Advisors Assistant® e-N-e-w-s

SPRING 2009

DOWNLOADS AVAILABLE IN VERSION 2.8

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

VERSION 6(+= RELEASED *= IN TESTING OR SCHEDULED)

- 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*
- RBC

Free Webinar Training

Besides the 48 short videos which are imbedded in the Advisors Assistant 6 help files, Advisors Assistant now comes with free webinar training.

Live Or Recorded

You can sign up for a live webinar by going to our home page at www.AdvisorsAssistant.com and clicking on Training. Then click on Free Webinars near the center.

On the Webinar Schedule Page, you'll also see a blue button that you can use for viewing previously recorded Webinars.

Advantages Of Live

During the live Webinars, you can type questions into a chat box. As many questions as possible are answered during the webinar, either as part of the presentation or as a specifically addressed question.

Register Today

Just go to the Registration Page on our web site to register for a specific Webinar.

Five To Choose From

Getting Started With Advisors Assistant is a logical first choice if you want a jump start using Advisors Assistant in just 90 minutes.

If you're a long time user of Advisors Assistant and just moving up to our new SQL Server version, you'll want to take a look at **Advisors Assistant 6 New Features Overview**.

Once you get used to the basic system, you'll be ready for **How To Increase Sales with Advisors Assistant**. You're sure to get some ideas from this one.

"**How To Track Insurance With Advisors Assistant**" covers the Insurance Module.

If you're providing investments to clients, you'll definitely want to do **How To Track Investments with Advisors Assistant.** There's a wealth of information about the investment module. ■

Database Hosting Introduced

Advisors Assistant can now host your database on our web servers. Client Marketing Systems is providing hosting services because we realize that many small offices, while wanting the convenience of web access, do not want to incur the expense and responsibility of maintaining a web server.

What's The Difference?

The only differences between Advisors Assistant's Hosted version and the Advisors Assistant that runs on your office server is (1) the location of the server — it's located in our data center; and, (2) the method of communicating with the database is slightly different. The rest of the program is exactly the same.

You're In Control!

There is a huge difference between Advisors Assistant hosted solutions and other web based systems.

With Advisors Assistant you can switch back to running your database in YOUR office at any time. All you need to do is request a backup of your data, install the Server CD on your local network, and restore your database. You don't even have to change the Advisors Assistant program on your desktop or laptop!

Advisors Assistant is the only hosted solution that can guarantee that you can be up and running with Advisors Assistant in your own office within a day or two of wanting to change.

You have control of the access to your data.

Which Modules Are Available?

All modules except the commission tracking and download modules (investment downloads) are currently available for hosting. Download modules will be available soon.

What About Security?

We've taken extreme measures to be sure your data is secure. These include:

- All communications between your computer and the web server are encrypted.
- You must have Advisors Assistant's Blue CD installed on your desktop or laptop computer. Not just any coffee shop computer can be used to contact your database.
- You must enter a unique web address and a unique key into your contact preferences.
- Your contact with the web server must include that very long and strong key (sent automatically) unique to your database and the web address. These are sent when you click on the Advisors Assistant icon on your desktop, so keystroke recorders are defeated because you never key them in.
- When your web address and key are verified, you can enter your Advisors Assistant User ID and Password like you normally would if the data were in your office.

Continued On Page 2

Hosted Advisors Assistant

From Page 1

- Each request for data from your database is not only encrypted, but it also has an identifier unique to your computer that must be verified by the server. The identifier is changed every few minutes, and cannot be used by any computer other than the one that provided the original key.
- All servers are behind a commercial firewall.
- The server storing your database is a separate server from the web server that is open to the Internet and it has no ports open to the Internet. We can't even communicate with it directly.

So, you need to have Advisors Assistant installed, your unique web address, your unique very long key, your database login, and your strong database password to communicate with the database.

Besides being behind a strong firewall, the servers are in a datacenter which houses Verizon and AT&T supernodes, has 6 separate fiber optic feeds, contains dual 2 megawatt generators for continuous power, 24/7 monitoring, and the latest fire suppression equipment. In addition, the building is on bedrock and meets all seismic requirements. We've personally visited the datacenter to verify the security.

Backups Nightly

Your database is backed up nightly and we store the previous 5 days backups. In addition, your data is stored on a RAID 5 disk array which will keep running even if one of the hard drives crashes.

What You Need

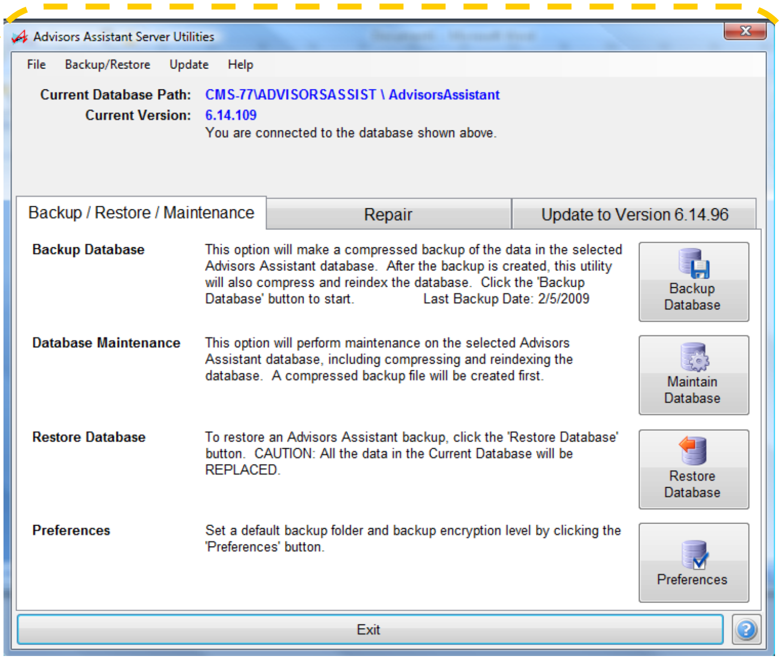
To use Hosted Advisors Assistant you just need a desktop computer running Windows XP or Vista with 1 GB memory and 1 GB free disk space. You also need Internet access. Broadband is recommended, but even a slow broadband connection does fine.

Backing Up SQL Server Files

The only moving parts in a computer are the fans and the disk drives. Eventually these parts will fail due to mechanical problems.

However, even though SQL Server, the database used to store Advisors Assistant data, is one of the most stable database engines you can get, you can still get corruption due to viruses, network, or memory problems.

We've been in business 24 years and disk failures are far less frequent, but they can still happen, and eventually will.



Backup Utility Is Run From The Server

Your Backup Plan

You need a backup plan and it should include the following:

- **Multiple Backup Media**. Don't depend on just one tape or one backup drive. If the media fails, you will have no backup. If it fails during a restore operation, you're done. We recommend one set of media for each day of the week. That's 5 tapes!
- **Off site backup storage**. Be sure to take one backup off site every week.
- **Multiple Backup Methods**. Besides backing up our server, we independently backup our accounting and Advisors Assistant with each program's built in backup system. We store these on multiple 4 GB thumb drives (aka USB Sticks) and take them off site every night. This gives us 2 separate backups of the critical systems.
- **Restore Drill**. Are you sure your backup files can be restored? As an exercise, try restoring just one file from one of your backups.

Open File Backup

Not all backup programs will back up open files. SQL Server runs as a "Service" which means SQL Server database files are always open even if no users are logged in.

Be sure your server backup program will back up Microsoft SQL Server files. If you need to, check with your backup program's technical support and have them respond in writing by email. That way, they won't just guess at the answer.

The backup included with Advisors Assistant will backup open SQL Server files and will even backup while the database is in use. ■

Advisors Assistant has the ONLY hosted version that can be used as a non-hosted version with no data conversion . You really do have full control of your data. You not only own your data, but you can run it on the non-hosted version of Advisors Assistant!

How Windows Update Steals C Drive Space

My C Drive is about 90 GB and I only use it for program installations, which takes about 40+ GB.

One day, right clicking on my C drive and clicking on Properties showed that I only had 4 GB free space on my C Drive! What had used all that space?

The first thing I did was a virus check. We use a system wide corporate virus program from Trend Micro and have never seen a virus get past it. The scan proved negative.

At that time, the pink section shown in Figure 1 was just a small pie slice.

Noticing the Disk Cleanup Button, which I had not seen in my many years of looking at this pie chart, I decided to click on it.

Disk Cleanup

Normally I don't like to run automatic utilities that make choices for me, and I was glad to see that I had options, even though they didn't make lots of sense. In Figure 2, I chose Files from all users on this computer. (I'm the only user anyway!)

The Cleanup Tab

My next screen gave me several check boxes to decide what to clean up. Even leaving them all checked didn't account for more than about 10 GB. I left them all checked.

But Wait, there's more! (I picked that up from late night infomercials.) If you click on the More Options Tab, you get the gold ring of C Drive disk recovery.

The More Options Tab

We're all told to keep Windows updated. Security updates, Service Packs, Important Updates, Critical Updates and more… Microsoft has all kinds of names for them. I install them all.

What they don't tell you is that Windows defaults to creating restore points every time you update. Any file changed during the update has a shadow copy created.

Vista Service Pack 1 basically replaced all of the operating system files and all those other updates used more than 40 GB of my C drive.

Once I clicked on the Clean-up Button at the bottom of the screen in Figure 3, my 4 GB free turned into 50 GB free space!

Unused Programs Clean-up

Just because I don't use a program doesn't mean that I want to remove it. I never click on this button. If I want to remove a program, I'll use the Add / Remove Programs feature in the Control Panel. I don't recommend clicking on this button.

Disk Cleanup Summary

Here's a step by step way to recover space on your C drive. Vista is assumed, but Windows XP has similar keystrokes.

1. Make sure you are backed up before performing these functions.
2. Log into Windows as a user with Administrative privileges.
3. Hold down the Windows Key and press "E" or click on Start | Computer.
4. Right click on the C Drive and then choose Properties from the menu.
5. From the screen shown in Figure 1, click on Disk Cleanup.
6. Choose files from all users on the screen shown in Figure 2.
7. Under the Disk Cleanup Tab, leave all of the boxes checked.
8. Click on the More Options Tab.
9. Click on Clean-up as shown circled in Figure 3.
10. Click through on the OK buttons giving Windows permission to do the cleanup.

If you have lots of space to recover, the process may take a minute or two. When you're finished, you should have lots of new space for even more programs.

Windows XP has a similar set of screens with the same functions, but slightly different prompts.■

Vista Screen Examples

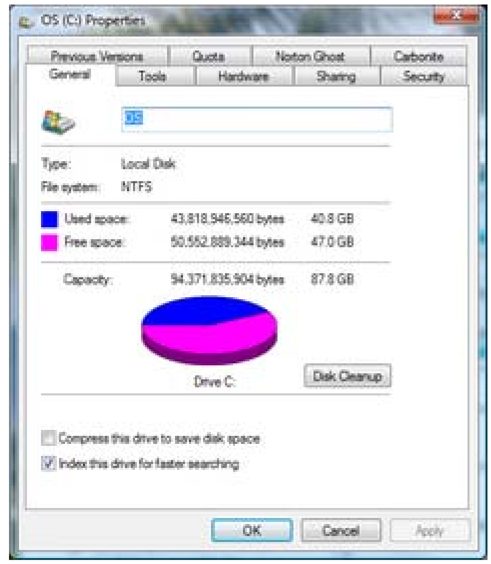


Figure 1: Drive Properties

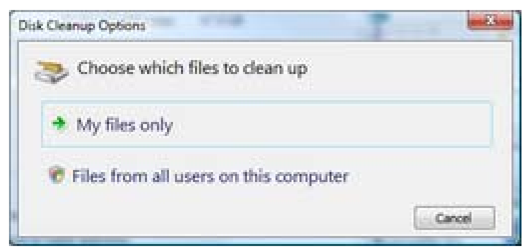


Figure 2: Cleanup Options

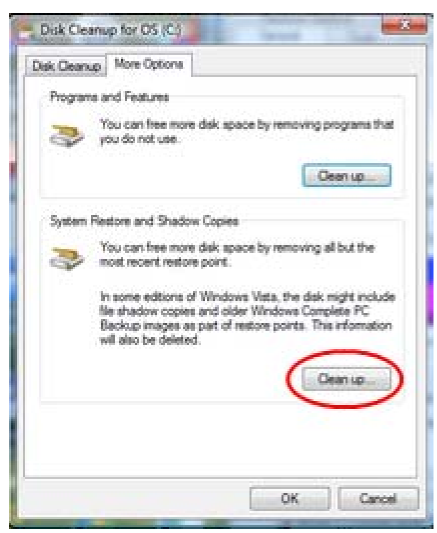


Figure 3: The Jackpot!

Suggestion Box Established

When people like a program, they don't mind taking the time to suggest new features and improvements.

Best Idea Source

We've been in business for 24 years and, internally, we can only have a finite number of ideas.

Our job is to apply technology to the features you need. Our users are our best source of ideas, so if you don't tell us, we won't know.

Our Programming Department was receiving many suggestions by every method possible. These included phone suggestions through Tech Support and Marketing, emails, faxes, personal letters, and even 3M sticky notes. They were getting hard to control and began slipping through the cracks.

We needed to channel the flow of information through a single portal with a rifle instead of the shotgun approach.

For that reason, we established a special mail box monitored by company officers. Every suggestion sent to suggestions@climark.com is responded to.

If we like the suggestion, we'll assign it a priority and record it in our features database. We'll also let you know that it's in the database.

If we don't plan to implement your request, we'll tell you and let you know why we don't think it will fit into Advisors Assistant. That will give you a chance to make a case for the feature.

A vast majority of suggestions are put into the database, but not all are assigned high priorities.

Help Us Understand

We try to understand every suggestion described in emails. If you're proposing a new report, we need to have some kind of example, even if it's a mockup done in Word.

When referring to various screens, be sure to give us the title of the screen that's in the band at the top of the screen. There are lots of screens in Advisors Assistant and providing the title will tell us which one you are talking about. Don't just tell us "the Investment Screen." Refer to "View Account With Investments" or whatever the screen title says.

Timing

We do our best to assign the proper priority for features which will help the most people. Programming and testing always takes longer than we want it to, but we try to include as many suggestions in each release as we can.

We appreciate your patience as we get the last few modules added to Version 6. ■

Quick Tip!

You can't have too many backups. I use Carbonite as an online (web) backup of last resort. It doesn't replace other backups, but provides redundancy for critical files that just can't be lost. Here are some tips about Carbonite.

- Google "Carbonite Coupon" to find sites offering discounts.
- You can try it for 15 to 30 days without giving your credit card.
- Carbonite will back up open files, a good thing.
- You won't see any performance decline while Carbonite is backing up.
- Once Carbonite is installed, you can right click on a folder and add it to your backup list.
- Carbonite does not backup your Windows System, so it will not replace a good image backup strategy. (See previous newsletters)
- You can get a two year unlimited subscription for about $80.
- Carbonite is for PC's only. You can't backup server operating systems.■

Did You Know?

Here 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.

- Clicking the Advisors Assistant Icon at the bottom of the Calendar Screen takes you back to Advisors Assistant and leaves the Calendar Open and ready to use.
- You can check for new versions of Advisors Assistant by clicking on Help on the Top Menu.
- You can see a list of new features by clicking on Help | View Update Feature List on the Top Menu.
- The Lookup Menu from the Top Menu lets you look up contacts 8 different ways.
- You can increase the number of recent names tracked by clicking on File | Preferences.
- If you're usually entering a particular phone or address location for clients, you can select a default address or phone location from the Defaults Tab of File | Preferences.
- If you Right Click on the Notes list, you get a menu that can be used for adding a new Note Topic.
- Right Clicking on the files list on the View Client With Files Screen will let you associate an entire folder with a contact. You can also Right Click on the Add Button on the View Client With Files to add a folder. The Right Click also works on View Policies With Files and View Accounts With Files.
- If you're using DST Vision, your system administrator can enter your Vision ID and Password in the Maintain Users section of the Admin Menu. Then, you can right click on an account on the View Client With Investment Accounts screen and go directly to that account on the DST Vision web site.
- You can set a System Preference so that appointments will require a "With" name on the Calendar Events Screen. That way, your View Client With Events screen will contain all the events associated with clients.
- You can save time by clicking on the Help button on a screen before calling Tech Support. The Help section has an extensive index, so you can find out how to do things by looking up a key word in the Index.
- Most downloads don't send any indicator that an asset is terminated or an account is closed. They just stop sending data, so be sure you manually add termination dates to investment assets to close them out.
- There is an Application Info Tab on the Modify Names Screen that sets up data for export to Laser App or Quik! Forms to automate your application duties.
- You can pass data to Money Tree planning software by clicking on the Partner button on the Side Bar Menu and then clicking on the Money Tree Logo. Try their 90 day free trial. For more information, look up Money Tree in the Help Index.
- If you printed out the Help file, it would take 850 pages. Help will soon be available in PDF format.

Which Windows Vista? Say No To Vista Home!

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.

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AdvisorsAssistant.com

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-four 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.
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**. Otherwise, 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.

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

After you register, you'll receive an email from admin@climarkcommunity.com. It's a good idea to put 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.