

DOWNLOADS  
AVAILABLE IN  
VERSION 2.8

SPRING 2008

- DST FANMail
- DAZL / Advisors Central
- Pershing
- Vision 20-20
- Fidelity / NFS
- Wedbush Morgan
- TD Ameritrade
- LPL
- Sterne, Agee & Leach
- SEI
- First Clearing
- Rydex Funds
- CANNEX
- Zurich Kemper / OneLife
- Albridge
- MassMutual (XMLife)
- Charles Schwab
- DATAlynx / First Trust
- Union Central
- Jefferson Pilot
- Metlife

VERSION 6 (IN  
PROCESS\* OR  
PLANNED)

- DST \*
- First Clearing \*
- Sungard \*
- Pershing \*
- DAZL \*
- Trust Company of America \*
- First Southwest \*
- Union Central \*
- Fidelity / NFS
- MassMutual (XMLife) \*
- TD Ameritrade
- Albridge
- LPL
- Charles Schwab
- Wedbush

## Advisors Assistant 6 Released

The first phase of the release of Advisors Assistant 6 is in full swing for Contact Management, (CRM) and the Insurance Module.

The Investment Module will be added to the release as soon as the first of the downloads are completed and tested. (See related article on Page 4.)

The complete list (270 of them) of new features is on our web site at [www.AdvisorsAssistant.com/AA6.htm](http://www.AdvisorsAssistant.com/AA6.htm).

The link to the list of over 260 enhancements is just below the video links on the web..

Here are just a few of the major enhancements:

- Email archiving and forwarding
- Maps
- Spell Check in notes
- Full text notes search. Search all notes for a word or phrase.
- Contact New Business Tracking
- Householding
- Group Insurance
- True remote access (using virtual private network as outlined in the Winter 2007 e-News, or Web Services for larger installations
- Blazing search speed.
- Easy Report Design for basic reports
- One click Excel Exports
- Outlook style toolbar to cut out many mouse clicks.
- Based on Microsoft SQL Server 2005.

### Changing But Still Easy To Use

Advisors Assistant still works the same way. You already know how to use it based on using Advisors Assistant 2.8. There are just more features for you to use.

It's like getting a brand new car with all the latest technology and options. It drives the same way, but it's just faster, more powerful, and more fun to drive. ■

**View Client With Household**

**James Madison (Jim)** Head of Hsld

Types: Client  
A  
Business Client  
Occupation: Lawyer  
Spouse: Dolley Madison  
Birthdate: 6/16/1951 Total Income: \$100,000  
Age / Near: 55 / 55  
Anniversary: 9/6  
Drv License: MD  
Producer: Moneymaker, Chris 3768

**Business Address** Primary 3

Addressee: Mr. James Madison  
Business: James Madison, A Law Corporation  
Job Title:  
Address 1: 9567 Walnut Street, Suite 400  
Address 2:  
City, State: Port Conway VA 14756  
Greeting: Jim

Email: james@madison.com Primary 3  
Web Site: www.ma... Primary 1

**Business Ph...** Primary 5

(212) ...  
(212) ... Direct Line  
Marketing

**Members** Member Of

Members	Type	Age	DOB	Producer
Madison, James	Client	55	06/16/1951	Moneymaker, Chris
Madison, Dolley	Spouse	42	04/15/1964	Moneymaker, Chris
Madison, Jimmy B	Child of Client	17	03/12/1989	Moneymaker, Chris

Click one of these buttons to Add, Modify or Delete the Household members.

Click to print a summary of the Household.

Sort by any column by clicking on the column title.

Double-click on any name to go directly to that name's record.

Right click on any item in the list to get a drop down menu.

Right click in this open area to add a new item to the list.

Navigation: New Biz | Notes | Markets | Links | Household | Files | FlexFields | Pages | Events

# Version 6 Help Kicks It Up A Full Notch!

**O**ur 23 years experience with Advisors in an ever changing marketplace has helped us take a new approach to our Help files.

The new Help also recognizes that our users have become more computer savvy and the types of questions being asked Tech Support have changed over the years.

## Answer Questions

The Help is designed to answer questions before they are asked. Each screen has a Help Button and the Help for that screen tells you exactly how to use the screen.

## Cross References

When a Help topic talks about other important subjects, there are hyperlinks to that topic for more in-depth information.

We've also added a See Also section at the bottom of most screens.

## Step by Step

If a few steps are required in a screen, a step-by-step instruction is given.

## Super Indexing

There are literally thousands of index entries in the Help so that you can look up subjects based on key words. Every screen label is indexed so if you don't know a term used on the screen, it is indexed with references to other places in the system where it's used.

## Full Text Search

Not only can you search the index for relevant terms, but you can also search the entire Help text and the entries will be highlighted in the topics found.

## 48 Embedded Videos

There are currently 118 million bytes of video files with sound available to users from right in the Help. It's like having Tech Support right there to explain just how to use the system.



[Getting Started Tutorial](#) (2:49)

You'll see an icon at the top of the Help topic you can click on to watch a full motion video telling you how to use the screen.

## Investment Glossary

One of the things we've learned is that different terms are used in the investment world and people use terms in different ways. Therefore, we've defined the terms used in the Investment Module. If you see "Time Weighted Return" used on a report and want to know what it means and the formulas used for the calculation, it's in the Help file.

## Help Now

The new Help files and videos have been designed to answer your questions when you need answers, even after business hours. ■

# Standardized File Format Released

**I**n order to make it easier for clearing firms and investment managers to supply information for investment downloads, we've created a standard file format specifically designed for downloading into Advisors Assistant and other portfolio tracking systems. We've also developed the import program to accommodate the format.

This provides a fast track for any vendor wanting to download into Advisors Assistant 6 while we develop the downloads already in Version 2.8.

## Advantages of Format

If a clearing firm creates this file, we can have them up and running with Advisors Assistant in 6 to 8 weeks because the download module has

already been written. All that needs to be done is to write part of the program to transport the data to our user, integrate the module into Advisors Assistant, and to run quality assurance and beta tests with the module.

The file format is XML, the more modern way of transmitting data. It's very forgiving because it can be modified to accommodate one firm without affecting those who have already signed on.

If you have a firm that you want to download to Advisors Assistant, contact them and encourage them to export in this format.

Then, provide us with a contact at the firm and we'll take it from there.

## Firms Already Signed Up

Clearing firms are recognizing the advantages of using the format:

1. It takes advantage of our ten plus years of experience with investment downloads.
2. They get a ready made format that works and can be used with other vendors.
3. Being XML, it can be easily modified without any adverse effects on other systems.
4. A vendor that adopts it can service more than one provider with the same program.

Firms are already signing up and finding that it's a quick and easy way to access thousands of potential customers. ■

**Firms that have adopted our standardized file format tell us that it only takes about 100 hours of programmer time to create the file and hook it into their web portal for transmission to users.**

**A**lthough the CRM and Insurance Modules for Version 6 have been released, we continue to add new features. Here are some of the recent additions.

## Maps

One of the exciting new features is the ability to see a map to your client's address by just right clicking on the address from any View Client Screen. In many cases you can see Satellite Photos and even ground level pictures of your client's building.

## Spell Check

We've also added spell checking while you type to all the notes. If you type a word that is not in the dictionary, a red squiggle line will appear under the word. Right click on the word for suggestions or the ability to add to your own custom dictionary.

In addition to the American English dictionary, you can choose Canadian English, Australian English, British English, Canadian French, or Mexican Spanish by using the System preferences to change dictionaries.

## New Reports

We get report suggestions all of the time. Priority is given to reports that were being used in Version 2 which were not included in Version 6 for one reason or another. We've added many new reports suggested by users and put many others on our list of future enhancements.

## Backup Reminder

We've had users tell us that they didn't know that Advisors Assistant includes a backup feature.

Recently, we added a reminder that will remind Advisors Assistant administrators to back up. This has a feature that will let the administra-

tor set the reminder from 1 to 5 days. Backing up resets the reminder.

There is also a Help feature on the reminder screen that explains just how to back up.

Backup can only be performed from the computer which is the server. This is because of SQL Server requirements and is also good security. You must have Admin access to the server to back up the database. ■

## Quick Tip!

If you're purchasing a server, consider the 64 bit Xeon Quad Core processor with 1333 data bus & 12 MB on chip cache. It's more power than most small offices need, but a medium office with multiple servers can do some real consolidation!

Instead of running multiple servers, try one powerful server, like the one above. Then add about 12 GB memory and run Virtual Servers. You'll save lots of electricity, spend less money on hardware, and still have multiple servers. It's a known fact that processors often just sit there waiting to be used. The more you can keep your processor working, the more efficient your IT structure becomes.

A server like the one described above should be able to run 2 or more virtual servers plus the underlying "real" server! ■

## Did You Know?

**H**ere are some features you may not know about View Screens and Selection Reports in Advisors Assistant 6. We're assuming you're on the latest version.

- You can adjust the column widths in the View Screens by dragging the column border to the right or left and Advisors Assistant will remember each column width on a user by user basis.
- You can hide columns if you don't want them by right clicking on the column heading area and unchecking the column you want to hide.
- There's an Advisors Assistant entry on the Outlook Tools Menu to use for having the system look back and archive any emails that might have been missed or had the person's address added since it arrived. The number of days it looks back is based on the preference stored under File | Preferences—Outlook Tab.
- You can save Selection Criteria which are complicated or used often by clicking on the Save Button on the Selection Criteria Screen. Then use the Load Button to retrieve the criteria the next time you want to use it.
- The last used Selection Criteria is always saved for you and can be reloaded with the Load Button. It is called "\_Previous" and will be at the top of the list.
- You can use the Add To Search button on the Selection Reports to search "A Clients" OR "B Clients". Just Add To Search and search on "B Clients" on the second search.
- The Comment next to the Report Name on the lists of reports is designed to help you get more use out of the report.
- Sort by Last Change Date on the Report List to see any reports added or changed in your latest update.
- You can design your own basic reports by clicking on Admin | Maintain Reports. Click on Add and then click on the Help Icon. There is a nice video at the top of the Help.
- There are currently 99 reports in Advisors Assistant 6, including investment and view screen reports. More are included in every new release.
- There are 6 different export file formats available in Advisors Assistant 6. Just click on the Export Button instead of choosing a report from the Selections Menu.
- If you can list them on a report, you can mass email them. Click on the Word button instead of running a Selection Report. Microsoft Word has great mass email capabilities.

## Which Windows Vista?

Vista Home is not designed for a business environment, and does not have all of the functionality of Vista Business or Vista Ultimate. We don't recommend it for Advisors Assistant, and it should be updated to Vista Business if it comes with your computer.

# Investment Downloads Streamlined In Version 6

Version 6 provides completely new, totally rewritten, download user screens.

As of this writing, we're testing DST downloads, Trust Company of America, and First Clearing downloads with some very large data files.

What you don't have to do is more significant than what you have to do in the Version 6 download program.

## No More Matching CUSIPS

DST's CUSIP changes and matching new CUSIPS with the right variable annuity or mutual fund presented one of the biggest challenges for people downloading variable annuities and funds.

Version 6 will automatically make sure that you have the latest DST CUSIP file and download the latest file automatically. It will then match and change the CUSIPS for you.

## No More Matching New Accounts

If Advisors Assistant 6 doesn't find the account number in your database, it doesn't stop to ask you to match the account. The program will place the account in an unmatched account area and continue to download all of the other accounts and transactions without interruption.

At some later time, at your convenience, you can run a special wizard that will help you to match or add the accounts which are new to your system. We call it Assigning the accounts.

The benefit to this approach is that all your current accounts get updated without delay and new accounts can be added or matched at your convenience.

The Main Download Screen

## No More Reconciling Accounts

The system will automatically reconcile any positions downloaded after every download. It will also keep a history of all positions reconciled. However, you have full control of the reconciles and can even delete them if you like.

If you're downloading fixed annuities from DST, and they don't send interest transactions, you can tell Advisors Assistant to reconcile with an interest, dividend, or capital gain transaction across broad selections of clients.

## No Need To Process Transactions After Downloads

Processing Transactions and Market Values is virtually obsolete. Instead of processing the entire database after every download, Advisors Assistant uses a new "Just In Time Processing" that only processes accounts when you want to view or print them. The first time you view a client's account after downloading you may see a second or two delay on slower computers and about a

1/2 second delay on fast computers before the screen displays. Any subsequent visits to that client's screen will not recalculate.

## Simple Steps

Downloads require the 3 steps shown in the 5 buttons on the screen above, and the first 3 buttons actually execute automatically if the little check box is active. Setting up a new Rep or Advisor is the only reason the system will stop before reaching the Assign Data Step. If there are no new producers, the download will process uninterrupted and update all your current data, including reconciling any positions.

## Current Status

As of this writing, DST is ready for release. First Clearing is just behind DST. Pershing, DAZL, and Trust Company of America are about 4 weeks after that.

After this first wave of downloads, we will be starting Fidelity and other downloads listed on our Masthead based on their number of users. ■

*There are 3 videos in our Help files specifically devoted to demonstrating how to download your investment data.*

*More than 10 years ago, when we first started processing DST Fan Mail files, there were less than 10,000 mutual funds and variable annuities supported. Now there are over 1.5 million!*



## Client Marketing Systems, Inc

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Phone: 800-799-4267 or 805-773-7981  
Fax: 805-773-7985



The Leader In Client Management Since 1985

Client Marketing Systems, Inc. has provided office automation software to the financial services community since 1985.

Advisors Assistant® tracks contacts, clients, calendar items, investments, and insurance. Since our first day of business, Client Marketing Systems, Inc. has provided toll free technical support to our users who stay updated.

With thousands of users worldwide, premier support, and a twenty-three year record of service to the financial community, Client Marketing Systems, Inc. is the clear choice for financial professionals.

## How To Join Our User's Group

ClimarkCommunity.com is a web site forum specifically for Advisors Assistant users to provide information to each other and Client Marketing Systems. To register please follow these steps:

1. Go to [www.ClimarkCommunity.com](http://www.ClimarkCommunity.com).
2. Click on Register under the logo.
3. Fill in your User Name.
4. Fill in your email address and password. This information is not exposed to other members.
5. Be sure to leave the box about receiving email from forum administrators checked, (located under the Submit Button in the Additional Options section,) or you won't receive special announcements. If you don't want to receive any email from other members, uncheck the second privacy box. (When a member sends you an email, they still don't see your address. The forum actually sends you the email!)
6. Confirm the verification code. This is designed to keep automated web robots from registering.
7. Click on the Submit Registration button. You'll receive a verification email. **BE SURE to click on the link in that email to verify your email address.** Other-

wise, you won't be given access to the forum.

8. If you don't receive the email from ClimarkCommunity.com with the link, please call or email us at [cms@climark.com](mailto:cms@climark.com).

### Your Profile Is Important. Don't Leave It Blank!

After you register, you'll receive an email from [admin@climarkcommunity.com](mailto:admin@climarkcommunity.com). It's a good idea to put [climarkcommunity.com](http://climarkcommunity.com) on your list of acceptable email addresses if you have a spam filter. After replying to the verification email:

1. Log back into the forum and **fill out your profile**.
2. Click on **Control Panel** on the second line on the right side of the screen.
3. In the "Your Profile" section on the left side, click on **Personal Details**. We need to know if the person registering is the registered Advisors Assistant user or a member of the staff.
4. **In the Biography Section, put the real name of the Registered User for your system (such as John Smith.)**

Once we identify you as a user, we'll upgrade your forum status from Forum Member to Advisors Assistant User, and you'll have access to several new interesting areas of the Community. ■

*ClimarkCommunity  
Members receive  
pre-  
announcements  
through blast  
emails and postings  
on the forum.*