WealthTechs

PRODUCT PROFILE: PORTFOLIO ACCOUNTING DATA (“PAD”)

PRODUCT QUICK POINTS

- **Aggregation**: 250+ global data sources, custodians and investment books of record
- **Normalization**: single format, structured data delivered daily by SFTP or API
- **Integration:** industry leading fintech apps, databases and business intelligence tools
- **Target Market**: Institutional asset managers, custodians, wealth advisors, fintechs
- **Retail Pricing**: quarterly billing in advance based on # of accounts/interface
- **Wholesale Pricing:** for resellers only, negotiable based on volume

ABOUT WEALTHTECHS

WealthTechs, founded in 2010, based in Park City Utah specializes in data aggregation, normalization & integration for buy side & fintech app companies. Our mission is to be your trusted partner for your most important asset: your clients’ account data. We eliminate the pains associated with data aggregation & normalization such as: manual processes, format changes, security/transaction/account type variations, passwords & other issues. Our data is integrated with leading vendors like Indata, Advent APX, Charles River, Eze Castle, Blaze Portfolio, Forest Systems, Microsoft Power BI, Salesforce, Microsoft SQL...literally any app you want to build or buy can be quickly & easily integrated with WealthTechs data. Lightspeed tech innovation is the new normal, so feel free to buy or develop the applications your business needs to gain your competitive advantage and leave your data worries to us. WealthTechs will be there for you on your journey wherever it may go.

“We implemented WealthTechs PAD in 2017 and have grown our business 300% since then. We have saved hundreds of thousands in data costs and automated most manual processes in our daily reconciliation process using their technology.”

Chief Operations Officer
$15 Billion AUM – 10,000 Accounts
70+ Custodians
Integrations: Advent APX, In-House Microsoft SQL Data Warehouse, Power BI, Eze Castle, Salesforce

COST SAVINGS

- **Data & Labor Costs:** We save your firm 50% or more on hard data costs and hours of soft labor costs associated with manual data entry, reconciliation, manual data scrubbing and other back-office tasks.
- **Tiered Pricing:** Our wholesale tiered per-interface pricing model starts at only $12.50 per quarter for 1 account and our retail pricing model starts at only $25.00. Price per account goes down from there based on volume. We bill quarterly in advance based on number of accounts in each interface on the last day of the previous quarter. Our standard contract has a 90-day cancellation policy for any reason, and we offer multi-year contract terms where duration = more discounts.

CLIENT SERVICE

- **Highly Responsive:** If you report a data issue to us, we respond within minutes. More than 50% of reported data issues are resolved same-day. All client service inquiries are handled in a prompt, professional and courteous manner.
- **Knowledgeable Staff:** Our team has more than 100 combined years of experience, in the trenches, reconciling equity, fixed income, fund, asset backed & multi currency portfolio accounting systems versus custodians.

DATA DELIVERY & SECURITY

- **Data Types:** Accounts, securities, cash positions, securities positions, securities positions by tax lot, transactions, fx, rates and securities. To assure quality, we run over 250 automated data validations on each interface every day including an automated reconciliation process by adding yesterday’s positions+ today’s transactions = today’s positions. If our validation process identifies an issue, our internal staff works on it immediately, notifies you, and resolves the issue as fast as possible.
- **Delivery**: Daily data from our secure data center to your network via SFTP or API connection.
- **Security:** Our information security policies are audited annually by a certified independent third party. We follow standards based on SOC2 Type2. We have received recertification each year since 2016. All data at rest is encrypted and only accessible only via VPN. We constantly strive to have the highest level of point-to-point security available.

COVERAGE & INTEGRATIONS

- **Custodians & Other:** Near 100% coverage of all North American custodian held assets. Over 250 leading custodian banks, broker dealers and other investment-book-of-record data sources with more being added daily. Please contact us for a comprehensive, current list.
- **Integrations:** Indata iPM, Advent Axys/APX, Blaze Portfolio, Forest Systems, WealthSite, Orion Advisor, Portfolio Center, CastleView aiAlpha, Microsoft SQL Server, Microsoft Power BI, Salesforce, Python, JavaScript, Microsoft Visual Studio, PHP, Client Portals and many more. PAD can be integrated with any app you wish to build or buy. If you do not have internal resources that have API development skills, we have a vast network of developers and consultants who can assist you.

IMPLEMENTATION

- **Free Pilot Testing:** In order to implement PAD, prove our value proposition and mitigate any risks for our potential customers; we offer a completely free pilot test. The pilot test includes activation of all data interfaces, training, integration help, side by side comparison of your current data vendor versus PAD. Whatever it takes to prove our value proposition, we will do it!
- **Duration:** Pilots usually last 1 to 6 months depending on the volume and complexity of the data sources you have. The major factor is the dedication of your team to the project. We know its difficult to implement new systems. To keep the project on track, we assign a dedicated WealthTechs Account Manager who coordinates weekly meetings between our team and yours and maintains a written project plan with deadlines.

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