

SmartOffice®

Premier Edition for
Financial Advisors



SmartOffice Online® helps
growing firms turn new business
into long-term relationships

SmartOffice®

Premier Edition for financial services entrepreneurs

Your business has evolved to include an expanding clientele, an increasing number of business systems, and a larger staff. To manage this growth, you need a technology solution that addresses your changing needs and provides the flexibility and power to support your business today and far into the future.



Tie it all together to support your growing business

SmartOffice Premier Edition enables growing firms to manage multiple lines of business and a large number of clients from anywhere, anytime — all while increasing the personal level of service that secures your position as your clients' most trusted financial advisor.

An easy-to-use, industry-specific software solution, SmartOffice is designed to help you tie together the diverse pieces of your business — people, process, and systems. SmartOffice enables you and your staff to share information from a centralized database. As a result, your entire office can do business faster, and build and maintain strong client relationships that drive more business.



"SmartOffice is a money making software package. It will make your life easier, faster, and better by helping you promote new business, service and maintain your existing clients, and grow your practice."

Gary Schwartz

President, Madison Planning Group, Inc.

Grow your firm with valuable business benefits



SmartOffice Premier Edition gives you the tools you need to excel in the areas most critical to your business growth:

- **Marketing & Sales:**
Identify and act on opportunities with new and existing clients
- **Customer Service:**
Deliver consistent value to retain happy clients and generate referral-based growth
- **Reporting:**
Provide your clients with consolidated financial reports
- **Compliance:**
Reduce the liability and exposure of your firm and control your sales processes and practices
- **Business Value:**
Optimize the value of your firm by creating an organized, manageable, and collaborative framework for your business

“The biggest advantage of SmartOffice is that, because it’s web-based, I can use it from anywhere. As a busy advisor, I knew this could double — or even triple — the benefits of the solution compared to my old system.”

Peter Gaines, CLU, ChFC
Integrated Financial Partners



SmartOffice®

Software designed for the way you do business

With growing business pressures, you need much more than just contact management. You need a solution that can tie together your entire business, leveraging information from a variety of sources to help you streamline financial services business processes, ensure

compliance, execute effective marketing programs, and exceed your clients' customer service expectations — all while driving sales to an all-time high. Designed by top advisors to meet your specialized needs, SmartOffice Premier Edition delivers proven results.

SmartOffice Premier Edition

Financial Advisor Package*

Includes features to support the specific needs of your growing advisory practice

- **Client Data Tracking & Searching**
Quickly access and use all of your valuable client information
- **Calendar & Activity Management**
Manage all of your activities in one easy-to-use repository
- **Microsoft Office Integrations**
Outlook, Word, and Excel can be used from within SmartOffice to save time and improve workflow
- **Household Tracking**
Group members together to easily produce consolidated financial reports
- **Marketing Management**
Drive more business with effective marketing campaigns
- **Investment Tracking**
Easily track and manage client assets to help grow a profitable managed account business
- **Investment Data Download**
Get investment transaction and position information from Albridge, DST, Pershing, etc. downloaded directly into SmartOffice
- **Policy Tracking**
Manage all types of policies, including share balances for variable life policies
- **Management Reporting**
Create reports to quickly determine where process improvements are needed across the firm

Optional Modules*

Additional tools to address specialized requirements

- **Mobile Access**
Access SmartOffice wirelessly from your PDA or laptop computer
- **Software Integrations**
Share data with needs analysis, illustrations, and forms software at the touch of a button
- **Additional Data Downloads**
Download investment data from Albridge, DST, Pershing, Fidelity, and others
- **Sales Opportunity Tracking**
Ensure every sales lead reaches its full potential
- **Online Client View**
Give your clients online access to their portfolios via a secure web page
- **Seminar Tracking**
Manage every aspect of event planning to ensure successful seminars

*Please see the Features Overview for additional information.

Getting started is as easy as 1-2-3

Step 1:

Convert your existing data

Fast, accurate data conversion from your existing software is the key to helping you get the most from SmartOffice right away. E-Z Data offers standard conversions from a variety of systems, including Client Data System (CDS), ACT, Advisor's Assistant, FDP Contact Partner, GBS, Goldmine, and Microsoft Outlook. We can also convert your data from most any other database system.

Step 2:

Learn the SmartOffice basics... and more

SmartOffice users can start accessing the system as soon as your license is activated. And while many of the features are intuitive, you'll want to take advantage of the available training options to be sure you get the most from every system feature.

■ SmartStart Training

SmartStart is a pre-packaged, role-specific curriculum designed to help your team quickly and easily learn the most valuable features of SmartOffice. SmartStart gives users confidence in the solution and helps them start seeing benefits right away — all at no additional cost.

■ On-Demand Online Training Library

SmartOffice comes with an extensive library of online training videos that can be accessed from your own computer 24/7. Pre-recorded courses — from introductory concepts to advanced concepts — provide the guidance you need to get the most from your SmartOffice solution.

■ Instructor-Led Online Training

For teams kicking off an office-wide SmartOffice implementation or for periodic refresher courses, you may prefer a tailored, interactive training session in which students follow along with the instructor from the comfort of their desk.



"E-Z Data offers online training, which we've used to train on specific functionality, but in general the solution is so intuitive that most users are able to just turn it on and dive right in."

Marlon Branscomb
J-Mar Associates

Step 3:

Let E-Z Data hold your hand

No matter how user-friendly a solution is, learning a new system can sometimes feel daunting. That's why E-Z Data offers unlimited access to its experienced, knowledgeable, and friendly support team. You can contact the support team via telephone, e-mail, or fax to get the answers you need, when you need them.



SmartOffice Premier Edition — Financial Advisor Package

Features Overview

Client Data Tracking & Searching

With the ability to quickly and easily navigate your data in SmartOffice, you can use this wealth of information to track and search for information better than ever before.

Easily and quickly search for individuals or businesses by partial name, lead source, phone number, or social security number.

Maintain a detailed, online record of client and account information, including personal, family, business, key relations, and household data. Capture and log notes, e-mail text, appointments, phone calls — even electronic and scanned documents — and attach them to the client's SmartPad™ record in SmartOffice.

Get a consolidated view of all assets, investments, net worth, financial goals, accounts, letters, and existing policies for individuals, households, or group beneficiaries.

Calendar & Activity Management

SmartOffice gives you the power to manage all of your activities in one easy-to-use repository. The integrated online calendar provides day, week, and monthly views, group and resource scheduling, and appointment and event planning.

- Schedule and track the history of all client activities and quickly view unfinished or overdue projects.
- Easily log appointments, phone calls, projects, and associated action items, and receive optional prompts for scheduling follow-up activities.
- View a daily, weekly, or monthly itinerary to easily schedule events such as team meetings and other critical business activities.

Microsoft Office Integrations

SmartOffice is integrated with Microsoft Office products, including Outlook, Word, and Excel. SmartOffice automatically posts outgoing and incoming Outlook e-mails to each client's SmartPad, providing a complete communication history — including all attachments — without the hassle of double entry. To simplify the reporting process, reports run in SmartOffice can be moved directly into Excel.

Household Tracking

Use your existing client data to create unique households. By easily grouping members together, you can quickly build detailed financial reports for each household, including a consolidated view of policies, investments, accounts, letters, and policy claims from people who are associated as a family or group of beneficiaries. Get visibility to household income, assets, net worth, and financial goals.

Marketing Management

Leverage the valuable information in your SmartOffice database to drive more effective marketing campaigns. From list generation to mass e-mail and direct marketing to campaign management, you can create more value and drive more business.

- Cross-reference various kinds of information using dynamic filters and customized sets to target marketing campaigns to the best possible demographic.
- Define unique contact sets to generate specialized campaigns, then distribute via printed mail-merge letters or broadcast e-mail/fax based upon the recipient's preferred communication method.
- When used with Sales Opportunity Tracking, you can easily track and measure the impact of each marketing campaign by tracking the number of leads generated, who they were assigned to, and their current stage in the sales cycle.

Investment Tracking

Grow a profitable managed account business by easily downloading financial data from leading data providers at the touch of a button, and then exporting client accounts and positions to popular sales illustration and needs analysis programs. The Asset Allocation feature helps manage assets, identifies when a client's assets are out of balance, and alerts advisors when accounts need rebalancing.

Investment Data Downloads (*Select One*)

Work faster and smarter by getting investment transaction and position information downloaded directly into SmartOffice where it can be used for client service, reporting, and marketing — all without redundant data entry. Downloads are available for Albridge, DST Fanmail, Pershing, National Financial/Fidelity (NFS), Raymond James, Linsco Private Ledger (LPL), and TD Ameritrade. For a complete list of available downloads, go to www.ezdata.com/partners.

Policy Tracking

Use your knowledge to make informed recommendations. Leverage SmartOffice to track Life, DI, Medical, LTC, Annuity, Group, Auto, Homeowner, and Umbrella policies. View policy information globally or by individual group or household, as well as track the purchase or sale of subaccount shares for variable life policies.

Management Reporting

Easily create standard and custom management reports to provide visibility into operations. From the amount of sales activity taking place, to new investment dollars being acquired, to the flow of pending cases through the firm, advisors can gain an understanding of where to focus their attention.



Optional Modules

Mobile Access

Access the power of SmartOffice from your PDA or laptop computer. Manage your calendar, keep track of contact information, capture meeting outcomes, map directions, and quickly locate policy and investment information for each client.

Software Integrations

SmartLink for Financial Profiles+ combines the power of both solutions, eliminates redundant data entry, and provides consolidated views of key contact activity and related business information, along with detailed analysis and summaries, all in an easy-to-use format.

SmartLink for LaserApp pulls client data directly from your SmartOffice database and automatically enters the right information into the associated fields in the financial forms you use every day.

SmartLink for QuickForms! eliminates redundant data entry by leveraging your SmartOffice database to automate the form-filling process, saving you valuable time.

For a complete list of available integrations, go to www.ezdata.com/partners.

Sales Opportunity Tracking

Track and manage every sales opportunity. A detailed Opportunities Dashboard gives management instant visibility into each opportunity to determine the best course of action. Views include opportunity-specific activities and communication, where each opportunity falls within the sales pipeline, and how actual results compare to the sales forecast.

Online Client View

Leverage the power of the internet and your SmartOffice solution to publish your clients' detailed policy and investment portfolio information to a secure web page, giving them the information they need to make important decisions — day or night, seven days a week.

Seminar Tracking

Easily manage every aspect of event planning — from initial marketing outreach, to follow-on communication, attendee registration, on-site planning, and lead tracking and follow-up.

“Other financial advisors are always impressed by the fact that we have over \$400 million under management and only eight full-time employees. Without our E-Z Data solution, managing that level of business could take 15 people or more.”

Mark J. Smith
M.J. Smith and Associates

SmartOffice®

Software designed
for the way you do business

Already Using SmartOffice Professional Edition?

If you've outgrown your SmartOffice

Professional Edition, upgrading to

Premier Edition is fast and easy.

Designed as a flexible, modular solution,

SmartOffice gives you the ability to

choose the tools you need when you

need them to address your evolving business

requirements. Simply upgrade to Premier

Edition to add new valuable capabilities —

with no needed data conversion.



ABOUT E-Z DATA

E-Z Data, Inc., established in 1986, is a leading provider of front-office systems for insurance companies, banks, broker-dealers, general agents, agents, and financial advisors. E-Z Data solutions are used by more than 100,000 advisors worldwide and over 50 leading financial services companies, including HSBC, MetLife, National Financial Partners, Prudential, and Securian. The company's domain expertise, coupled with mature, industry-specific business solutions, results in consistently successful customer implementations.

To learn how SmartOffice helps established advisors grow their firms,
call 800-777-9188 or go to www.ezdata.com.



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