Agenda

1. Cloud Sherpas Overview
2. Investment Management Overview/ Value Proposition
3. Solution Overview
4. Project Approach / Methodology
5. “Typical” Project Attributes
Our Understanding

CLIENT is seeking a solution leveraging the salesforce.com platform and recommended complimentary technologies including industry best practices in order to address:

- Increase wholesaler effectiveness in the sales and client relationship process
- Integrate digital and CRM strategies to elevate intermediaries’ brands more effectively, which will strengthen the company’s overall brand value, investment reputation and consideration potential.
- Speed-up an Advisors movement from awareness to advocacy by promoting targeted solutions to help intermediaries better serve potential and existing clients and grow their business.
- Improve efficiencies by helping the sales force effectively manage their advisor base by developing a continuous dialogue across traditional and digital touch points to generate leads at the right time within the sales cycle.
- Reduce costs by providing the sales force with tools to effectively manage their planning and maximize client-facing time.
- Increase “selling time” by decreasing “administration” time
- Creating a more agile technology platform to better enable an ever-changing business environment

Cloud Sherpas is pleased to offer our asset management framework and advisory services to assist with strategic direction, change management, implementation and user adoption of the new CRM tool
Boutique in Name. Global in Reach.

Cloud Sherpas Quick Stats:
- Global leader in Salesforce
- 500+ Salesforce certifications
- Platinum Alliance Partner
- 9.5 Customer Satisfaction Rating
- Average of 8 years experience per consultant
- Dedicated practices for Service Cloud, mobility, business, industry sectors
- Agile approach with blended-shore delivery centers
The Biggest Brands Rely on Cloud Sherpas
Awards & Accolades

ANALYST REPORTS

Cloud Sherpas was named a “Cool Vendor” for Application Services

FORRESTER cites Cloud Sherpas for strong Salesforce practice

Highlighted in IDC Marketscape as a “Major Player” on Salesforce Implementation

GROWTH

FORRESTER

CULTURE

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ANALYST REPORTS

GROWTH

CULTURE
Industries

Four world-wide industry sector teams

Finance & Banking - Geoff Merrick
Retail & Consumer - Bill Donlan
Life Sciences - Nick Nicolaou
High Tech - Nick Nicolaou
Insurance - Toan Huynh
Centers of Excellence

Four world-wide COEs
Advisory Services - Matt Johnson
Service Cloud - Yaron Wilf
Mobility - Matt Francis
Data & Integration - Malcolm Smith
Industry Solutions are formed at the intersection of... 

Our Solutions: Our solution assets are formed at the intersection of the Sectors and the COE's. Excellence Frameworks are used during Planning/Discovery Engagements. Industry Solutions are used during Design & Implementation.
Asset/Investment Management

Institutional & Retail
Experience in Financial Services

FINS History

- Over 500 projects deployed
- Released FINS Industry Frameworks in Nov 2011
- Examples across all segments, Enterprise and Commercial

*** November 2011 - GlobalOne Announces Social CRM Solutions for Asset Management, Retail Banking and Wealth Management
Financial Services in the Cloud - Recurring Themes

Value/ Opportunity
- Better Customer Engagement
- More Transparency
- Sell More Products
- Cross-BU Opportunities

Data Security
- Data Retention/Archival
- PII Data in the cloud
- Data Residency
- Data Privacy
- Regulatory constraints
- Global issues

Precedence
- Sub-Sector Best Practices
- Compliance precedence
- Out-of-box customizations with maximum flexibility

Analytics & Data
- What belongs in salesforce?
- How do we know what’s important?
- What indicators are relevant?
- How to incorporate “Big Data”

Mobility
- Highly mobile workforce
- Multiple device support (BYOD)
- Security of data
Asset Management and Cloud Sherpas
Industry Perspective

Key Firm Success Criteria
- Fund Performance
- Reputation
- Wholesaler Responsiveness
- Inbound Sales Support
- Investment Updates

Challenges
- Firm Differentiation
- Advisor/Producer mindshare
- Wholesaler Brand vs. Company Brand
- “Selling time” vs. “Admin time”
- IT Budget Limitations
- Supporting a Mobile Workforce
- Access to Personalized Information
Typical Solution Considerations / Challenges

- Firm/Office/Rep Hierarchy
- Combining multiple segments (e.g. Institutional, retail, wealth advisors)
- Dual-registered reps
- Combining multiple channels (e.g. RIAs, Intermediaries, Affiliates)
- Call Reports (multiple contacts & products)
- Compliance (e.g. Chatter)
- Sales Production data integration
- Forecasting approach
- Client Tiering
- Expense Management and measuring ROI by Rep
- Data (Client Master, Quality, Governance)
- Outlook/Exchange integration and mapping to appropriate accounts
- Team Selling
- Outbound Email (archival)
Financial Services - Excellence Frameworks
Financial Services - Industry Solutions

- Asset Management
- Wealth Management
- Banking
- Capital Markets
- Insurance

- Sales
- Service
- Marketing

- User Experience (UX)
  - UI Templates, Visual Design, User Stories, Workflow, Collaboration

- Data / Solution Architecture
  - Segment-specific data model, Solution Inventory, Reference Architecture

- Integration Framework
  - ETL/Middleware, Back Office Integration, Add-Ons, Industry Products, Horizontal Products

- Strategy/Advisory
  - Mobility, Social Business, Advisory Services, Cloud Strategy

- Operation Excellence
  - Governance/COE, Adoption/Change Mgmt, Managed Services
Solution Breakdown

**Major Functions and categories of accelerators for a “typical” Phase 1 project**

**Firm/Branch Management**
- Office/Branch Hierarchy
- Sales Coverage / Territory Management
- Call Reporting and Activity Management
- Opportunity Management
- Data Quality

**Advisor/Rep Management**
- Contact Management
- Team Selling
- Literature Fulfillment
- Call Reports/Activity Management
- Service/Support Requests
- Workflow (Big Ticket, New Blood)

**Sales Data Reporting**
- Transaction History
- Roll-ups (By Office/Branch/Rep, By Product/Inv Type)
- Recent Transactions (Last 30 days, Top tickets)
- Whitespace Analysis

**Wholesaler Effectiveness**
- Activity planning, Goals vs. Actuals
- Commission Splits
- Mobility Solution
- Team Collaboration

**Marketing Automation**
- Campaign Management
- List Imports, Email Campaigns
- Lead Management, Targeting
- Campaign ROI/Cost Tracking

**Technology / External Data**
- ETL/ESB Integration with Industry data mappings (eg. Informatica)
- Sales Production/Transaction data (eg. DST)
- BI Tool integration (eg. Cognos, Birst, Tableau)
- Fulfillment Tool Integration (eg. Harte-Hanks)
Solution Architecture

Inventory of functions across Sales, Service, Marketing including:

- Mobility
- Fulfillment
- Marketing automation
- Producer Data
Industry Data Model

Detailed ERD for some of the hardest Asset Mgmt data challenges:

- Dual-registered reps
- Splits/commissions
- Office/firm/rep hierarchy
- Institutional/Retail combined org structure
Integration Architecture

Major Functions and categories of accelerators for a “typical” Phase 1 project
Social Business

Product Collaboration

Suite of user stories/use cases to drive adoption of social collaboration
- Social Selling
- Inter-department communication
- Better team selling and deal support
- Managing of regular events (weekly sales calls, yearly SKO)

Get relevant, contextual information around products in real-time
- New product (fund) ideation
- Product (fund) launch prep and communication
- Better access to portfolio managers

Sales Collaboration

Share Best Practices with Colleagues Across Division, Role or Region
- Capitalize on the wisdom of the organization at large
- Find experts quickly
- Identify what works in real-time, even with changes in the market
Helps “manage my day”

- Calendar of meetings, calls for the day
- Triggers/views of important transactions (big tickets, new blood)
- Real-time 360-degree view of a Rep/Producer/Branch before visiting
Cloud Sherpas Investment Management Solution

Leveraging industry-specific assets and experience, Cloud Sherpas sets the foundation for a business benefit-driven approach to cloud technology from day one – reducing time to deployment with a rich functionality set, in a predictable and measurable way.
Value Proposition

For Business People
- Increase revenue
- Improved user experience
- Improved efficiencies
- Improved customer loyalty

For Operations
- Enable distribution of duties
- Better data management
- Built in “Help Desk” for support
- Built in feedback mechanism for platform updates

For Salesforce.com
- Faster deal close
- Better differentiation
- Proven precedence in the market
- Compliance precedence

For IT
- Fast time to market
- Built-in lessons learned
- Industry reference architecture
- Enable delivery agility to keep on pace with changing business
- Prepackaged custom mobile frontend
- Built in integrations with AppExchange partners

Overall
- Accelerators are real
- Incorporates strategy and implementation
- Industry expertise plus Salesforce expertise
Methodology
Focus will be on defining process and requirements for specific user groups (e.g. Financial Advisors, Marketing and Sales Operations, etc). Technology workstreams will focus on topics such as legacy data, back office integration assessment and mobility requirements.
Critical Success Factors

We implement critical program success factors to allow flexibility, consistency and a successful rollout.

**PMO**
- Executive sponsorship and support
- Cross-Business Unit alignment, commitment, and mobilization
- Program wide communication, to senior leadership, line management, and the project teams
- Program oversight and monitoring processes and KPIs, helping to ensure that we met our objectives

**Approach**
- Hybrid Agile Approach from requirements gathering to build, allowing for tailored and well received solution
- Phased and structured rollout for faster time-to-market and incorporation of lessons learned from early adopters
- Change management and adoption embedded into the overall approach for successful adoption

**Business**
- Balance between global process alignment vs. business unit and local-specific requirements
- Prioritization of requirements, risk identification and mitigation strategies agreed upon
- Continuous and full involvement of each business unit in iterative design to avoid any miss or surprise
- A customer centric culture to be leveraged to improve processes and adoption

**Solution**
- Common platform to allow collaboration across business units
- Foundational data model for Enterprise level reporting
- Overall enterprise release strategy for appropriate and successful user adoption/consumption across each individual business unit
- Mobile and desktop integration for better adoption
Enterprise Program Organization

- Our model focuses on creating and maintaining a true partnership between our customer and Cloud Sherpas
- We keep all stakeholders aligned and create a formal framework for effectively making decisions and communicating them
**Mobilization**

Program management – A project delivery approach focusing on lessons learned to achieve success

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<th>Strategy and direction</th>
<th>Communications</th>
<th>Training</th>
<th>Documentation</th>
<th>Meeting guidelines</th>
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<td>Program Definition</td>
<td>Communication Plan</td>
<td>Internal Team Skills Development</td>
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<td>- Vision</td>
<td>- Contact List</td>
<td>- External stakeholders’ training</td>
<td>- Procedures</td>
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<td>- Scope</td>
<td>- Procedures (e-mail, voice mail, etc.)</td>
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<td>- Definition of Success</td>
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<td>- Quality Objectives</td>
<td>- Change Request Form</td>
<td>- Risk Control Form</td>
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<td>- Change Control Log</td>
<td>- Risk Assessment Matrix</td>
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<td>- Benefits Realization</td>
<td>- Change Control Database</td>
<td>- Time Management</td>
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<td>- Sign-off</td>
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<th>Status reporting</th>
<th>Issue/action item tracking</th>
<th>Budgeting</th>
<th>Project measurements</th>
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<td>Status Report Form</td>
<td>Issue Tracking Database</td>
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<td>Next Steps</td>
<td>Responsibilities</td>
<td>Actual vs. Estimated</td>
<td>Balanced Scorecard</td>
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<td>Issues</td>
<td>Priority</td>
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June 2012
Questions
Questions

- Team/People
  - How big is their project/IT team and what are the roles?
- Territory Mgmt
  - How do they determine territory alignment?
  - How do they determine tiering of clients?
- Security/Compliance
  - Do they have established compliance rules for cloud technologies?
- Data Migration
  - What are the current data volumes in Siebel?
  - What are the tables and objects that should be migrated?
  - How much historical data would you like to migrate? (e.g. 2 years, 3 years?)
  - Aside from Siebel, are there additional data sources that you wish to migrate?
- Integration
  - What are the approximate number of integrations in your current environment?
  - Can you provide an overview of the type of integrations (e.g. real-time, batch, bi-directional)?
  - Are you currently using middleware for integration purposes?
- Analytics
  - Please provide some examples of analytics in use today (e.g. Cross-sell, prospect, retention propensity modeling; Advisor purchasing trends, territory benchmarking)
- Project-Specific
  - What is the target date for deployment?
  - Have they determined a rollout strategy?
  - Are certain SDLC stage gates required?
Cloud Sherpas Differentiators

- Financial Services Practice
  - Asset management knowledge and qualifications

- Strategic planning and direction
  - Change Management
  - User Adoption
  - Business Process Reengineering

- 300 + Salesforce certified resources
  - 9 Technical certified resources

- Onshore and offshore delivery capability

- Siebel to Salesforce.com migration capabilities
  - Cloud Sherpas has performed more Siebel to Salesforce migration than any other consulting company

- Cloud Expertise
  - Knowledge of Cloud applications
  - Security
  - Integration capabilities