

SmartLink for Pershing

Download the most current investment data directly in SmartOffice

Managing, tracking, and reporting on your clients' investment data is critical as you strive to grow your business. But loading investment data for your entire book of business can be a challenging and overwhelming task.

SmartLink for Pershing, an add-on adapter to Ebix CRM's SmartOffice®, gives you control over this process, enabling you to be more effective and productive, and helping you better manage existing clients. As a fully integrated product within the SmartOffice platform, SmartLink for Pershing interacts seamlessly with the SmartOffice contact management and information management features, giving you the power to load investment information and create a wide variety of valuable client holding and portfolio reports.

DATASHEET

- Gain visibility into the latest investment data for every client (account, position, and transitions)
- Increase your reporting capabilities
- Import data files from Pershing (using Xlate software) directly into SmartOffice
- Track and modify investment data from SmartOffice
- Increase productivity and accelerate processing time by reducing manual data entry

Leverage the Power of Automated Data Entry

SmartLink for Pershing gives you the power to upload data files from Pershing Info-Direct or your broker dealer directly into your SmartOffice database. What does this mean to you? Because the solution handles up to 95% of the day-to-day data entry and updating requirements, you can free up your support personnel to service your clients. And with SmartLink for Pershing, you'll have access to the most current investment data — so you can deliver an even higher level of value to every one of your clients.

With easy access to the most current investment information for each client, you can easily prepare detailed investment reports for your clients from your SmartOffice desktop.

As of February 28, 2009 Prepared on March 24, 2009

Consolidated Investment Summary By Asset Class

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Assets	Account #	Maturity Date	Quantity	Cost	Current Value	Gain/Loss	Percent of Position
Cash Equivalents							
Cash	00234567959		62,250.00	60,000.00	62,250.00	2,250	2.91%
Cash Equivalents Subtotal			60,000.00	60,000.00	62,250.00	2,250	2.91%
Corporate Bonds							
ATT B & 2010	00234567959		136,818.18	130,000.00	136,339.80	6,340	6.47%
Corporate Bonds Subtotal			130,000.00	130,000.00	136,339.80	6,340	6.47%
Government Bonds							
Federal Natl Mtg Assn Mtn	00234567959		79,020.08	80,000.00	80,143.86	144	3.75%
Government Bonds Subtotal			80,000.00	80,000.00	80,143.86	144	3.75%
Large Cap Growth							
AIM Growth Fund	00234567959		4,383.56	90,000.00	84,252.05	4,252	3.94%
Total Coverage-Growth	P925186		59.87	1,300.80	958.53	-342	0.04%
Total Coverage-Income	P925186		1,869.67	20,000.00	70,515.40	50,515	3.30%
Total Coverage-Performer	P925186		2,340.78	95,000.00	82,512.50	47,513	3.86%
Total Coverage Subtotal			56,300.00	56,300.00	153,886.43	97,586	7.30%
Large Cap Growth Subtotal			136,300.00	136,300.00	236,228.48	101,928	11.15%
Large Cap Value							
Amgen Corporation	00234567959		794.12	54,000.00	59,040.18	5,040	2.80%
AT&T	00234567959		2,248.84	58,200.00	62,045.52	3,846	2.90%
American Century High Yield A	00234567959		1,659.10	18,250.12	10,818.25	-7,432	0.50%
American Century High Yield A	84482		3,278.09	92,180.00	20,079.80	-71,200	0.08%
American Skandia-AST AIM	4881208		2,288.82	54,340.00	64,750.72	10,411	3.03%
Balanced							
American Skandia-Emergreen VA	4881208		3,584.75	74,555.00	67,015.32	-7,540	3.13%
Global Lds.							
American Skandia Subtotal			128,865.00	131,780.04	131,780.04	2,871	8.16%
Large Cap Value Subtotal			87,525.12	87,525.12	285,349.76	-86,175	13.34%
Personal Assets							
488 S. Oakland Avenue			688,750.00	1,250,000.00	591,250	58,42%	

SmartLink for Pershing provides these valuable features:

- > **Real-time Data Downloads** via automatic Internet updates ensure you have access to the most current account data.
- > **Seamless Integration** with the SmartOffice SmartInvestments module gives you easy access to information, more reporting options, and access to industry-specific features such as Asset Allocation or third-party applications such as Morningstar — all to make your job easier.
- > **Clear, Concise Reports** enable you to provide your clients with the high quality, accurate reports they expect.
- > **Error-Reconciliation Capabilities** make it easy to identify and correct incoming data errors from Pershing.

Take the next step toward superior service, greater growth, & better business:

- SmartOffice® Professional Edition for Insurance Agents
- SmartOffice® Premier Edition for Financial Advisors
- SmartOffice® Premier Edition for Brokerage General Agencies

To learn more about the SmartOffice solution designed for your business,

call 800-777-9188 or go to www.ezdata.com.

Combine the power of direct Pershing downloads with SmartInvestments to create graphical account summaries.

