

## Frequently Asked Questions

### Q: Who is SS&C Advent?

A: From portfolio management through trading to reconciliation and reporting, SS&C Advent is a leading provider of services and software for the global financial services industry. Delivering a comprehensive, integrated set of solutions spanning the complete investment process, we are laser-focused on helping you make better informed decisions, work more productively, and serve your clients more effectively.

### Q: What is Black Diamond?

A: Black Diamond is one of SS&C Advent's leading investment and financial technology solutions providing cloud-based, innovative capabilities to advisors and wealth managers. The Black Diamond wealth platform provides advisors a purposeful suite of tools – from portfolio management to reporting to client communications and more – to manage their client's complete wealth picture. Our award-winning solutions eliminate boundaries and empower clients to maximize their time and minimize business risks.

### Q: How do advisors benefit from Black Diamond?

- Mobile-friendly platform that provides clients 24/7 access to all of their financial data at their fingertips, increasing transparency and trust
- The Black Diamond Investor Experience lets client see their complete wealth picture all in one place
- Business Intelligence and advisor dashboards help firms understand how the business is doing a glance, from top to bottom
- Automated workflows and two-way integrations with custodians and vendors give advisors more time to focus on what is most important – serving clients.
- Data mining capabilities allow firms to leverage daily aggregated, reconciled data quickly and easily
- Extract the answers needed, using data advisors can trust for accuracy
- Outsourcing of daily reconciliation and auditing to the asset level
- Have the flexibility in alternative reporting with customizable dashboards and settings
- The platform has an extensive integration network
- Comes with a unprecedented service team model with a single point of contact who will get to know your business and serve as an extension of the back office

### Q: What type of success has been realized by the platform and its clients?

- 60% of the top 100 advisors use SS&C Advent solutions, including Black Diamond
- 58% of the 50 fastest growing advisory firms use our solutions
- Black Diamond has a 95% client retention rate with over 1,000 firms on the platform
- Numerous industry award wins for Best Client Portal, Reporting and Communications in recent years
- Firms using Black Diamond grew their business at nearly double the rate of other advisors
- Client testimonials and case studies available for firms of all sizes including RIAs, wealth managers, IBDs, and aggregators.

### Q: Does Black Diamond integrate with custodians?

A: Black Diamond has direct integrations with the major custodians; Fidelity, TD, Pershing, & Schwab. We currently have a deep integration with Schwab and TD where advisors can see live data directly within the Black

Diamond platform. Things that advisors will be able to see in portfolio view or client view dashboard would be current positions, current transactions, statements and reports. Advisors are able to move money from one account to another within the custodian directly within the Black Diamond platform. To add to that with TD, we've built out the ability to actually pull client statements into the Black Diamond client portal. So for those clients that have their accounts at TD, advisors can direct them to the Black Diamond client portal. They will be able to see Black Diamond documents, Black Diamond reports, anything that advisors have posted for them to view, as well as, all their TD statements and tax documents in their client portal. We will have that with Fidelity come Q3 of 2017.

**Q: Does Black Diamond have a notification and communication system within the client portal?**

A: There are many different ways advisors can use Black Diamond client portal as a communication tool for clients. Black Diamond has built a notification system within the client portal that allows advisors to send mass communications to all clients. Additionally, advisors can post communications through Black Diamond based on certain client criteria, for example, by regional location.

**Q: How do advisors know their clients are interacting with the platform?**

A: Utilizing the advisor dashboard, advisors have full transparency into how frequently clients are logging in and how they are interacting with the platform. Advisors can even drill information down to the granular level to see individual user analytics.

**Q: What does the typical implementation cycle look like?**

A: The typical implementation takes about four to six months. It's very client-driven and there are factors that can change those time periods based on the type of historical information and where it's coming from. We can convert a firm's history over into Black Diamond so that no information is lost for reporting purposes. Firms will work with a dedicated implementation consultant who will be their primary point of contact throughout the process. They will provide the firm with all of the training that the teams need in order to utilize Black Diamond and in the most efficient and effective manner.

**Q: What does the relationship look like post implementation?**

A: With Black Diamond, SS&C Advent has a very service-oriented approach to the relationship post implementation. The Black Diamond Service team makes up approximately 60% of the resources working on the Black Diamond platform. We do not have a call center or a 1-800 number, so there is no waiting in queues. When a firm completes implementation, there will be a soft relationship transition over to a Client Advocate, who will be the main point of contact moving forward. They will be there if firms are adding a new custodian, bringing on new investors, or hiring new staff who need to get up and running on the platform. Advisors will have the Client Advocate's direct email address and phone number, so that when they are needed, they can assist efficiently and effectively. They will make sure users are aware of the new and upcoming enhancements and provide training. The Client Advocates really act as an extension of the firm's office because they will get to know your business inside and out.

**Q: How much does Black Diamond cost?**

A: Pricing for Black Diamond is specific to each firm. We take into consideration the firm's assets, look at the accounts, the locations and types of securities to come up with an appropriate cost for the firm based on the firm's needs.

To learn more, visit <http://blackdiamond.advent.com> or call 1-800-727-0605.