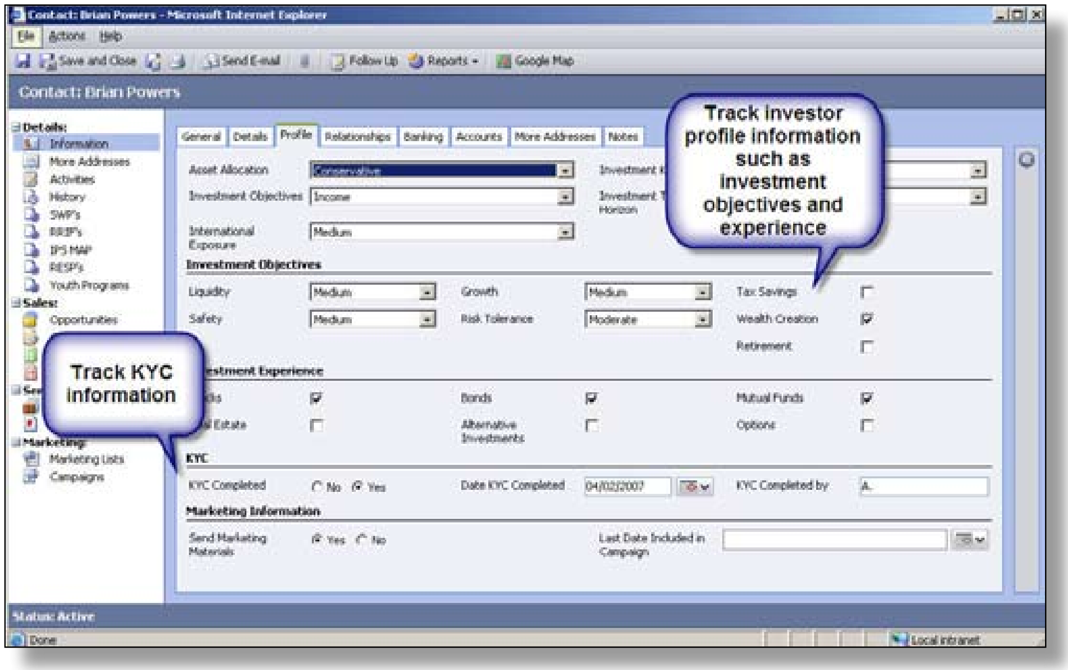
Role	Scenario Details
Admin	• Admin generate and manages a list of prospective attendees for seminar • Invitations are sent out via mail, email blast or phone campaigns • Admin logs and manages client/prospect responses • Event details and logistics can be tracked and managed in CRM • Admin makes follow up calls to non-response invitees and/or attendees for final confirmation
Prospect or Client	• Prospect and/or client will receive seminar invitation and details • Prospect either accepts or rejects invitation via phone, fax or email
Investment Advisor	• Investment advisor reviews, collaborates and validates seminar invitation lists to ensure accuracy and completeness • Investment advisor queries and reviews RSVPs and attendee lists as well as review prospect or client details or profile • Investment advisor conducts follow up or confirmation calls/emails • Investment advisor logs/inputs any post-event action items, updates or opportunities • Investment advisor conducts follow up activities and updates based on event
Management	• Management reviews, revises and approves event/seminar budgets and targeted attendees • Review reports on revenues obtained from event relative to cost and pipe line opportunities • Measure effectiveness of seminar approach and theme for marketing planning and budgeting purposes

Role Based Scenario #2: Scheduling a meeting with Prospect or Client with regards to new business opportunity



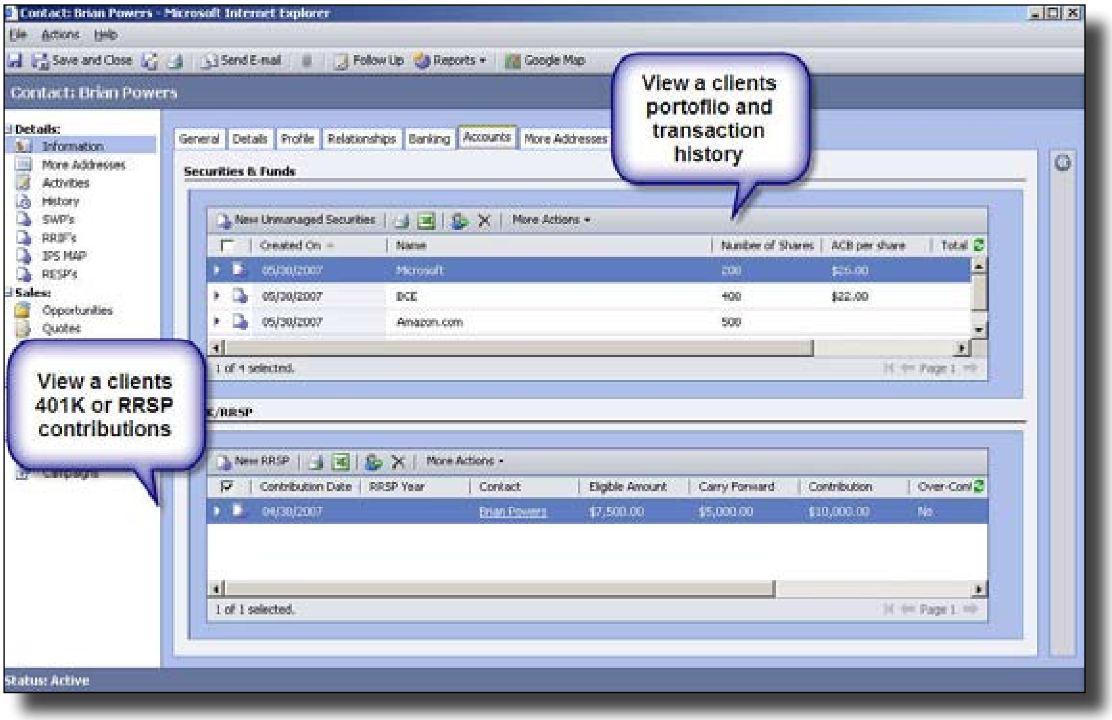
Role	Scenario Details
Admin	• Admin attempts to schedule an appointment or call with client or prospect • Admin qualifies client and/or prospect and capture relevant notes • Admin inputs appointment scheduling, client/prospect responses, com ments and books meeting or call • Admin may send out meeting materials and/or confirmation package to cli-ent/prospect in advance of the meeting • Conducts meeting closing/thank you call/ email to client/prospect
Investment Advisor	• Check meeting schedule/calendar and confirm meeting with client/pros-pect • Conducts meeting with client/prospect • Logs in meeting notes, action items (for themselves as well as other stakeholders/team members) and other relevant information • Update client/prospect profile (investment characteristics, risk tolerance, etc) and opportunity • Update territory plan and pipeline • Conducts meeting follow up/closing call/email to client/prospect
Management	• Tracking call, meeting booking and sales activities relative to plan • Monitoring and measuring sales effectiveness and productivity in order to identify areas of improvement • Issue or opportunity escalation

Role Based Scenario #3:
Handling customer inquiry regarding investment performance



Role	Scenario Details
Client	• Client contacts investment advisor or admin concerning the lack of performance on a particular investment • Client requests to speak to a senior investment authority to explain recent performance and whether the investment should remain in the client's portfolio
Admin	• Admin would review relevant client file and history to better understand issue and/or resolution options • Admin records contents of the inquiry in client's file • Admin would forward issue to sales manager and/or other senior investment stakeholders with a request for them to contact client to discuss • For assigned issues or complaints, admin ensures that all assigned follow up and action items have been completed
Investment Advisor	• Investment advisor would review relevant client file and history to better understand issue and/or resolution options as well as to review any out standing or significant issues prior to contacting/meeting clients • Investment advisor would obtain client investment plan (asset allocation model) as well as any relevant research or information on investment • Investment advisor would follow up with client in attempt to resolve issue • Investment advisor updates issue or complaint resolution content • If issue requires escalation, Investment Advisor forwards or creates an activity for Management to review, respond and resolve issue/complaint
Manager	• Reviews summary of critical issues for decisioning or client follow up • Decision, client follow-up and/or complaint resolution activities is tracked, updated and communicated to all stakeholders involved in the particular (or related) issue or complaint process • Management may agree to arrange a conference call or presentation for concerned investors and invite senior investment and analyst stakeholders to address performance concerns and questions (process similar to Scenario #1) • Monitors and measures customer complaint or issue management process

Scenario #4:
New account setup and prospect or client profiling

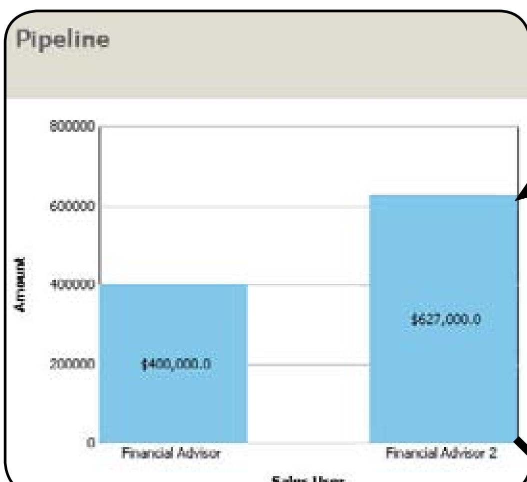


Role	Scenario Details
Prospect	• Prospect meets with Investment Advisor to discuss investment program and determine fit • Prospect agrees to do business with Investment Advisor • New Client fills out applicable forms and point of sale documentation
Client	• Advisor conduct periodic (annual, semi-annual or quarterly) review of client portfolios and profile
Investment Advisor	• Reviews the complaint in the task list. And makes a decision • Compiles information • Updates existing prospect or client profile and/or preferences (including centre of influence and relevant relationships) • Develops and incorporates client account management or review plan (outlining call/meeting frequency and themes) • Updates to profile, investment objectives and recommended asset allocation or portfolio model are reviewed and signed off by client • Set up and implement investment account(s) • Passes on general client data/information to admin for processing/inputing
Admin.	• Inputs client information (contact info, family, financial goals, investment history), application or point of sale information into admin system(s) • Captures center of influence and relationship information into client file • Processes investment account and point of sale documentation • Incorporate call plan or account administration activities into schedule
Management	• Monitors new business activities and revenues • Reviews new client profile and revenue potential relative to benchmark or targeted objectives • Provides mentorship and coaching regarding client management and revenue opportunities

Financial Services Customer References

Reporting and Analytics

Financial Services metrics provide improved visibility into performance with graphical views along with the ability to drill down to details. Financial specific metrics provide improved visibility into performance with graphical views along with the ability to drill down to details.



Key Financial Metrics:

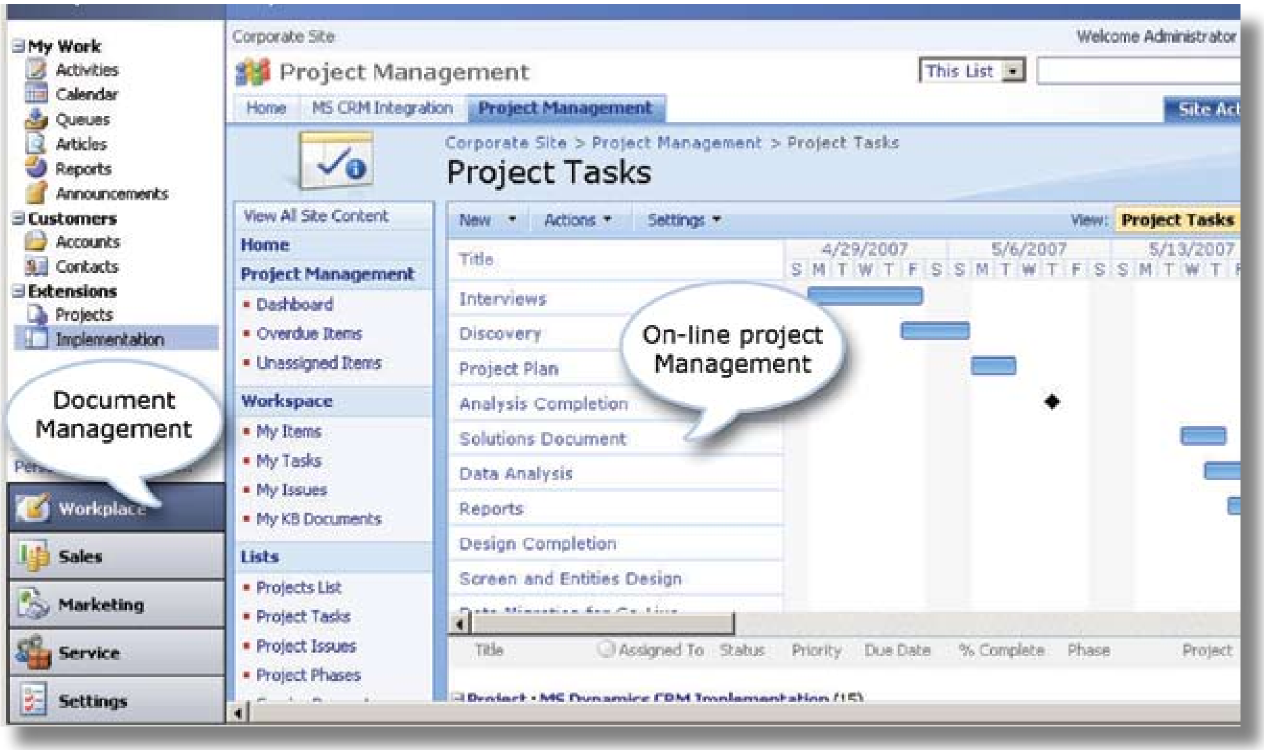
- Number and age of qualified opportunities and leads
- Redemption and lost clients during a period
- Resolution metrics, e.g., time of response, customer satisfaction, accu racy of response, number of client inquiries or requests
- Win/Loss metrics (business won from competitors versus business lost) as well as why the business was won or lost
- Product performance and/or ranking compared to peer/benchmark or Industry groups (returns investment, cost, assets)
- Compliance/Regulatory statistics relative to customer preferences (con tact/communication preferences)
- Lead Generation activity management – number of leads to sales
- Campaign performance and effectiveness (mail versus call, etc)
- Sales cycle/activity management metrics (Quantity & Percentages of)

New | More Actions

Opportunity Type	Est. Revenue	Est. Close Date	Owner
Silver Client	$200,000.00	07/31/2007	Financial Advisor
Gold Client	$200,000.00	08/31/2007	Financial Advisor
Gold Client	$20,000.00	06/30/2007	Financial Advisor 2
Silver Client	$789,709.00	09/30/2007	Financial Advisor 2
Gold Prospect	$500,000.00	07/31/2007	Financial Advisor 2

Project and Document Management

The On-line Project View (OPV) SharePoint Project Management Portal both an on-line project management tool as well as document management system for organization-wide collaboration.



Executive Summary

Customer Relationship Management (CRM)

- Software designed by Microsoft for the unique needs of Canada's municipalities
- Saves time with initial setup, and incorporates the "best practices' from Canada's leading wealth and asset management firms.

The Power Of Choice (Delivery and Financing options)

- Microsoft Dynamics CRM allows you the choice of either a hosted CRM model (CRM live) or the traditional on-premise model
- Microsoft can finance your complete implementation of Microsoft Dynamics CRM, (software, services and hardware) for a low monthly payment.

Rapid Implementation

- Runs out of Microsoft Outlook (easy to use, easy to train)
- Online Project Management tools written in Microsoft SharePoint with attached training materials and trainiing videos.

Company

- Microsoft has spent $20 billion dollars on the release of new products available in 2007-2008 (now available to Canadian Financial Services Organizations)
- Vox – Microsoft's CRM Partner of the year, a long history of CRM implementation excellence.

Regional Support

- Local support to help you during your initial implementation and thereafter.
- Free training for existing customers at our customer workshops and User Group Meetings.

Microsoft CERTIFIED Partner

2007 MICROSOFT DYNAMICS™ CRM
EXCELLENCE AWARD
Partner Marketing

Microsoft CERTIFIED Partner

2006 MICROSOFT DYNAMICS™ CRM
EXCELLENCE AWARD
Microsoft Business Solutions

"Vox Wireless is Microsoft's 2007 Worldwide CRM Partner of the year. With 70 employees and 6 offices across Canada, they single-handedly account for some 45% of all Microsoft Dynamics CRM implementations in that country, and average 5 new implementations each and every month."

Microsoft Case Study

VOX Wireless
Creating people-ready businesses

www.voxwireless.com
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