

# Up Your Game: Make the Move from Axys to the Black Diamond Platform

Black Diamond's mission is to support and cultivate advisor greatness by providing the best combination of technology, service, and innovation in the industry.

Every advisory firm reaches a point when a technology upgrade is essential to improve efficiency, service and profitability. When it's time to move to the next level, we have the knowledge and experience to set you up on the award-winning Black Diamond platform without business disruption or downtime.

## A Move Worth Making

Change is seldom easy, but we have a proven process and an expert team to ensure your success. Over 440 advisory firms of all sizes have made the switch to Black Diamond to improve operational efficiency, compliance and client service. With a flexible, web-based approach and comprehensive reporting capabilities, Black Diamond leads the advisory industry in flexibility and ease of use. Black Diamond offers you:

- › A turnkey, easy-to-use platform that's purpose built for advisors
- › Powerful reporting capabilities to enhance your client service
- › A responsive, expert service organization to keep you on track

This document will tell you what to expect when you move to Black Diamond so you can plan and prepare, allocate time and resources, and set expectations with your operations team.

## Improving Your Workflow

Upgrading to Black Diamond is not just about reaping the efficiency gains of your new solution. It is also an opportunity to review your current operational workflow to ensure that it reflects industry best practices.

Our experienced implementation team is uniquely qualified to guide you through this pivotal step. The Black Diamond platform is engineered to meet the specific needs of RIAs, and our team will consult with you to streamline your operations, clean up your data, and implement best practices across your firm. Because we're continually adding new features and functionality to Black Diamond, your investment will pay dividends for years to come—keeping your firm on a path of continual improvement and enhanced ROI.

Black Diamond's mission is to support and cultivate advisor greatness by providing the best combination of technology, service and innovation in the industry. That dedication starts even before you decide to make the move to the platform.

## Determining Your Needs

The transition to Black Diamond begins with an experienced consultant taking the time to understand your business goals and operational challenges—and to help you determine whether Black Diamond is the right fit. If it is, your representative will undertake an in-depth discovery process, meeting with key members of your team to understand your practice, workflow processes, and specific functional requirements. Behind the scenes, they are already preparing the implementation team for your unique needs to ensure a smooth transition.



## Product Brief

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### Information Sharing and Readiness

- › Review your business objectives and functional requirements with Sales
- › Review your current environment, processes and workflows
- › Suggest improvements to your operations to match best practices
- › Share your goals and requirements with the implementation team for a smooth transition

**Benefit:** Consultative review of current technology and operational environment, and discussion of desired improvements

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### Three-Phase Implementation

- › Review and confirm your goals and expectations from the sales process and gain consensus on a solution configured to meet your needs
- › Share best practices to guide you through configuring the platform you want for your firm and your clients
- › Train you on the basics to quickly see how easy the platform is to use
- › Determine how you want to roll the platform out to advisors and your clients

**Benefit:** Our quick, concise and streamlined implementation process minimizes downtime and reduces travel and expenses

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### Three-Phase Implementation Process

#### Phase 1: Data Access and Conversion

The first step in implementation is obtaining the data needed to set up your direct feed accounts on Black Diamond and initializing data feeds from your custodian(s) via the Advent Custodial Data® (ACD) network and ByAllAccounts. With your authorization, we will initialize all Black Diamond direct feed and ACD account positions, cost basis, name and address information for each account as made available by the custodian.

Your Implementation Manager will guide you through your data conversion choices, discuss the timing, and help you prepare the data you'll need to provide as part of the conversion process.

With minimal training, you can start using Black Diamond with live data the first time you log on, even if there are pending data conversion projects to be completed later in the implementation process.

#### Phase 2: Platform Configuration

We tailor the solution's features and functionality to align with your objectives and enhance efficiency across your firm. Black Diamond experts effectively audit your Axys performance data and ask you to make adjustments, if necessary. The Black Diamond team will load your performance data on the platform.

Our implementation team will guide you to determine the optimal platform configuration for your firm's needs, including: creating target models and classifications, extracting your Axys fee schedules and assignments, and creating dynamic reports and views for you and your end clients. When you're satisfied with the final plan, your Black Diamond team will load your preferred set-up to the platform.

The Black Diamond team will also help you determine optimal views and set-ups for both firm users and end clients.

#### Phase 3: Expanding Advisor and End Client Access

In this phase, you will determine the access options you want to offer to your end clients. You will also identify the appropriate mix of communications and reports and the channels through which your end clients will receive communications, such as electronically or via the client portal or custom iPad app.

The Black Diamond team will create the initial view for your end clients for you to modify as desired. When you're satisfied with the view and ready to go live, you can roll it out to your end clients.

Your relationship with Black Diamond does not end when our implementation team gets you up and running. In fact, it's just beginning. Our services team will help you get the greatest benefit out of your new system, answer your questions, and resolve any problems that may arise.

#### Short Implementation Timeline

If you follow the suggested guidelines for a successful implementation, you may experience a three-month implementation; however, your firm's unique requirements and readiness will determine how long your transition will take. What may surprise you is how little training you'll need to start using the platform. You'll also have the added benefit of a dedicated team from start to finish and beyond.

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### Dedicated Service Team

- › Provides a single point of contact for dedicated service (Client Advocate)
- › Offers extensive hands-on transition support for conversion from Axyx®
- › Guides you through platform customization and report design

Benefit: Our dedicated service includes personal accountability for your success

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### Get Started Today: Ensure Your Successful Implementation

To prepare for your Black Diamond implementation, there are several things you can do right now to ease the migration process.

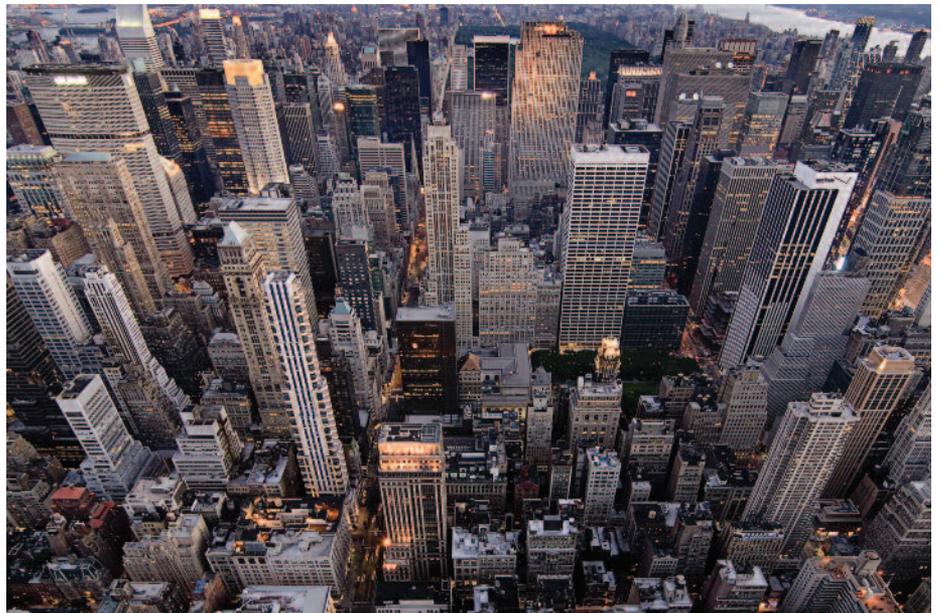
- › **Communicate your expectations** and timing and determine your success criteria.
- › **Assign resources and allocate time** for the project, identifying key stakeholders responsible for specific aspects of the implementation process.
- › **Leverage the opportunity to clean up data** and confidently move forward. Review your historical data for accuracy, including assuring that beginning and ending values match and adjusting where necessary.
- › **Complete and compile data authorization requirements** in the custodial information document provided.
- › **Determine asset classifications and groupings**, considering your opportunity to make changes in the Black Diamond platform.

### Introducing Your Black Diamond Team Sales Representative.

A Black Diamond representative is probably your first contact with us. Your representative will explain the features and functionality of Black Diamond and help you determine whether the system meets your needs.

**Implementation Manager.** Once you choose Black Diamond, an Implementation Manager will work closely with you throughout the process of configuring and setting up your system and arranging training for your staff.

**Client Advocate.** When you're up and running on the system, a dedicated Client Advocate will be responsible for your relationship with us. This experienced professional will be your single point of contact to facilitate information and assist you in getting the maximum value out of your Black Diamond investment.



Join the Conversation



### **Black Diamond Services: Supporting Your Success**

**Consulting.** Our expert consultants establish an optimal workflow, leveraging Black Diamond's features and functionality to set up and configure your software.

**Custom Reports.** Our reporting team works directly with you to create required reports from scratch, or configure existing reports to bring a new level of efficiency to your firm.

**Live Training Seminars.** Led by professional trainers, our regular online training seminars allow your staff to enhance their skill set and ask questions—without leaving the office.

**New Release Tutorials.** We're constantly improving Black Diamond with new features and functionality, and we provide free, live web-based training on new releases.

**Intensive Boot Camps.** If your staff needs intensive, in-person training, our boot camps are an ideal way to master Black Diamond in just a few days.

### **The Strength of a Leader**

When you move to Black Diamond, you get confidence from knowing you made a smart choice—an award-winning solution that's tailored to the unique needs of advisors and backed by the resources and financial strength of Advent Software, a leader in investment management technology for 30 years. As an independent business unit of Advent, Black Diamond continues to pursue its mission of helping advisors find their path to greatness—with the backing of one of the largest and most established companies in the industry.



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