A Guide to the Top Financial Services Apps for Asset Management

on the Salesforce AppExchange

The Financial Services section of the AppExchange provides managers, advisors and brokers with a wide selection of solutions to help optimize processes, maximize efficiency and productivity, and ultimately increase profitability. With so many applications available, choosing the right one can be a daunting task. To get the most out of your investment, it's important to select the solution that best fits the need of your organization, industry and employees. Being able to differentiate and identify the solutions that will add relevant capabilities is key in that evaluation.

This guide evaluates apps based on how useful they are for managers and advisors in the asset management sector. Each of the following apps received a rating of five stars and a minimum of two reviews on the AppExchange. They are evaluated on the following categories and criteria:

CRITERIA TO DETERMINE SOLUTIONS FOR ASSET MANAGEMENT

	Level of Integration	**Level of Accessibility**	**Scope of Features**
RED	Salesforce only	Salesforce	Narrow, single functionality or task
YELLOW	Salesforce and 1-2 other integrations	Available outside of Salesforce (e.g., via Chatter)	Midrange functionality that encompasses 2-3 functional features
GREEN	Salesforce and 3+ other integrations or customized integrations	Available outside of Salesforce with 1+ native mobile app	Broad range functionality can be used across business functions

Based on the identified criteria, the chart below indicates each app's score for the individual criterion, as well as the overall solution score.

	Level of Integration	Level of Accessibility	Scope of Features
Seismic: Enterprise Document Generation	🟢	🟢	Broad
NetDocuments For Financial Services - Compliant Document Management	🟢	🟢	Mid
CipherCloud for Salesforce	🟢	🟢	Mid
LASER Credit Access Experian™, Equifax® or TransUnion®	🟢	🔴	Narrow
Navatar Placement Agent CRM for Salesforce	🟡	🟢	Broad
AIM - Alternative Investment Management for Salesforce	🔴	🟢	Broad
ezCloudAudit	🟡	🟡	Mid
ArtemisVC	🟡	🔴	Mid
XLR8 CRM for Financial Advisors	🟡	🔴	Broad
Market Builders - MMD	🟡	🔴	Broad
Direct Mail & Dynamic Collateral Fulfillment	🟡	🔴	Mid
ProcessComposer	🟡	🔴	Narrow
Gryphon's Core CRM - Do Not Call, Do Not Email Compliance Solution	🟡	🔴	Narrow
Laser App Enterprise Connector	🔴	🟡	Narrow
ONE Correspond for Salesforce	🔴	🔴	Narrow
S4G's Automated Currency Updater	🔴	🔴	Narrow
Risk Manager	🔴	🔴	Narrow
Communication DNA	🔴	🔴	Narrow
Global Currency Updater	🔴	🔴	Narrow

Evaluation Profiles

For a more in-depth view into the individual applications, the following profiles break down each category to provide more insight into their capabilities.

Seismic: Enterprise Document Generation

Testimonial

"Seismic is a reliable reporting tool that pulls data from our Salesforce database into neatly built PowerPoint presentations. This has helped our Sales team to cut meeting preparation time by 25% and saved over 144 person-hours of work per quarter." – *Gaurav Pimprikar, GE*

Integration

Salesforce, Microsoft Office, enterprise cloud systems such as ERP, BI warehouses, S&P Capital IQ.

Accessibility

Web-based application that can be accessed through SharePoint, IE 7-10, Firefox, Chrome and Safari 5-6, as well as tablet applications for iOS and Windows 8.

Scope of Use Cases

Create, build and manage custom presentations, collateral and contracts for every sales scenario. Sales has access to a central repository of all approved marketing materials. Marketing is 5x more efficient, can track usage, while all disclosures are automatically included, ensuring compliance.

NetDocuments For Financial Services – Compliant Document Management

Testimonial

"The product is tightly integrated into the Microsoft product suite and Salesforce. It works inside and outside of Salesforce. It provides a secure collaboration environment for internal team members and external constituents. It's provided us with high-end document management functionality without the high-end price. I couldn't recommend it enough." – *Deryck Jones*

Integration

Salesforce and Microsoft Office

Accessibility

Salesforce and mobile

Scope of Use Cases

Full-text and metadata searching, unlimited collaboration; user management and access rights; meet regulatory SEC compliance requirements, preserve in a non-rewriteable, non-erasable format (Write Once Read Many [WORM] devices); establish records retention policies to preserve digital records and retention periods based on various document types

CipherCloud for Salesforce

Testimonial

"Ciphercloud Encryption for Salesforce helped our German-headquartered enterprise customers to securely share information on Salesforce with their global divisions – without the fear of breaking regulatory requirements, respecting local laws, and with the peace of mind regarding the U.S. PATRIOT Act and our data." *– Thorsten Claus*

Integration

Salesforce and external cloud application, database, and third-party AppExchange solution

Accessibility

Salesforce and mobile

Scope of Use Cases

Encrypt or tokenize customer data using standard AES-256 encryption, set flexible security policies on a per field basis, including powerful content-aware encryption to secure data automatically, detailed audit monitoring provides visibility into cloud usage, security, and content

LASER Credit Access Experian™, Equifax® or TransUnion®

Testimonial

"I love LaserApp because I hate filling out forms. Once I got the basics mapped, I added custom fields in Salesforce and mapped almost every-thing LaserApp had to offer so that I never have to fill out another form again." *– Rosie Faifua-Cortez*

Integration

Salesforce and Experian, Equifax, TransUnion

Accessibility

Salesforce

Scope of Use Cases

One click on the contact page populates the credit profile data and retrieves a PDF of the personal credit report; data can be used in reports, marketing campaigns and to fulfill regulatory requirements

Navatar Placement Agent CRM for Salesforce

Testimonial

"Navatar has been a wonderful resource for our business. The service allows us to build real institutional memory in keeping track of our conversations with investors. The platform is very easy to use and highly customizable." *– Sam Glass*

Integration

Salesforce CRM Overlay and Microsoft Outlook

Accessibility

Salesforce and mobile devices

Scope of Use Cases

Built-in processes for gaining new clients and managing existing clients, Fund sales management, email templates, communication tracking, integration with standard industry data feeds, real-time reports and dashboards

AIM – Alternative Investment Management for Salesforce

Testimonial

"The AIM product allows us to track and maintain updated information on organizations and all their underlying funds in a structured way across all asset classes. They have also developed connections functionality that allows users to track contacts and their activities across various firms." *– Jerome Antenen*

Integration

Salesforce

Accessibility

Salesforce and mobile devices

Scope of Use Cases

Investment opportunities that span multiple asset classes, due diligence and audit trails; real-time reporting of investment pipeline, visible and proactive relationship management, ongoing portfolio monitoring, analysis and reporting

ArtemisVC

Testimonial

"The app is very useful and well-designed to suit the specific needs of the venture community. They have a lot of additional features that are very useful such as tracking interactions with companies, valuations of companies, projected exits, financials etc. Overall, the application adds real value to our firm and helps us stay organized while capturing all relevant information in one place." *– Thomas Chuang*

Integration

Salesforce and Microsoft Outlook

Accessibility

Salesforce

Scope of Use Cases

Portfolio monitoring, dealflow and due diligence process, reporting and analytics, create FAS 157 reports and Limited Partner updates

XLR8 CRM for Financial Advisors

Testimonial

"We have found the Process EZ linear process tool super easy to use and a great stepping stone for firms looking to build more complex workflows in the future." *– Jennifer Goldman*

Integration

Salesforce CRM overlay and Microsoft Outlook

Accessibility

Salesforce

Scope of Use Cases

Build account information and relationships under a single record, modules created to facilitate the management of household wealth; process management

Market Builders – MMD

Testimonial

"Adding the MMD integration was a big benefit for our marketing team, and Market Builders has done a great job of helping us display the data we need and eliminate duplicates, which is a crucial issue." – *Sloane Payne*

Integration

Salesforce and Microsoft Outlook

Accessibility

Salesforce

Scope of Use Cases

Store all of the data on Plan Sponsors, Financial Consultants and Investment Managers that is provided by the S&P Money Market Directory Pensionscope database, reporting and analysis; create mass marketing programs, access and analyze competitive information on other Investment Managers and their clients

Direct Mail & Dynamic Collateral Fulfillment

Testimonial

"Print Sf enabled our direct mail with a personalized, Web-based response site that submitted responses in real time into our Web-to-lead workflow. This was very valuable in closing the loop on our direct mail responses and allowing us to use workflows and triggers to notify our sales team in real time on direct mail responses." – *Scott Miller*

Integration

Salesforce and Microsoft Outlook

Accessibility

Salesforce

Scope of Use Cases

Delivers integrated document personalization, direct mail marketing and collateral on demand to execute collateral and direct mail programs inside Salesforce.com

ProcessComposer

Testimonial

"This tool will help companies clearly define and streamline their processes which results in increased revenues and satisfied employees and customers. I highly recommend this tool for everyone!" – *Brooke Chace*

Integration

Salesforce and Microsoft Outlook

Accessibility

Salesforce

Scope of Use Cases

Process automation in custom objects, opportunities, cases and campaigns

Gryphon's Core CRM – Do Not Call, Do Not Email Compliance Solution

Testimonial

"Privacy Advisor has provided our company with a great tool for real-time scrubbing of our phone numbers for our call center. This is an excellent product which helps protect any company that could potentially run into issues with DNC lists by calling outbound." *– Keith Sadler*

Integration

Salesforce CRM Overlay and Microsoft Outlook

Accessibility

Salesforce

Scope of Use Cases

Certifies and manages co compliance for phone, email, mail, and fax and applies all legal exemptions, bulk certify leads without exporting lead lists, view opt-out details and update in real time

Laser App Enterprise Connector

Testimonial

"I love LaserApp because I hate filling out forms. Once I got the basics mapped, I added custom fields in Salesforce and mapped almost everything LaserApp had to offer so that I never have to fill out another form again." *– Rosie Faifua-Cortez*

Integration

Salesforce

Accessibility

Salesforce and mobile

Scope of Use Cases

Automated form-filling

ONE Correspond for Salesforce

Testimonial

"Great to see a document management application native to Salesforce. No more swapping between applications to get professional-looking correspondence out to customers. With the added benefit of creating templates, batch processing, user editing security controls and complete data integration ONE Correspond should be the app of choice for any user serious about maintaining a professional look." *– Greg Baxter*

Integration

Salesforce

Accessibility

Salesforce application that is optimized for
Internet Explorer 8 and 9 and Chrome

Scope of Use Cases

Use Salesforce data to build customer
communications, such as proposals, quotes,
servicing letters and contracts

S4G's Automated Currency Updater

Testimonial

"It does the job, removes the significant
potential hassle of manual updates and doesn't
need any maintenance whatsoever. Highly
recommended and makes multi-currency orgs
a smooth operation." – *Paul Ginsberg*

Integration

Salesforce and Yahoo Finance

Accessibility

Salesforce

Scope of Use Cases

Currency updater

Risk Manager

Testimonial

"We have been able to gather a much more
comprehensive view of our risk and control
activities and share this information with risk
colleagues and business operations at our
numerous international locations. We've been
really impressed by the risk assessment
functionality, which means we can assess the
effectiveness of our controls against our risks."
– *Peter Stapleton*

Integration

Salesforce

Accessibility

Salesforce

Scope of Use Cases

Identify risks, evaluate the likelihood and
impact of those risks, mitigate risks, relate
them to mitigating controls and actions, track
their resolution, report on risk management
activities, create and manage approval
processes and workflows

Communication DNA

Testimonial

"Our firm uses Communication DNA for both our sales and marketing teams. Personally, I am using the app to segment our customers based on personality for our marketing campaigns. I recommend this app to other financial services firms looking to add new client discovery methods into their marketing and sales processes." *– Ryan Scott*

Integration

Salesforce

Accessibility

Salesforce

Scope of Use Cases

Client segmentation for real-time customization of marketing, sales and client service activities

Global Currency Updater

Testimonial

"Simple but elegant - just what I needed."
– Pav Mahel

Integration

Salesforce and Yahoo Finance

Accessibility

Salesforce

Scope of Use Cases

Updates currency fields in real-time from Yahoo Finance