

Welcome to the Investor Experience

Welcome to the Black Diamond Investor Experience, a platform that allows advisors to customize how they present information to their clients. This document provides important set up and usage information, covering the following topics:

1. Overview of Investor Experience
2. Define security settings and site-wide branding for your firm
3. Set up Investor Experience for firm users
4. Set up Investor Experience for your clients
5. Should your firm use the Teams option?
 - a. Set up and use Teams
6. Send Documents and Highlights to investors

Overview

The Investor Experience can be customized to meet the needs of different types of clients and its responsive design is readily accessible for use on tablets and mobile devices. Investor Experience addresses the client's need to view and analyze portfolio information while providing the opportunity for the advisor to manage and add value to the relationship.

Setup and management of Investor Experience is done using Black Diamond's Advisor Experience platform. The setup menu is accessible to any user who is set up as a platform "Administrator."

Main Menu

To set up Investor Experience, the Administrator works with the following main menu options:

- **Setup:** Use the setup options to set firm defaults, assign firm user responsibilities, and customize the level of client participation
- **Investor Management:** Track client activity on the Investor Experience portal, share documents and highlights with clients, and receive documents from clients.

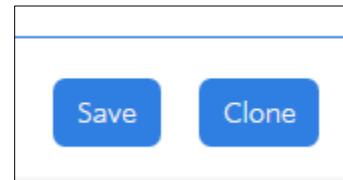
Set up Investor Experience

Set up and manage Investor Experience using the customized URL provided by your Black Diamond representative.

- Configure the [Firm Administration](#) settings (if authorized to do so). These settings are generally configured once, for the entire firm, by an Administrator.
 - Configure security settings
 - Set up Email Templates
 - Customize the site branding options (firm logo, firm icon)
 - Configure the color palette used on the firm's Investor Experience site
 - Notify your Black Diamond representative of your [firm acronym](#) (part of your customized URL)
- Set up [Teams](#) (if your firm is using Teams)
- Set up [Roles](#) for Firm Users
- Assign [Firm Users](#) to a Role and to a Team (if applicable)
 - Upload a photo for the user's Profile Picture
- Set up [Profiles](#) for clients
 - Assign the Profile to a Team, if using Teams
- Set up [Clients](#)
 - Assign the Client to a Profile
 - Assign a Primary Contact (a firm user) to the client
 - Assign accounts and/or portfolios to clients
- Set up [Account Categories](#)
 - Account Categories are used in conjunction with the Net Worth card
- Use [Investor Management](#)
 - Share documents with individual clients, team clients, or all firm clients
 - Track documents uploaded by clients
 - Post highlights
 - Access saved client presentations

The Clone (Copy) Function

The Clone function appears on many setup pages and is used to quickly duplicate an existing entity such as a [Profile](#), [Client](#), [Firm User](#), or [Role](#). This expedites setup of a new entity that will have similar settings to an existing one. Clone (copy) an existing entity, modify it as needed, and save it with a new name.

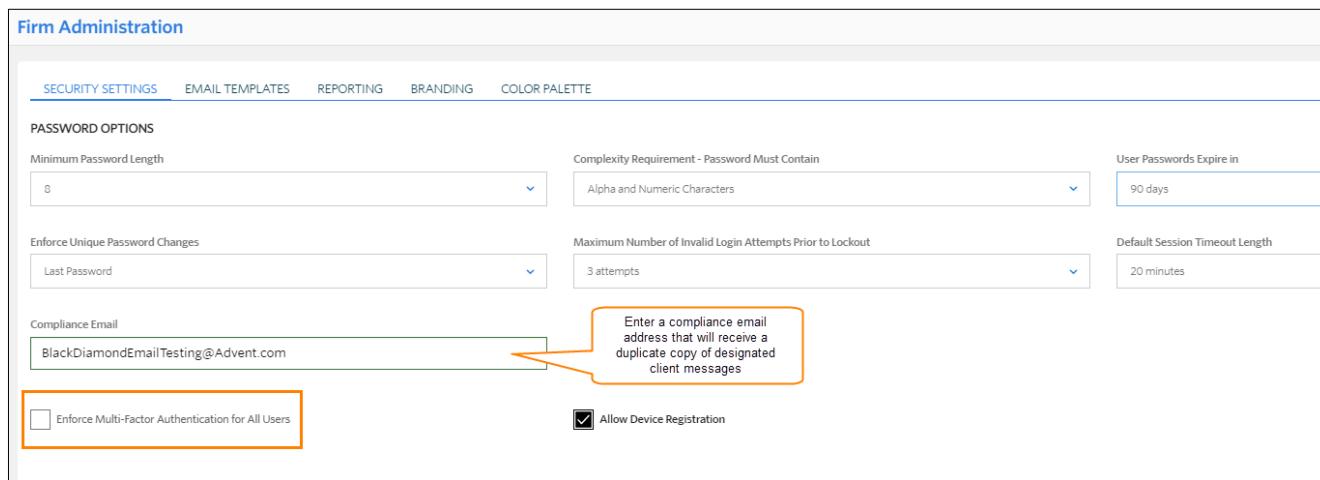


Firm Administration

Use the Firm Administration area to define security settings, manage email templates, and customize the branding and appearance of the site.

Security Settings

In addition to defining the standard security options, this page includes an area to enter a compliance email address. The compliance address will automatically receive a BCC version of designated email messages sent to clients from within the platform. The designated message types are Share Document, Share Highlight, and Share Report. This feature allows existing email retention systems to capture these communications.



The screenshot shows the 'Firm Administration' page with the 'SECURITY SETTINGS' tab selected. It includes sections for 'PASSWORD OPTIONS', 'REPORTING', and 'BRANDING'. The 'SECURITY SETTINGS' tab is active. The 'Compliance Email' field is highlighted with an orange box and a callout bubble containing the text: 'Enter a compliance email address that will receive a duplicate copy of designated client messages'. The 'Enforce Multi-Factor Authentication for All Users' checkbox is also highlighted with an orange box.

Multi-Factor Authentication

Multi-factor authentication (MFA) can be enabled at the firm level using the checkbox on this page (unchecked by default). If enabled, MFA requires a user to validate his/her identity, after logging in, by either entering an emailed code or answering a security question (user selects the delivery method).

If MFA is enabled, the checkbox **Allow Device Registration** is checked by default, allowing users to bypass the verification procedure for a device after first validation. Even if MFA is disabled at the firm level, users can still enable it for themselves via the checkbox in their personal user settings.

Reporting

The firm can elect to notify a client by email when a report is posted for them. This function is enabled at the firm level, but controlled at the batch level. Enable this firm-wide setting in **Firm Administration > Reporting**. Check the box to **Allow Report Post Email Notifications**. Once this setting is enabled at the firm level, the firm notifies its Black Diamond Client Advocate when a batch of reports should include email notifications. If some reports should not include notifications, they can be grouped in a separate batch.

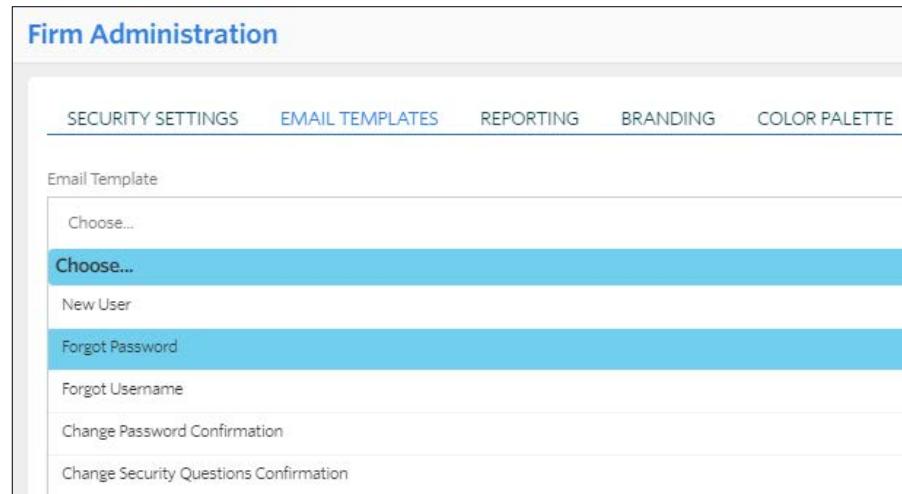
Use the **Batch Reporting** area to assign the firm's default reporting templates as well as the default Data Settings, Data Filters, and Data Display characteristics. Batch reporting templates can also be assigned at the Team or Portfolio level; these assignments apply only to the Wealth Platform.

Email Templates

The Investor Experience includes a standard set of email templates for user messages. These messages can be customized at the team or firm level; team settings will override firm settings.

Message types include a welcome message for new users and other standard system management messages such as password reset. Select the **Email Templates** tab in Firm Administration to review these templates.

These messages will appear in your client's In box as sent by noreply@bdreporting.com.



Firm Administration

SECURITY SETTINGS EMAIL TEMPLATES REPORTING BRANDING COLOR PALETTE

Email Template

Choose...

Choose...

New User

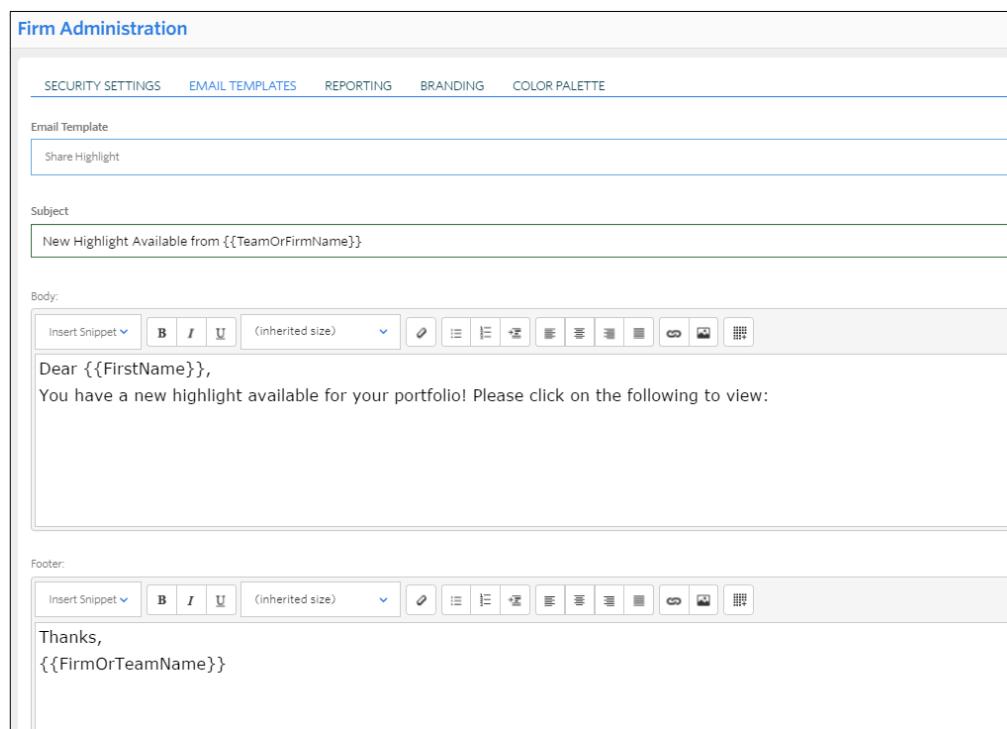
Forgot Password

Forgot Username

Change Password Confirmation

Change Security Questions Confirmation

The system will fill in any text that appears in brackets with information specific to this user. You can add text to the message or delete part of it, but proceed with caution when revising.



Firm Administration

SECURITY SETTINGS EMAIL TEMPLATES REPORTING BRANDING COLOR PALETTE

Email Template

Share Highlight

Subject

New Highlight Available from {{TeamOrFirmName}}

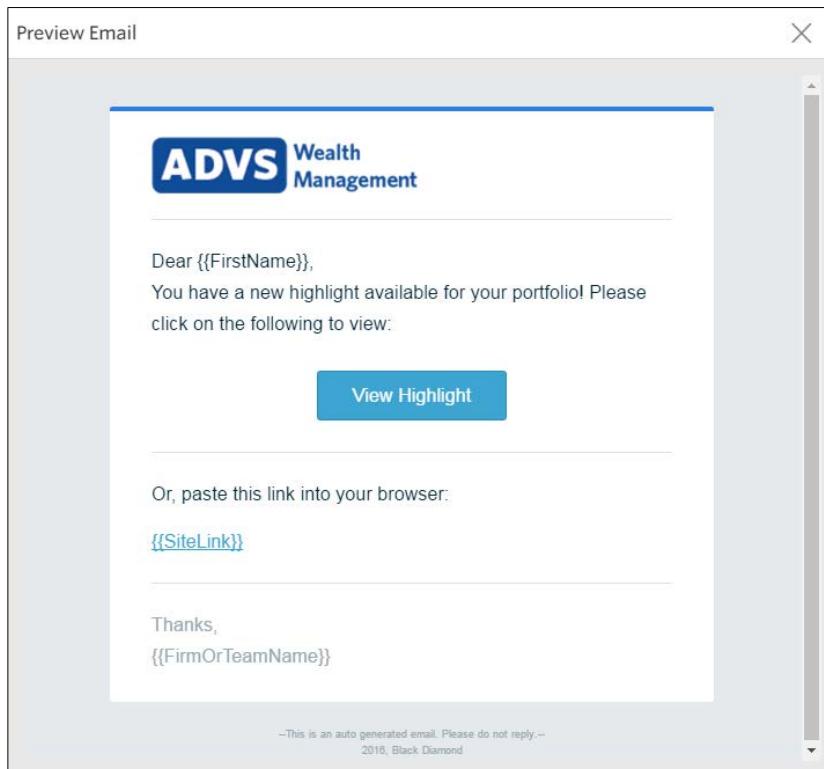
Body:

Dear {{FirstName}},
You have a new highlight available for your portfolio! Please click on the following to view:

Footer:

Thanks,
{{FirmOrTeamName}}

The logo and branding (Accent 1 color) associated with the firm or team are added automatically to the email template. Use the **Preview Email** button at the bottom of the page to review the formatted message before sending it. Use the **Send Test Email** button to send a preview email message to your own Black Diamond account.



Color Palette and Branding

Customize the display colors to be used in charts and graphics in the **Color Palette** tab. The colors entered here, for each level, will be used consistently throughout the site in any chart that displays that type of information.

The Class and Segment colors displayed in Investor Experience are derived from your firm's classification schema, as configured during implementation.

Firm Administration

SECURITY SETTINGS

EMAIL TEMPLATES

REPORTING

BRANDING

COLOR PALETTE

LEVEL TYPES

Team

1

Portfolio

Portfolio Group

Custodian

Goal

Manager

Style

Tax Status

Account

Relationship

Supervised

Asset

Account Category

Account Sub-Category

2

- 1 Select the colors that will be used throughout the site to differentiate the components of charts and graphs
- 2 Select **+Color** to add more components to any group

Net Worth Color Palette

Selections made in this section control the appearance of the **Net Worth** card.

NET WORTH

Assets		Liabilities		Net Worth	
--------	---	-------------	---	-----------	---

Transaction Types Color Palette

TRANSACTION TYPES

Alternatives



Capital Called



Committed Capital



Valuation



Buys



Capital Gains



Contributions



Expenses



Fees



Income



Dividend



Interest



Journals



Other



Reinvestments



Sells



Withdrawals



The Transaction Types color palette allows a firm or team to customize the color displayed for transaction types on the **Projected Income** card, the **Alternative Investments** card, and the **Transactions** card Summary View. (Summary View is an optional setting for the Transactions card.)

Use the dropdown arrow caret next to each transaction type to customize the display color.

The color options for **Alternatives** apply to the Alternative Investments card.

The color options for **Dividend** and **Interest** apply to the Projected Income card.

Use the **Branding** tab to set up logos, icons, and accent colors for the firm and/or team. (Note that updates to accent colors may take up to 30 minutes to display on the site.)

Firm Administration

SECURITY SETTINGS EMAIL TEMPLATES REPORTING BRANDING COLOR PALETTE FIRM FEATURES GLOBAL SETTINGS FIRM SITE MESSAGES

LOGO

ICON

ACCENT 1

Used for site headers & titles, always over white background

#2f7ee1

ACCENT 2

Used as color for site icons

#70cfcc

ACCENT 3

Background color for Investor Experience

#9e9fa0

Set your firm icon

Note: Accent changes may take 20-30 minutes before reflecting on the site.

1	Upload a firm or team logo to appear throughout the site
2	You can choose to make your firm or team logo a hyperlink to your website. To do so, enter the full URL here.
3	Upload a firm or team icon that will be displayed when the user pins the website to the home screen of their mobile device. Desktop users will see the firm icon displayed in the Internet browser tab.
4	Select accent colors to be used in designated areas of the site. Enter RGB values or select a color from the grid.

Submit your Firm Acronym

Authorized users of Investor Experience log in to their firm's unique iteration of the portal using a customized URL. As part of site setup, each firm is asked to provide their Black Diamond representative with a firm acronym that will be incorporated into the URL. Typically, this acronym is the same one the firm uses in its website and email addresses. It cannot include spaces or special characters and cannot be changed once it is created.

Submit Firm Disclaimer (Optional)

A firm may elect to display a legal disclaimer to its clients who use Investor Experience. The firm submits its disclaimer text to Black Diamond, which posts and maintains it for the firm.

When a disclaimer is in use, the User menu will include **Disclaimer** as a menu option. Selecting that option opens a pop-up window displaying the text. If the firm is not using a disclaimer, this menu option is hidden.

Demo Advanced

My Accounts

Terms of Use

Data Use Statement

Disclaimer

Display the Disclaimer as a Web Page Footer

Firms using a disclaimer can elect to display it at the bottom of the investor dashboard and on full pages of Investor Experience. Please ask your Black Diamond representative to activate the setting to display the web disclaimer.

We plan to enable disclaimer maintenance by the firm administrator in later releases of Investor Experience but, for now, this task must be completed by Black Diamond.

Documents

Folders Reports + File

- 📁 Firm ADV
Created: 11/20/14
- 📁 Newsletters
Created: 11/21/14
- 📁 PDF Reports
Created: 11/06/14
- 📁 Q3 Meeting Documents
Created: 11/20/14
- 📁 Q4 Meeting Documents
Created: 06/01/15

Allocation vs Target

Actual O Target O



Portfolio	Value
Govt/Inflation	0
A 0%	0
T 5%	47,606
High Yield	0
A 0%	0
T 5%	47,606
International	0
A 0%	0
T 10%	95,371

Transactions

Date	Type - Symbol	Amount
12/31/13	Management Fee - CASH	-1,011 >
12/31/13	Dividend Reinvestment - FDRXX	0 >
12/31/13	Dividend - FDRXX	0 >
12/31/13	Management Fee - CASH	-280 >
12/31/13	Dividend Reinvestment - FDAXX	0 >
12/31/13	Dividend - FDAXX	0 >
12/31/13	Management Fee - CASH	-963 >
12/31/13	Dividend Reinvestment - FDAXX	1 >
12/31/13	Dividend - FDAXX	1 >
12/31/13	Management Fee - CASH	-1,992 >
12/31/13	Dividend Reinvestment - FDAXX	0 >

ADVS Wealth Management, LLC is an SEC Registered Investment Advisor. Investment in securities involves significant risk and has the potential for loss of funds invested. Generally, the market values portrayed reflect the reinvestment of dividends and other income. Clients should refer to their custodian statements for more detailed information on their investments. You cannot invest directly in a benchmark. Historical performance results for benchmarks do not reflect the deduction of transaction and/or custodial charges or deduction of investment management charges.

Set up and Assign Roles to Firm Users *(If using Teams, set up the [Team](#) first, then set up Roles)*

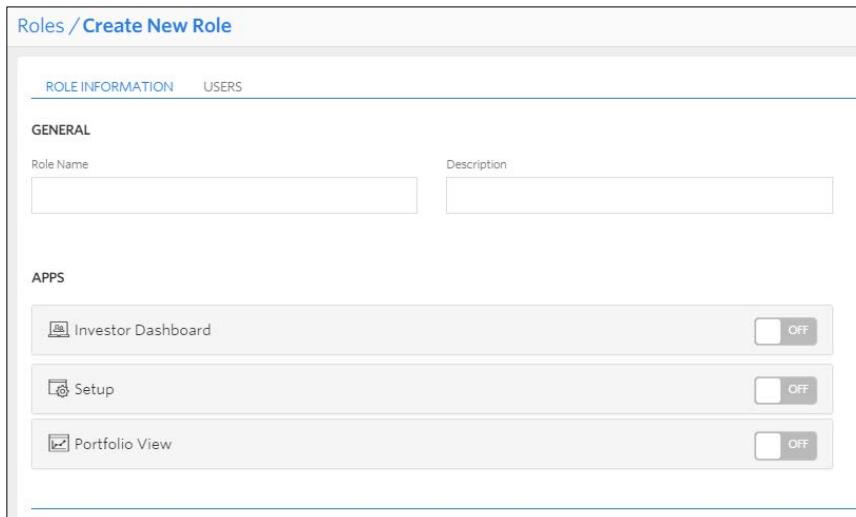
Roles define the actions that each firm user can perform on the platform. Each role is a combination of the activities (Apps) for which the user is enabled and the level of access granted within each App. Once a Role is defined, every user assigned to it will have the same access rights.

Every user given access to the platform must be assigned a role. Once a role is set up, it can be assigned to a new or existing user. Users can also be reassigned to different roles.

Navigate to **Setup → Roles** to display a list of all existing Roles and the number of users assigned to them. The Administrator role is created automatically and cannot be modified. Select any Role (other than Administrator) to view and edit its characteristics, assuming you are permissioned to do so.

Select the **+Role** button to set up and save a new role.

The Administrator role is created automatically for every firm. Administrators have access to all accounts and features, including automatic access to new features. Every firm must assign at least one user to the Administrator role.



Select the Apps to which the user will have access and set the Permissions for each.



[Delete This Role](#)

User Permissions

Use the permissions buttons to set the appropriate access for this Role. The default setting is usually **No Access**. Each App has its own set of permissions, which may include the following options:

- Full Access
- No Access
- View Access
- Assign Access

APPS				
 Investor Management ON <input type="checkbox"/>				
DOCUMENTS				
Download Client Documents:	<input type="radio"/> No Access	<input checked="" type="radio"/> View	<input type="radio"/> Assign	<input type="radio"/> Full Access
Manage Documents:	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
HIGHLIGHTS				
Send Notifications:	<input checked="" type="radio"/>	<input type="radio"/> View	<input type="radio"/> Assign	<input type="radio"/> Full Access
SECURITY				
Impersonate Clients:	<input type="radio"/> No Access	<input type="radio"/> View	<input type="radio"/> Assign	<input checked="" type="radio"/> Full Access
CLIENT OVERSIGHT & USAGE				
Dashboard:	<input type="radio"/> No Access	<input checked="" type="radio"/> View	<input type="radio"/> Assign	<input type="radio"/> Full Access
PRESENTATIONS				
Dashboard:	<input type="radio"/>	<input type="radio"/> View	<input type="radio"/> Assign	<input checked="" type="radio"/> Full Access

Assign access allows a user to assign, but not modify, a Profile, Benchmark, Style, etc. set up by a firm administrator. To assign a Profile to a client, the user must have **Full Access** to Clients. To assign a Target or Benchmark to an account, the user must have **Full Access** to Accounts. To make assignments to a portfolio, the user must have **Full Access** to Portfolios.

Clone (Copy) a Role

Select an existing Role and use the **Clone** button to assign the same permissions and Team access (if applicable) to a new role. The new role is named *Clone of [Role Name]* until changed by the administrator.

Update the name, add a description, and make any changes to the App permissions. Select **Create**. The Role is now available to be assigned to users.

How to Delete a Role

The firm administrator can delete a Role when no users are assigned to it. To identify any assigned users, navigate to the **Users** tab on the setup page for that Role. Although the **Remove Users** button can be used to delete these users, the better alternative is to navigate to each person's Firm User page and reassign them to a new Role.



Grant Site Access to Firm Users

Once a role is available to assign to a firm user, navigate to **Setup** → **Firm Users** and select a user from the list. On the **Edit Firm User** page, create a user name, supply the user's information, and upload a photo (optional) to associate with the user. Assign the user to a Team (optional) and assign the user to a Role (required).

Click **Save** to complete the process. The user will now see a **Launch bd3** link in BlueSky that will redirect them to the Investor Experience platform. The same Black Diamond credentials are used for either site.



Important Note: A new firm user should be set up in BlueSky first, then assigned a Role in the Investor Experience. This will enable access to both platforms.

If a firm is using a Team structure, this page will include both Team assignment and Role assignment. Both the Team and the Role must be set up before they can be assigned to a Firm User.

FIRM USER INFORMATION		RELATIONSHIPS
GENERAL		
Username	First Name	Last Name
GMiller23	Gail	Miller
Email		
gmiller@advisoryfirm.net		
IMAGE		
 1 <input type="button" value="Select Image"/>		
SITE ACCESS		
<input checked="" type="checkbox"/> All Accounts/Teams 2		
<input type="checkbox"/> Teams 3 <input type="text" value="Select a Team"/>		
<input type="checkbox"/> Roles 4 <input type="text" value="Advisor Full"/>		

1	Upload a photo of yourself to greet your clients. A head-and-shoulders image works best.
2	Check All Accounts/Teams , if applicable, before selecting a Role . If your firm is using Teams , the All Accounts box must be checked in order to activate the Roles selection box. If All Accounts is not checked and your firm uses Teams, only Team selection is available.
3	The Teams selection box is only visible if the Team function is enabled for your firm. Click in the Team selection box to view a list of all available teams. Enter alphanumeric characters to initiate a search for a Team to assign.
4	The Roles box is not visible until the user checks All Accounts/Teams access. Click in the Roles box to view a list of all available roles. Enter alphanumeric characters to search for a Role to assign.

Clone (Copy) a Firm User

Select an existing firm user and use the **Clone** button to create a new user from the same firm, with the same Role, account, and team access (if applicable). Assign a unique user name and enter the user's personal information before selecting **Create** to save the record. Use the **Invite** button to invite the new user to log in and complete their registration.

Set up Client Profiles

Profiles define the investor's experience on the platform. Each investor is assigned a single profile, which determines the cards they see and the manner in which data is grouped on those cards. The profile also defines settings such as the default date range and the number of decimal places displayed.

Define a Profile

Navigate to **Setup** → **Client Profiles** and select **+Client Profile**. There are two setup tabs: **Client Profile Information** and **Card Settings**.

Client Profile Settings

Enter a Name and Description for the profile and select the settings that will apply to it. These settings will apply to all clients and all cards assigned to this profile.

Client Profiles / Client Profile Detail

CLIENT PROFILE INFORMATION **CARD SETTINGS** **CLIENTS**

GENERAL

Profile Name: Early Retirement I

Description: Retired before 65, total assets under \$20 million

Allow Client to Add Accounts

If your firm has elected to allow investor aggregation, check the box to enable your clients to add their own, outside accounts to Black Diamond for presentation on the Net Worth card.

SETTINGS TO APPLY TO ENTIRE SITE

Available Date Ranges

Custom

Current Day

Last 7 Days

Month to Date

Last 3 Months

Quarter to Date

Settings will apply to all cards associated with this Profile

Select one or more date ranges to include in this Profile

Allow User to Change As of Date

DISPLAY

Account Number Display: Partially Mask Account Numbers

Decimal Places: 2

Allocation: 0

Market Value: 0

DATA SETTINGS

Market Value: Accrued

Performance Returns: Net of Fees

Management Fees: In Net Additions

Expose Supervised Filter to Clients

If this setting is enabled, supervised filters will be ignored at the card level.

Portfolio Only Experience

Hide accounts on Selection menu.

Use the checkbox at the lower right to manage use of the **Supervised** filter; by default, this box is not checked. Use the **Portfolio Only Experience** checkbox to limit the investor selection menu to portfolios only (unchecked by default). The default **Account Number Display** is Partially Mask Account Numbers with options to Show or Hide Full Account Numbers.

Select All Date Ranges

SETTINGS TO APPLY TO ENTIRE SITE

DATE SETTINGS:

Available Date Ranges:

Custom Current Day Last 7 Days

 Month to Date Last 3 Months Quarter to Date

 Last 6 Months Last 9 Months Year to Date

 Last 12 Months Last 2 Years Last 3 Years

 Last 5 Years Last 7 Years Last 10 Years

 Since Inception

Select All Date Ranges

Include Calendar Year Date Ranges

The standard setup for Date Settings is a dropdown selector that allows date ranges to be added, one by one. The alternative procedure is to use the **Select All Date Ranges** checkbox. When this box is checked, all available date ranges are added to the Profile and can then be removed, one by one. If the Profile will include more than a few date ranges, this is the easier way to include them.

If **Select All Date Ranges** is un-checked, all date ranges are removed. This is only an issue when working with an existing Client Profile. To restore all saved date ranges (and other settings), select **Cancel** to exit from the Profile creation page.

Check **Include Calendar Year Date Ranges** to give investors the option to select calendar-year returns on the Performance card (full-page view) and in the global Date Options selector at the top of the investor dashboard. Calendar-year date ranges are not available in mobile view. (Investors will only see calendar years in the Select Dates menu if **Enable Investors to Select Dates** is enabled in the Performance card settings.)

Default As of Date

The firm administrator can set a default **As of Date** for each Profile; the default setting is Last Business Day and the options are Last Month End, Last Quarter End, and Last Year End. There is also a checkbox to **Allow User to Change As of Date**. This box is checked by default; uncheck it to lock in the default date.

Default As of Date

Last Month End

Allow User to Change As of Date

If the user is allowed to change the As of Date, their selection will return to the firm's default setting after eight hours.

Save the Client Information before proceeding to [Card Settings](#).

Select Dates

Please select the columns you would like to include in the data table.

Trailing Dates:

Month To Date
 Quarter To Date
 Year To Date
 Last 12 Months
 Last 3 Years

Calendar Dates:

2013
 2012
 2011

Date Options

As of Date: Last Business Day

Quarter To Date

Year To Date

Last 12 Months

Last 3 Years

Since Inception

Custom

12/31/2013

2013
 2012
 2011
 2010
 2009
 2008
 2007

Supervised

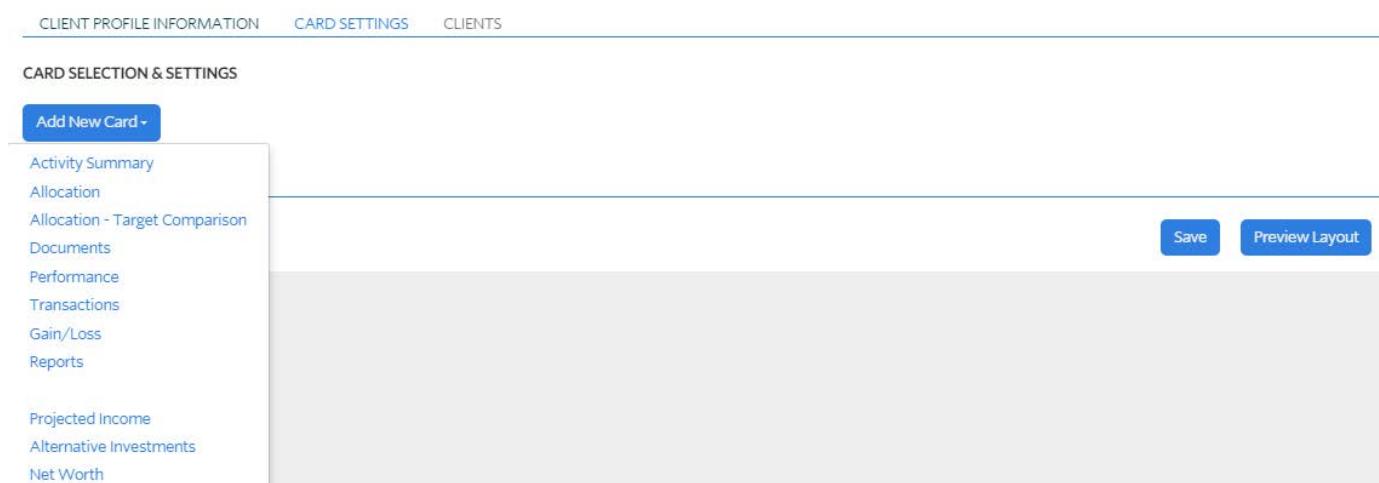
Clone (Copy) a Client Profile

Select an existing Client Profile and use the **Clone** button to open a new Profile, pre-populated with the details from the original, including duplication of all card settings. The Profile is given the default title “Clone of [Profile Name].”

Update the Profile as needed, changing the name and adding a new description. Revise any Profile details or card settings, as needed, and select **Save**. The changes must be saved as a new record; nothing is saved automatically.

Card Settings

From the **Card Settings** tab, select **Add New Card** and begin choosing cards to include.



CLIENT PROFILE INFORMATION CARD SETTINGS CLIENTS

CARD SELECTION & SETTINGS

Add New Card

- Activity Summary
- Allocation
- Allocation - Target Comparison
- Documents
- Performance
- Transactions
- Gain/Loss
- Reports

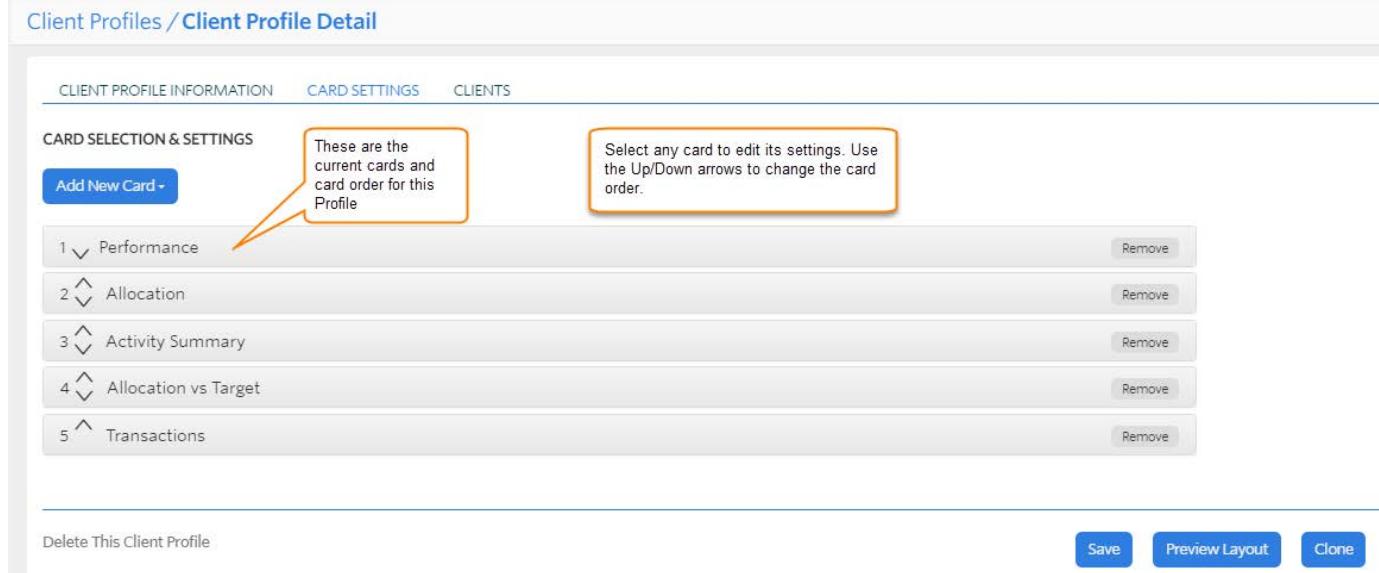
Projected Income

Alternative Investments

Net Worth

Save Preview Layout

Use the arrows in the card listing to rearrange the cards. Select any card name to edit its settings, including whether it displays as single- or double-width. Select **Preview Layout** to see a visual map of the card layout.



Client Profiles / Client Profile Detail

CLIENT PROFILE INFORMATION CARD SETTINGS CLIENTS

CARD SELECTION & SETTINGS

Add New Card

These are the current cards and card order for this Profile

Select any card to edit its settings. Use the Up/Down arrows to change the card order.

1 ↘ Performance	Remove
2 ↗ Allocation	Remove
3 ↗ Activity Summary	Remove
4 ↘ Allocation vs Target	Remove
5 ↗ Transactions	Remove

Save Preview Layout Clone

Click **Save** to complete the process.

After saving all card settings, select the **Clients** tab and select one of the Users assigned to this Profile.

CLIENT PROFILE INFORMATION	CARD SETTINGS	CLIENTS
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On the user's information page, select **Log in as Client** to view the dashboard as it will appear to anyone assigned to this Profile. Try out the full-page card views to see how the chosen date ranges and table settings appear. To exit, select the Client User's name at the top right of the page and select **Return To My User**. Return to the Profile, if necessary, to make any adjustments to the card settings.

PROFILE

Profile:

Advanced Profile

Log in as Client

Detailed information about setting up individual cards is available in a separate document, the **Investor Experience Card Settings Guide**.

Set up Clients and Assign Accounts

Navigate to **Setup → Clients** and select a user to enable from the full client list. To add a new client, select the **+Client** button. Each client user must be assigned to a Profile, including existing [Account Holders](#).

Complete the information in the **Client Information** tab. Select a **Profile** from the dropdown list. If the Client is assigned to a Team, select a Team name and a Primary Contact name from the dropdown options. The Team option will not appear unless the firm is using teams. Select **Create** to save the client information (the client will not automatically be invited to Investor Experience – see [Invite the Client to Participate](#)).

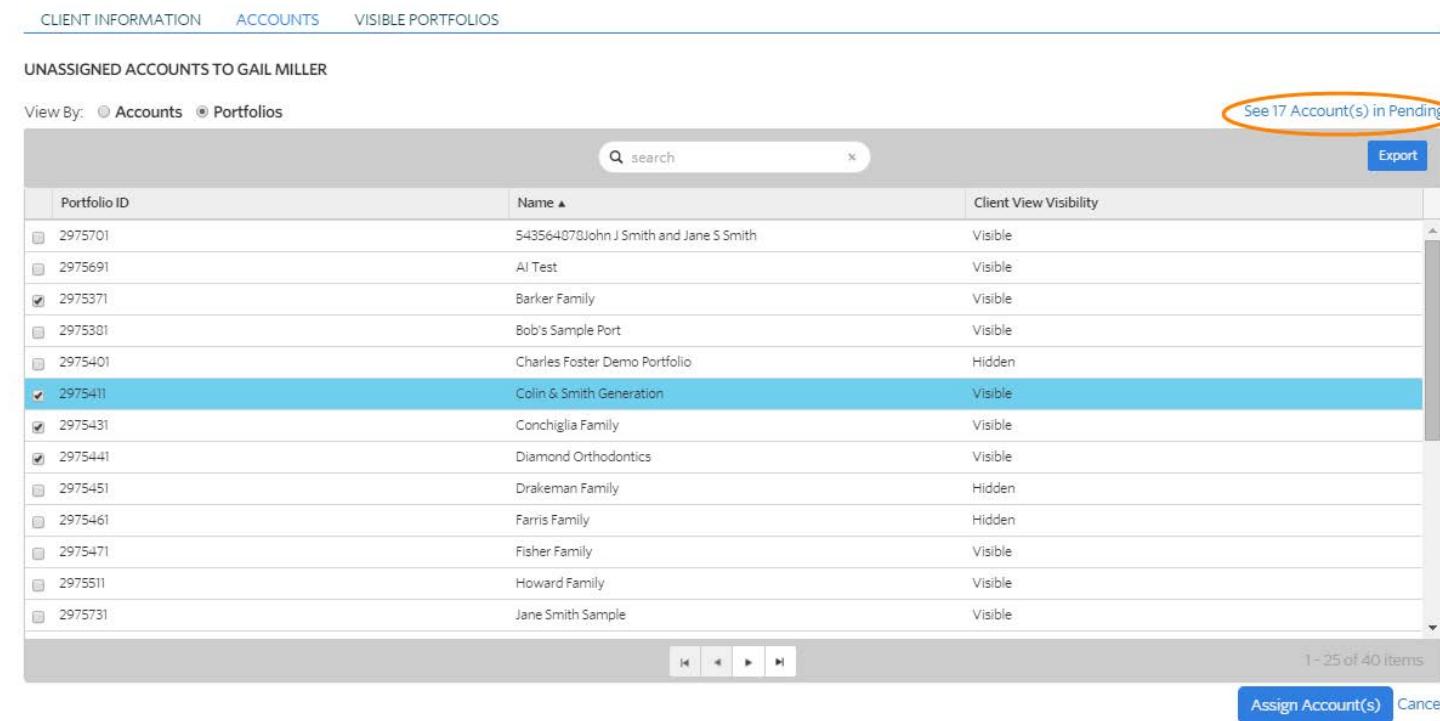
Select the **Accounts** tab to assign Accounts and/or Portfolios to the Client, unless the client is already using the BlueSky Account Holder portal. Account assignment within Investor Experience is for clients who have not previously used a Black Diamond investor portal.

Account ID	Account Number	Account Name	Account Status
9143411	JA9004521	401(K)	
9145191	316161376	Alice Johnson Fixed Income Strategy	
9143261	10000037	Carol IRA	
9144301	20560022	Doebler IRR Trust - David Doebler	CLOSED

Guidelines for Assigning Accounts

After setting up a new Client, select **+Accounts** to open a list of available accounts. By default, none of the accounts are assigned to the client; use the checkboxes to select accounts from the list. The Pending Accounts tracker at the upper right notes how many accounts are about to be assigned to this user. Accounts may be assigned individually or by portfolio. When an account is assigned to an investor, they will have access to all Portfolios to which this account belongs.

All assignments are done at the account level. Assigning accounts by portfolio is simply a way to assign accounts in bulk. You are not assigning that Portfolio to the user, only the accounts that are currently included in it. Any accounts that are added to the Portfolio in the future will not automatically be assigned to this user.



CLIENT INFORMATION **ACCOUNTS** VISIBLE PORTFOLIOS

UNASSIGNED ACCOUNTS TO GAIL MILLER

View By: Accounts Portfolios

See 17 Account(s) in Pending

Portfolio ID	Name	Client View Visibility
2975701	54356407 John J Smith and Jane S Smith	Visible
2975691	AI Test	Visible
<input checked="" type="checkbox"/> 2975371	Barker Family	Visible
<input type="checkbox"/> 2975381	Bob's Sample Port	Visible
<input type="checkbox"/> 2975401	Charles Foster Demo Portfolio	Hidden
<input checked="" type="checkbox"/> 2975411	Colin & Smith Generation	Visible
<input checked="" type="checkbox"/> 2975431	Conchiglia Family	Visible
<input checked="" type="checkbox"/> 2975441	Diamond Orthodontics	Visible
<input type="checkbox"/> 2975451	Drakeman Family	Hidden
<input type="checkbox"/> 2975461	Farris Family	Hidden
<input type="checkbox"/> 2975471	Fisher Family	Visible
<input type="checkbox"/> 2975511	Howard Family	Visible
<input type="checkbox"/> 2975731	Jane Smith Sample	Visible

1 - 25 of 40 items

Assign Account(s) Cancel

Select **Assign Account(s)** to be presented with a pop-up confirmation list of all accounts being assigned to this user. A confirmed account can be removed at any time using the **Remove Accounts** workflow.

After saving account assignments, review **Visible Portfolios**. These are the portfolios this investor will see based on the accounts you assigned to them.

To limit the portfolios the investor will see, select **Visible Portfolios** and review the entries in the **Client View Visibility** column. Select **Change Visibility** to toggle the status of a Portfolio between **Visible** and **Hidden**. Any change to portfolio visibility will apply to all Clients to whom the portfolio is assigned. The list of Visible Portfolios can be exported into a spreadsheet.

Portfolio ID	Portfolio Name	Accounts	Client View Visibility	
2912131	Colin & Smith Generation	1	Visible	<button>Change Visibility</button>
2912151	Conchiglia Family	4	Visible	<button>Change Visibility</button>
2912161	Diamond Orthodontics	2	Hidden	<button>Change Visibility</button>
2912231	Howard Family	1	Visible	<button>Change Visibility</button>
2912461	Howard Model of Model	1	Hidden	<button>Change Visibility</button>
2912491	Johnson Test Portfolio-Adam	1	Visible	<button>Change Visibility</button>

*Changes made to portfolio visibility will affect all clients.

Invite the Client to Participate

When account assignments and settings are complete, return to the **Client Information** tab to invite the client to join Investor Experience. When a new Client was created, in the first step, a **Status** field was added to the Client Information page and an **Invite** button appears beneath that field.

Before inviting the client to participate, the Administrator can select **Log in as Client** to review the user's view of the site and make any adjustments.

When all is satisfactory, select **Invite** to send the user a temporary link to the site to complete their registration. This message is sent only to new users, not to existing BlueSky Account Holders. The new user will be asked to accept the terms of use, create a password, and set up a group of security questions. If the user does not accept the invitation promptly, the activation link expires. Select **Resend Invitation** to send a new link.

Once the user's account is complete, their status changes to **Active**. The firm administrator can use the **Inactivate** button at any time to change the status. When a client leaves the firm, for example, it may be preferable to deactivate their account, rather than deleting it. To completely delete an account, select **Delete This Client** at the lower left of the Client Information page.

Use the **Reset Credentials** button to reset a user password. Reset Credentials sends a temporary link to the user to enable them to set up a new password. This process also requires the user to set up new Security Questions and Answers. The temporary link expires in seven days.

Clone (Copy) a Client

Use the **Clone** function to create a new Client with the same Profile, Account, and Team (if applicable) assignments as an existing Client. This expedites new client setup while allowing any setting to be modified.



Open an existing Client and select **Clone** to open the **Create Client** screen. Assign a unique username and add the user's personal information. The assigned Profile and Primary Contact (or Team Assignment) are the same as those of the original user, but can be modified.

Select **Create** and then review the Accounts that were automatically assigned to the user. Modify the account assignment, as needed, and save the changes. Once setup is complete, the new user can be invited to complete their registration using the **Invite** button.

Export List Pages

A number of starting pages in Investor Experience provide the firm administrator with an information grid, including Firm Users, Roles, Clients, and Client Profiles. These pages can be sorted by column to identify, for example, firm users that have been created, but not activated, or all Clients assigned to a given Profile.

The entire list can also be exported into an Excel spreadsheet for enhanced analysis or to save a record as of a given date. Use the **Export** button at the top of any list page to create the spreadsheet.

ROLES

ROLES				
+ Role	search			Export
Role ID	Role Name ▲	Description	Team	User Count
11	Administrator	Administrator Role	All Teams	19
670	CA Demo Role	Investor Dashboard & Edit Profiles	All Teams	6

Information for Existing BlueSky Account Holders

Clients who are registered users of the BlueSky Account Holder portal are converted to users of Investor Experience via assignment of a Profile. All existing account assignments will carry over to the Investor Experience. Your firm can work with its assigned Black Diamond representative to set up a bulk assignment of Client Profiles to existing Account Holders.

It's important to note that your client's user experience will change immediately when they are assigned a Profile in the Investor Experience. When they log into the BlueSky Account Holder site, they will be redirected

to the Investor Experience site. Upon their first visit to this site, they will be asked to accept the terms and conditions of the site and to create their personal security questions.

Account Categories

Use Account Categories to group accounts into categories and designate each as an Asset or Liability. Each category can be further divided into sub-categories. Account Categories are used in conjunction with the Net Worth card.

Account Categories / Investment Accounts

DETAILS ACCOUNTS

GENERAL

Category Name: Investment Accounts

Asset/Liability: Asset

Ordinal: 4

Assign Assets and Liabilities at the Category Level

Use the Ordinal to sort this Category within the Balance Sheet on the Net Worth card

SUBCATEGORY MANAGEMENT

+ Subcategory		
ID	Ordinal	Name
16	1	Brokerage Accounts
549	2	Private Equity
525	3	Trust Account

Each Category can be divided into subcategories with an ordinal assigned to each

The Subcategory ID is used when accounts are uploaded in bulk

Below is a sample of the Balance Sheet view of the Net Worth card, reflecting the categories and ordinals established in Account Categories. Each Asset or Liability can include three levels of detail (although only two levels are shown in the example).

Net Worth		Back	
Assets	Estimated Amount	Liabilities	Estimated Amount
Investment Accounts	16,614,682.23	Mortgages	-4,736,746.86
Retirement	6,433,053.80	Primary Residence	-3,736,746.86
Traditional	9,962,209.88	Vacation Home	-1,000,000.00
529 Accounts	219,418.56	Estimated Taxes	-50,000.00
Real Estate	11,447,992.48	Income Taxes	-50,000.00
Primary Residence	11,447,992.48	Other Expenses	-50,000.00
Art & Collectibles	178,356.38	Family Vacation	-50,000.00
Art	178,356.38		
Cash Accounts	52,486.65		
Savings	49,388.60		
Checking	3,098.05		
Total Assets	28,293,517.74	Total Liabilities	-4,836,746.86
		Total Net Worth	23,456,770.88

Prerequisite for Account Categories

Black Diamond clients will need the help of their Client Advocate or Implementation Consultant to set up Account Categories. Your Black Diamond representative needs to build the Account Types, Categories, and Sub-Categories, based on your preferences, to make them available in the Setup options. The total number of levels is restricted to four, as follows:

- Total Net Worth
 - Asset/Liability
 - Grouping Choice 1 (Category)
 - Grouping Choice 2 (Sub-categories)

Should Your Firm use Teams?

Teams are an optional way to organize users and data. The Teams model is designed to support firms with multiple advisory teams that generally operate independent of each other. This allows each team to only see and have access to their clients and portfolio information. It also provides an option for custom branding. This new entitlement system manages the separation of data (accounts, targets, portfolios, clients, fee schedules, et al) within a firm on Black Diamond.

As users navigate the Black Diamond site, they will only see information that is either global, across the entire firm, or associated with the teams of which they are a member. The Teams concept incorporates the following user types:

- A global user with access to all teams
- A user with access to multiple teams
- A user with access to just one team

For firms that use the team model, the greatest change is the way users are granted access to accounts. In the current Black Diamond system, each user is assigned account access individually, through manual account

assignments or rep codes. In the team model, accounts are assigned to a team and all team members have access to all team accounts.

Other Considerations

- The team model is not applicable to BlueSky. If a firm elects to adopt teams while still using BlueSky, new account assignments will not synchronize for firm users. These account assignments will need to be maintained in both systems.

The Team Assignment Process:

- Create the Team
- Assign Accounts to the Team
- Create Firm Users and assign them to a Role and a Team
- Create one or more Client Profiles
- Set up Clients and assign them to Profiles

Team Setup

Select **Teams** from the Setup menu to create or edit a team. The Teams menu option will only be viewable if your firm is using teams.

Your firm can also work with its assigned Black Diamond representative to set up a team and perform a bulk assignment of team members.

TEAMS > CREATE NEW TEAM

TEAM INFORMATION	EMAIL TEMPLATES	BRANDING	COLOR PALETTE	FIRM USERS	ACCOUNTS	REP CODES
GENERAL						
Name	Description					
<input type="text" value="Northeast Region"/>	<input type="text" value="All clients of all advisors in the NE regional office"/>					
CONTACT INFORMATION						
Address 1	Address 2		City			
<input type="text" value="10151 Deerwood Park Blvd"/>	<input type="text" value="Suite 300"/>		<input type="text" value="Jacksonville"/>			
State	Zip Code	Phone				
<input type="text" value="Florida"/>	<input type="text" value="32256"/>	<input type="text"/>				
Primary Email						
<input type="text" value="BDavis@advisoryfirm.com"/>						

Team settings in these areas will override Firm Administration settings

- Use the **Email Templates** tab to customize team-specific email templates
- Use the **Branding** tab to apply custom colors and a team logo (if applicable) that will be seen by this team's clients.
- Use the **Color Palette tab** to set custom display colors for the cards associated with this team's Client Profiles.

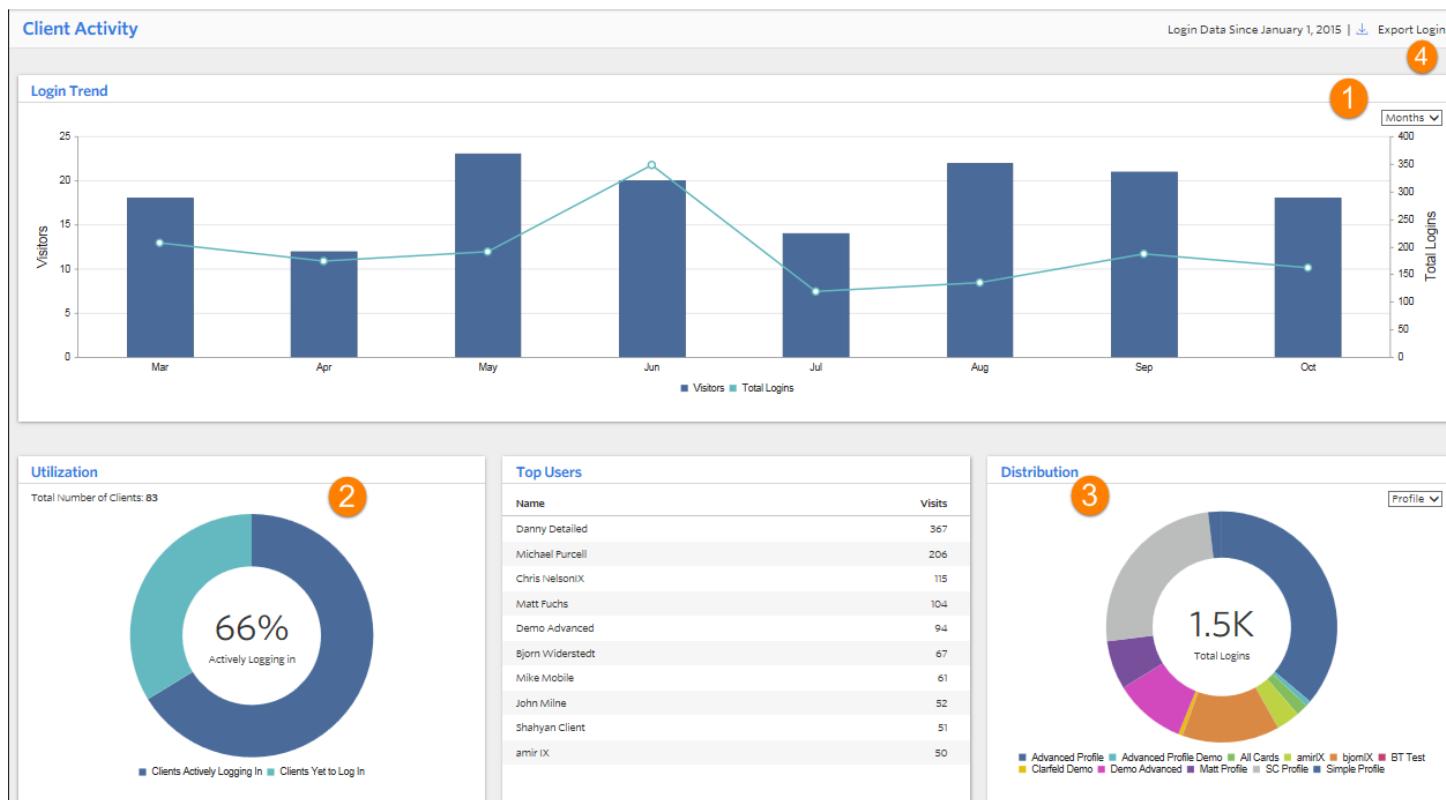
- Use the **Firm Users** tab to assign or remove firm users from the team.
- Use the **Accounts** tab to assign accounts to this team.
- Use the **Rep Codes** tab to assign rep codes to this team.

Investor Management

The Investor Management area provides insight into your clients' activity on the Investor Experience portal. It also provides a way to share documents and highlights with clients on an individual, team, or firm level. Investor Management also provides quick access to all of your saved Presentations, created in the Portfolio View app of Advisor Experience.

Client Activity

The Client Activity dashboard allows the firm to monitor client use of the portal.



1	Review the Login Trend by Days, Weeks, or Months
2	Monitor the percentage of clients actively using the portal
3	Review which Client Profiles are most active (can also be used to monitor Team activity)
4	Export the Client Activity report to an Excel spreadsheet

Post a Document

Navigate to **Investor Dashboard** → **Documents** to send a document to one or more clients.

DOCUMENTS

SHARE A DOCUMENT

1) SELECT RECIPIENT(S)

Clients

Search Clients...

Advanced

Send a document to individual clients, to a group of clients, or to all clients within a Firm or Team

2) SELECT DOCUMENT(S)

Destination Folder: Home

Select Files...

Select files to upload or drag files from desktop

Use Advanced search to create a distribution list

3) CONFIRM AND SHARE

Notify client of New Document?

No Yes

Confirm and Share Now

FIRM CLIENT

Place document files into folders to enable viewing by authorized users

	Type	File Size	Created	
Firm Advisor	Folder	--	04/28/15	
June Documents	Folder	--	06/07/15	
Q1 Reports	Folder	--	03/16/15	

RECENT ACTIVITY

All Activity

All Activity

Whitley Carroll shared a document with a client
Sample Tax Document 04/01/2015

Whitley Carroll shared a document with a client
Sample Tax Document 03/26/2015

Whitley Carroll shared a document with a client
Sample Tax Document 03/26/2015

Whitley Carroll shared a document with a client
Sample Financial Plan 03/20/2015

Micah Huxford uploaded a document
Summary Performance,_removed policy, added 4 additional bm03/17/2015

Micah Huxford shared a document with a client
Text box 03/17/2015

Jason Heath shared a document with a client
Implementation Overview 03/16/2015

Black Diamond shared a document with a client
Transactions Test.png 03/12/2015

Black Diamond shared a document with a client
Tax Status Tags - firm 188 03/12/2015

Black Diamond shared a document with a client
Umpqua History Accounts 03/12/2015

Review document postings by firm or team, plus documents uploaded by clients

Select any client document to download it directly from the Recent Activity stream

The Documents card on a client's dashboard will only display the Folders designated by their advisor. Those Folders contain documents that the advisor has authorized the client to view.

Advanced Search

To create a targeted distribution list, select **Advanced** to use a group of search filters and identify clients to receive a document.

ADVANCED CLIENT FILTER

User ▾

- User
- Style
- Manager
- Asset (Currently Held)
- Custodian

Search

Search Clear

Select Users Cancel

Advanced Search uses the following filters:

- **User:** Search by user name
- **Style:** Suggestive search for all users who match a Style
- **Manager:** Search users by Manager
- **Assets (Currently Held):** Search by ticker symbol for a list of all users who currently hold an asset
- **Custodian:** Suggestive search for all users who match a Custodian

After entering the search criteria, select **Search** to view results. All users included in search results are automatically selected for inclusion in the distribution list. Any user can be de-selected from the list prior to clicking **Select Users**.

ADVANCED CLIENT FILTER

Asset (Currently Held)	MSFT	Search	Clear
Username	First Name	Last Name	
<input checked="" type="checkbox"/> DDetailed	Danny	Detailed	
<input checked="" type="checkbox"/> [REDACTED]	[REDACTED]	Financial	
<input checked="" type="checkbox"/> [REDACTED]	[REDACTED]	Financial	
<input checked="" type="checkbox"/> mfuchsaccountholder	Matt	Fuchs	

Present in [REDACTED] Results [REDACTED] of [REDACTED] items

1 - 13 of 13 items

Select Users **Cancel**

Run Multiple Searches: Run multiple searches to continue adding recipients to the distribution list. Keep selecting **Advanced** from the main page to add new criteria. Nothing is final until sent.

Recipients can still be added to a distribution list individually, from the main page. This allows a user who doesn't fit any of the search criteria to be added to a distribution list.

The list can be edited from the main page by selecting the user count to open the full distribution list.

HIGHLIGHTS

SEND A HIGHLIGHT MESSAGE

1 RECIPIENT(S)

User

SELECTED CLIENTS

Aly, Shahyan
Fisher, Abe
Fuchs, Matt
Lisowski, Karen
Ma, Lisa

41 Users Selected

Send Highlights

Navigate to **Investor Dashboard → Highlights** to send highlights to one or more clients.

HIGHLIGHTS

SEND A HIGHLIGHT MESSAGE

1) RECIPIENT(S)

User

Search for a client by name or send a highlight to all users with a given Profile

Advanced

Use Advanced search to create a distribution list

2) CONTENT

As Of Date:

The selected As of Date will apply to all metrics included in this highlight

3) DELIVERY

Send Email Notification

Show Highlight upon Login

Customize

Click here to customize the highlight message and add metrics to it

Send Now

Advanced Search

To create a targeted distribution list, select **Advanced** to use a group of search filters and identify the clients who will receive this highlight message/notification. See [Advanced Search](#) for more information.

ADVANCED CLIENT FILTER

User

User

Style

Manager

Asset (Currently Held)

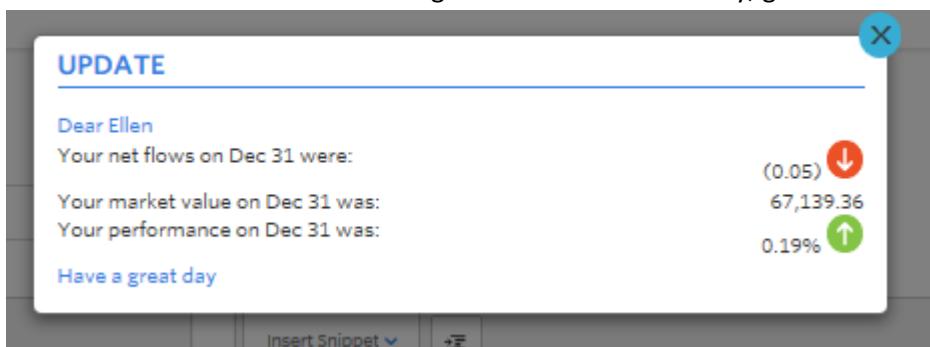
Custodian

Select **Customize** on the main Highlights screen to open the Edit Highlights screen and customize the message.

The screenshot shows the 'Edit Highlight' screen. At the top, there is a 'MESSAGE' section with a 'Subject' field containing 'Update' (1). Below this are 'Introduction' and 'Closing' sections, each with an 'Insert Snippet' button (2). The introduction snippet contains 'Dear {{FirstName}}'. In the 'METRICS' section, there is a 'Supervised Filter' box (3) containing 'Supervised'. The metrics list includes 'Net Additions Current Day' (5), 'Market Value Current Day' (highlighted in blue), and 'Performance (Net Of Fees) Current Day' (4). A 'METRIC SETTINGS' box is shown to the right of the metrics list. At the bottom right are 'Preview' and 'Back' buttons.

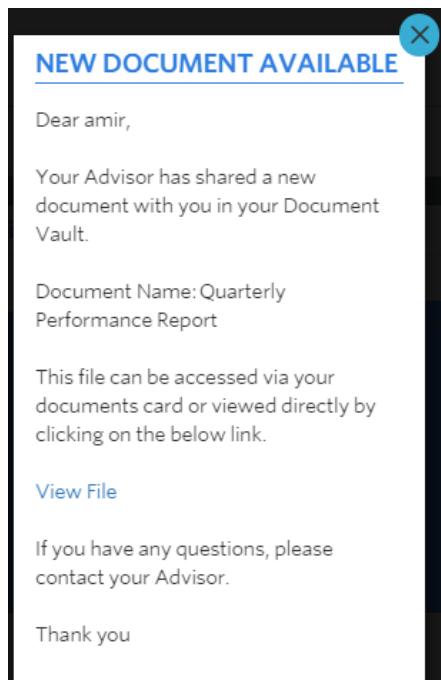
1	Enter a subject for the highlight message
2	Use the Snippets to customize the message
3	Click within the Supervised Filter box to customize the filter
4	Add and Remove Metrics from the message
5	Drag and drop to change the sequence of the metrics

Select **Preview** to review the message. When all is satisfactory, go **Back** to the previous screen to send it.



Document Preview

When your clients receive notification that a new document is available, they will open it in a browser window with the option to download it.



Supported file types include Word, Excel, PowerPoint, PDF, txt, and images (PNG, JPEG, TIFF, and GIF). These files are converted to PDF format before they are loaded into the online document viewer.