Advent Holdings and AUM Integration for Salesforce by Salentica

Salentica Integration Overview

The integration for Advent APX® and Axys® will support Salentica CRM's Force.com solution, Salentica Elements, as well as the Salesforce Financial Services Cloud solution from Salesforce. Integrations for all other overlays and configurations of Salesforce will be completed on a custom basis with a billable Needs Analysis phase to confirm effort and deliverables.

Salentica will provide a Windows-based application that will do the following:

1. Create an extract file that is consistent across supported APX and Axys versions for the most recently reconciled account holdings as of the time of the extract.

2. Using the extract text file as its data source, the integration will connect to a Salesforce instance and perform the following tasks:

   - For each distinct Asset Class in the data source, it will create (if needed) a corresponding Asset Class record in Salesforce

   - For each distinct Security in the data source, it will create (if needed) a corresponding Security Master record in Salesforce

   - Delete the current set of holdings from Salesforce

   - Insert the entire set of holdings from the data source into Salesforce

   - Update the Financial Account Total Market Value and Valuation Date based on the underlying holdings in the account

   - Update the Relationship (Household) Total Market Value and Valuation Date based on the Total Market Value of the underlying Financial Accounts

3. The process would be logged and the log file will be sent via email to a list of recipients

The program will need to accept the following as inputs (stored in a configuration file)

   - APX server name

   - APX userid*

   - APX password

   - Salesforce login*

   - Salesforce password + API key

   - List of email recipients to receive log info

*Note that both the Advent and Salesforce user accounts must be fully licensed accounts with full data access

rights across the organization. Ideally, these accounts have non-expiring passwords but if the passwords change, the configuration file will need to be updated accordingly.

The program can be either be kicked off manually by the end client (it would need to be run on a machine where the APX software is installed) or it could be scheduled to run at a certain time using Windows' built-in Task Scheduler.

Having position data inside Salentica CRM enables users with the appropriate security authorization to view and report on the previous day's holdings directly from Salentica CRM. Workflows can also be triggered based on holdings and the related summarizations provided within Salentica CRM. Salentica's integration process provides AUM summaries at the Account, Household and Family levels of Salentica CRM.

Deployment & License Fee

- Details available from Salentica

Out of scope

Creating new Financial Accounts in Salentica CRM on Salesforce. This is not possible because Salentica does not know Householding or Ownership information, so they would be created incorrectly. It is more effective for the client if they set up the Financial Account in Salesforce, and then re-runs the load.

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ABOUT SALENTICA

Salentica, a Division of SS&C Technologies, was founded in 1997 and is a market leader providing innovative, integrated Client Relationship Management (CRM) and Document Management solutions for wealth managers on both Microsoft Dynamics 365 and Salesforce platforms. With over 5000 users today, we have a successful track record of over 20 years in developing and implementing financial software.

Salentica's industry leading clients include Registered Investment Advisors, Family Offices, Private and Institutional Wealth Managers, Independent Broker Dealers, Trust Companies and Private Banks.