

# Document Management for Financial Advisors



## Make your strategic move

Increase business value, streamline your workflow and simplify regulatory compliance

As a business owner and a financial advisor, you must constantly increase revenue while operating in a complex multi-regulatory environment. The expense of paper-based operations cuts into profits and unnecessarily complicates your office's workflow. With extensive customer files and time-sensitive retrieval demands, you must find a way to work at maximum efficiency while meeting compliance directives and retention requirements, all without compromising customer service.

Setting the standard in document management for the financial services industry, Laserfiche® solutions help you meet these challenges with cost-effective, rapidly-deployable solutions. Laserfiche software helps advisors prosper by gaining efficiency, improving profitability and increasing productivity, all while reducing the cost of compliance.

### Learn More Inside

- ▶ Ease the Burden of Compliance
- ▶ Grow Your Business and Increase Revenues
- ▶ Improve Information Sharing
- ▶ Enhance Business Continuity Planning
- ▶ Add Value to Existing Technology Investments

# Paper and Your Bottom Line

## The Business Cost of Paper

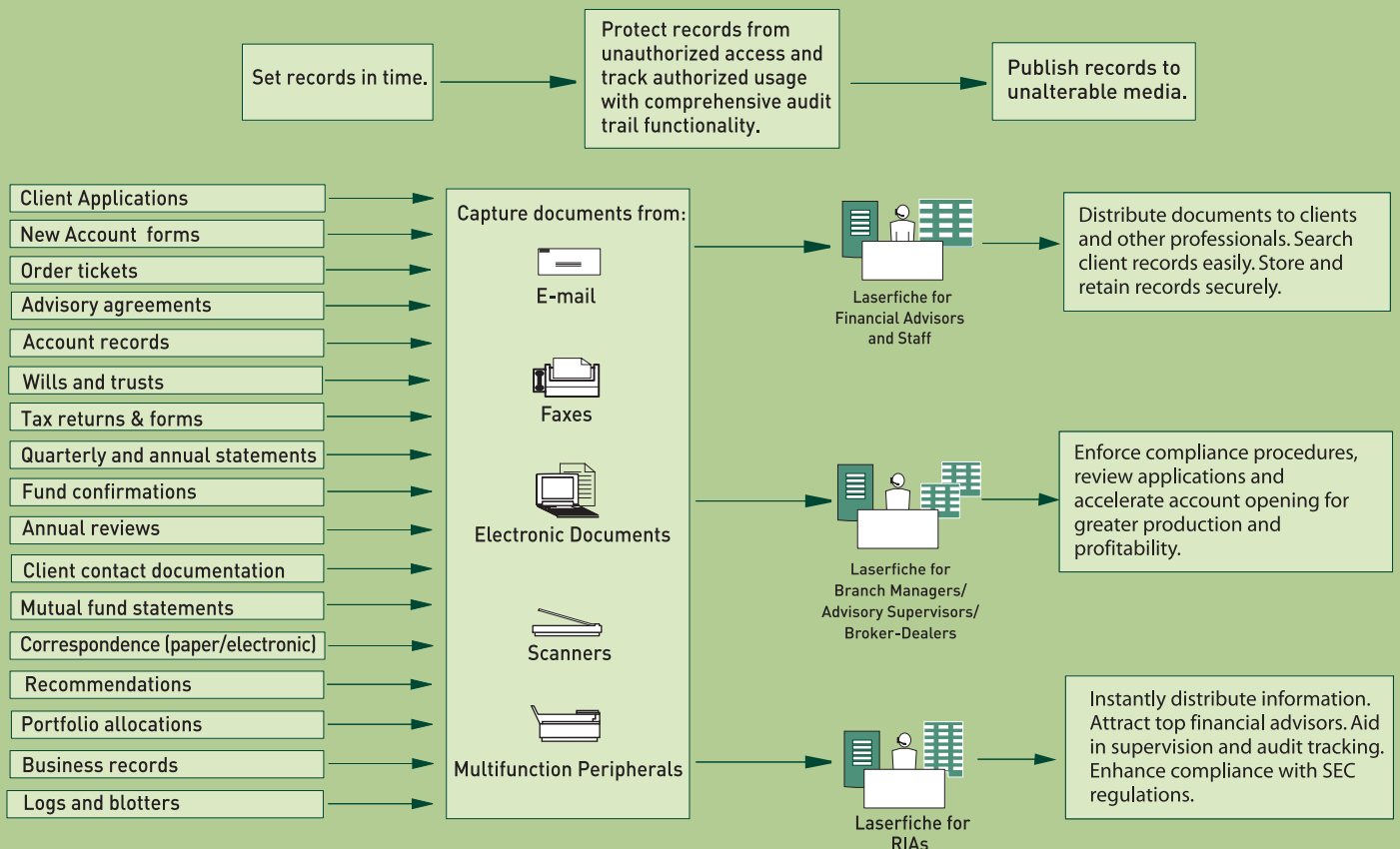
- ▶ Productivity and time lost searching for files.
- ▶ Lost and misplaced documents.
- ▶ Mailing and faxing documents to clients and supervisors.
- ▶ Labor-intensive archiving of physical records.
- ▶ Expensive physical storage space.
- ▶ Document storage and retrieval mandated by multiple regulations.
- ▶ The cumulative impact on overhead costs and quality of client service.

## The Laserfiche Potential

- ▶ Retrieve documents and locate information instantly.
- ▶ Securely store documents and prevent misfiling.
- ▶ Distribute documents quickly and economically via CD, Web or e-mail.
- ▶ Archive documents digitally and securely.
- ▶ Reclaim the space currently needed to store paper documents.
- ▶ Streamline compliance processes.
- ▶ Access files simultaneously from multiple locations.
- ▶ Reduce costs and increase profits while serving clients more effectively.

## Efficiency, Profitability and Exceptional Client Service

### Enforce Compliance Processes at Every Step



# Laserfiche at Work with Financial Advisors

**W**ith Laserfiche, you and your staff don't have to learn a new way to work. You work as you always have, except your records are securely stored in a repository on a server rather than in file cabinets.

Your staff members use scanners to capture financial plans, new account forms, investment applications, client correspondence and statements – all your working and archival client records – into a single or multiple Laserfiche repositories. You can also import word processing, spreadsheet and other electronic documents with simple, drag-and-drop actions. Optical Character Recognition (OCR) technology reads and indexes every word in your documents, enabling full-text searches of their contents – even if you don't know the exact spelling.

Authorized personnel can then search and retrieve documents instantly with Laserfiche's Intelligent Search capabilities. Users view, print and e-mail documents from their desktops, speeding response to requests for information from clients, their attorneys and tax professionals, supervisory staff or others. Documents may also be archived to CD/DVD or securely posted on an intranet or the Internet without HTML coding. You can easily allow clients or offsite advisors to view records over a secure Internet connection.

Comprehensive security measures protect your documents from unauthorized access. The Audit Trail™ module constantly monitors user activity. Documents published to disc can be accessed but not altered, fulfilling key SEC retention requirements 17a-3 and 17a-4 (as published under NASD notification 93-47). Compact digital backups can be stored securely and more cost-effectively off-site. Facilitate response to audits, easily assure compliance with multiple NASD and SEC regulations, speed workflow processing and order approval and track how efficiently your staff is working, all from one easy-to-operate interface.

**"We saved a half day's worth of staff time when the compliance officer from NPC was here recently for an audit. We're finding things faster and we're starting to look to Laserfiche more often to help us with our daily work. It is already a very worthwhile investment."**

Tom Feenan, Founder, Feenan Financial Group



## Consider the Cost of Responding to Client Requests:

- ▶ How much time do you lose searching through file cabinets for records?
- ▶ How long does it take to locate the relevant information in each record?
- ▶ How long does the client wait for a response?
- ▶ How many other clients are left waiting while you complete these tasks?

## Now Consider Meeting Those Demands with Laserfiche:

- ▶ Retrieve records instantly, without leaving your desk.
- ▶ Locate the exact information you need quickly.
- ▶ Provide prompt responses to client inquiries.
- ▶ Serve more clients, without hiring more staff.

# Real-World Benefits from the Front Desk to the Back Office

## Simplify and Reduce the Costs of Compliance

The core of your compliance program isn't technology, it's the policies, procedures and people you work with daily. A document management solution can't automatically make you compliant, but it can ease the burden of complying with increasingly stringent multi-regulatory rules and retention requirements. Laserfiche is certified by the highest possible standard in records management, the Department of Defense. The DoD 5015.2 certified Records Management Edition™ provides you with the tools you need to:

- ▶ Reduce the storage burden of complying with record-keeping regulations such as SEC Rules 17a-3 and 17a-4, NASD rules 3010 and 3020, Sarbanes-Oxley and the USA PATRIOT Act.
- ▶ Publish time-dated records to unalterable media, a key element of SEC recordkeeping rules.
- ▶ Constantly monitor document access and retrieval with Audit Trail's comprehensive controls.
- ▶ Comply with SEC and NASD document retention and destruction regulations.
- ▶ Ease compliance with business continuity directives.
- ▶ Expedite audits by easily and quickly producing records on demand.
- ▶ Safeguard client privacy and inspire customer confidence.

## Improve Communication with Advisors, Staff and Supervisors

If you supervise advisors working in satellite or home offices or have to report to another office, you know that constant, simultaneous access to up-to-date business information is critical. Laserfiche provides immediate, economical document distribution via CD, e-mail, your intranet and the Internet to satisfy these demands of doing business. Clients get what they want and staff gets what they need, while everyone gets the added benefits of reduced labor, copying and mailing costs.

- ▶ Access documents instantly and simultaneously using your internal network.
- ▶ Increase productivity for advisors or staff working from their home offices.
- ▶ Send information where it needs to be, whether it's down the street or across the globe, using e-mail document distribution.
- ▶ Distribute documents on CD to satellite offices, compliance officials and independent third parties.
- ▶ Provide online document access securely and cost-effectively with Laserfiche WebLink™.
- ▶ Facilitate supervisory compliance with "know your customer," money laundering and suitability guidelines.



"At our last audit, we provided auditors with 80,000 pages of documents—six months' worth of correspondence—on one CD. In years past, we had to box and send them. It took about an hour to gather the 80,000 pages to create the CD. Before it meant weeks and weeks of staff time."

Dean Rager, CIO,  
Geneos Wealth Management

# Achieve a Rapid Return on Investment

## How Can Laserfiche Help Your Practice Run More Efficiently?

- ▶ Realize a profit increase of **41.2%** for a small firm, **55.9%** for a medium firm or **40.7%** for a large firm.
- ▶ Increase your business value by **\$216,000** for a small firm, **\$626,000** for a medium firm or **\$3,421,000** for a large firm.
- ▶ Save **8%** of annual overhead costs, up to **\$342,000** for a large firm.
- ▶ Help your staff work more efficiently by cutting time wasted on routine tasks, up to **1,500** hours for a small or medium firm or **6,000** hours for a large firm.

Source: ROI for RIAs, [www.laserfiche.com/fs](http://www.laserfiche.com/fs)

## Increase Business Value and Enhance Profitability

All of your day-to-day and year-to-year efforts to grow your business ultimately increase the value of your firm. While many firms have the same net revenue, the firm with the lowest overhead is more valuable. Reduced paper and storage costs, more efficient staff, less time spent on compliance and faster client service give your firm a strong competitive edge.

Increase business value by implementing a comprehensive digital document management system that streamlines daily work processes. Laserfiche supports efficiency while cutting the costs of compliance and ensuring greater security, privacy, transparency and accountability at every level of your organization. These benefits lead to more satisfied clients, more productive staff members, easier advisor recruitment and retention and, ultimately, more revenue.

- ▶ Reclaim office space currently used to store large volumes of paper, using more of your office space for revenue-generating activities.
- ▶ Cut the costs of in-house and off-site storage.
- ▶ Speed routine tasks and spend your time doing what you do best – serving clients.
- ▶ Use your staff's time more productively with automated filing and faster information searches.
- ▶ Increase advisor recruitment and retention with sophisticated, time-saving technology.
- ▶ Ensure a smooth transition for business transfer and succession planning with easily organized and transferred client records.

“While we haven’t put an actual dollar figure on the value of the Laserfiche system and what it does for us, we do know that in terms of scaling upon existing infrastructure, back office efficiencies and the lack of filing storage—it is has to be in the range of tens of thousands of dollars per month.”

J.C. Abusaid, Chief Operating Officer,  
Halbert Hargrove Investment Counsel



# Enhance Business Continuity Planning



Paper is a vulnerable archival medium. Fire, flood, power outages and theft threaten the integrity of your archives, but duplicating paper documents for off-site storage is an expensive, time-consuming process.

Industry regulators do expect advisors to have considered disaster recovery and business continuity planning issues, including the possibility of a future significant business disruption and how to access systems and replace files in case of a disaster.

Digital archiving with Laserfiche eases compliance with this directive by simplifying disaster preparation and recovery and assuring the long-term accessibility of critical information. Easily provide your response to scenarios of varying severity (from firm-only to nationwide), enhance your ability to continue operating during an emergency or disaster and speed your response time to any disaster.

- ▶ Assure data back-up and recovery and maintain client contact information outside of the office.
- ▶ Create backup duplicate copies of your records in accordance with SEC Rule 17a-4(3)(iii).
- ▶ Store entire document repositories on durable CDs, which can be easily stored in a secure, off-site location.
- ▶ Provide document access, even if your network is down or destroyed, with built-in search and viewing capabilities on each disc, easing compliance with SEC Rule 17a-4(3)(iv).
- ▶ Maintain future accessibility with the non-proprietary TIFF file format.
- ▶ Cut photocopying, transportation and off-site storage costs for backup and dead files.
- ▶ Comply with NASD Rules 3510 and 3520 requiring member firms to establish business continuity plans detailing emergency preparedness procedures.

# Realize Daily Benefits

## Add Value to Existing Technology Investments

Laserfiche, a proven solution that expands to meet your business needs, integrates seamlessly with your practice's existing applications. This combination of scalability and easy integration enhances existing IT investments while guaranteeing the long-term utility of your Laserfiche solution. More than 23,000 organizations worldwide, including over 3,100 financial advisors, already benefit from these advantages.


- ▶ Leverage Laserfiche's open architecture to easily develop integrations with any non-proprietary software, providing information on demand and document collaboration and movement capabilities.
- ▶ Promote image-enabling integration with Goldmine™, Advisors Assistant™, Laser App™, Quik!™ and other practice management, CRM and portfolio management applications.
- ▶ Provide access to supporting documents from within other applications with document management integration.
- ▶ Simplify integration and system expansion with support for industry-standard Microsoft® SQL Server™ and Oracle® database platforms.

## Regain Lost Productivity

Imagine being able to locate any information on demand, while your clients are on the phone, rather than having to put them on hold and search through your files, then come up empty and have to call them back when you've finally found the information you need. With Laserfiche, you can retrieve documents and locate information instantly, satisfying your clients with the information they need and the service they want right when they call, the first time they call.

Laserfiche's Intelligent Search™ capability retrieves documents instantly with full-text and template field searches. Using customizable template fields, you can organize your electronic files the same way as your paper files: by client name, account number or application date, whichever suits your business best. Your staff spends less time looking for documents while you gain time to use the information they discover. Your documents remain immediately accessible so you can make decisions more efficiently, respond to clients' requests more quickly and compile records for an audit more easily.

- ▶ Encourage rapid staff acceptance with intuitive search and retrieval features.
- ▶ Reproduce your existing file structure with customizable folders and template fields.
- ▶ Reduce mistakes and misfiled documents with automated OCR and indexing.
- ▶ Search by client name, security name, account type or hundreds of other easily customizable template fields.
- ▶ Utilize Advanced Search Boolean operators to make any search, no matter how complicated, simple to execute.
- ▶ Access the same document from multiple workstations, regardless of how many people are viewing it.
- ▶ Store, search and secure business-critical records like blotters, affiliated persons records and correspondence files.



"Laserfiche offered us the greatest flexibility to work like we always had, only using electronic files instead of paper. Once you have your documents in Laserfiche, your productivity soars."

Blake Woodard, Managing Partner,  
Woodard Insurance, LLP

# About Laserfiche

## Laserfiche Product Suite

### Laserfiche Document Management Platform Organize, protect and retrieve information.

Laserfiche United™ and Laserfiche Team™  
Laserfiche Records Management Edition™  
Laserfiche Web Access™

### Document and Information Capture Bring paper and electronic documents into your digital system.

Laserfiche Quick Fields™  
Laserfiche Import Agent™  
Laserfiche Snapshot™

### Document Distribution Provide secure, efficient document access to users across the office and around the world.

Laserfiche WebLink™  
Laserfiche Plus™  
Laserfiche E-mail Plug-in™  
Laserfiche COLD™

### Business Process Management Streamline document-centered processes and track activity for regulatory compliance.

Laserfiche Workflow Suite™  
Laserfiche Agenda Manager™  
Laserfiche Audit Trail™

### Integration and Customization Integrate Laserfiche with third-party applications, customize system functionality and automate Laserfiche-related tasks.

Laserfiche Integrator's Toolkit™  
Integration Express™  
Integration Express-GIS™

### Software Assurance Manage change and protect your investment.

Laserfiche Software Assurance Plans (LSAP™)

## About Laserfiche Solutions

Laserfiche creates simple and elegant document management solutions that help organizations run smarter. Since 1987, more than 23,000 organizations—including numerous registered investment advisors, financial advisors and broker-dealers worldwide—have used Laserfiche software to streamline processes for managing documents, records and workflow. By digitizing paper archives, Laserfiche enables users to instantly pinpoint the information they need, to collaborate more effectively and to complete daily tasks more efficiently. Secure Web access allows organizations to share information with remote offices, business partners and customers, while user- and role-based security options ensure compliance with government- and industry-mandated standards, including Department of Defense (DoD) standard 5015.2.

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## Your Next Step

To learn more, call (800) 985-8533 to arrange a demonstration or visit [www.laserfiche.com/fs](http://www.laserfiche.com/fs) for more product details or to request your free Laserfiche demonstration CD.

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