

# Clienteer + APX: Harness the Power of a 360° Investor View

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Many wealth managers, asset managers, and family offices utilize Advent Portfolio Exchange (APX) to handle complex portfolio management, accounting, and performance reporting. APX by itself is a powerful solution for processes like multi-asset and multi-currency accounting, revenue management, and pre- and post-trade compliance. However, it falls short in its ability to capture meaningful, qualitative contact data.

This data gap often results in firm-wide inefficiencies and lack of complete reporting, prompting many firms to explore integrating their APX platform against a CRM, like Clienteer. Deploying an integrated Clienteer and APX solution allows firms to bridge the data gap between their accounting team and their marketing, investor services, and executive teams. With both qualitative and quantitative data on hand, firms can streamline their asset or wealth management process and provide every team member a complete picture of each investor relationship.

Curious about how you can blend APX and Clienteer data together? Discover the operational and reporting success this multi-family office achieved by launching an integrated Clienteer and APX solution.



## THE BACKGROUND

A large multi-family office, who we'll refer to as Smith Partners throughout this case study, deployed Clienteer, a relationship management and fund marketing platform, together with WebVision, a website management and investor reporting application, with the goal of creating a more seamless experience for their hundreds of investors. Leveraging solutions built for the investment management industry helped Smith Partners to enhance their investor communication practices quickly, track relevant qualitative relationship data, and manage new investment opportunities in one system. What attracted the firm most to Clienteer, was its ability to handle investor accounts, balance and transaction data, and compliance information right in the platform. Having this essential quantitative data on hand would alleviate the burden of relying on the accounting team to pull updated account attribution and balance information, and the need to maintain siloed spreadsheets for each investor account.

Once our professional services team had migrated all of their contacts, historical interactions and documents into Clienteer, we worked closely with members from the Smith Partners' accounting, investor services, and APX development teams to determine the framework for the investor accounts in Clienteer and which data points would flow from each system.

## THE INTEGRATION

To start things off, our professional services team created all of the accounts from each family with their corresponding account key from APX. The account key would act as the unique identifier for each account record in both Clienteer and APX and allow for the seamless and accurate transfer of data between the two platforms. After this was completed, our professional services team worked closely with Smith Partners' dedicated APX developer to build the integration, pulling attribute data, balances, and statements into Clienteer and pushing qualitative CRM data to APX.

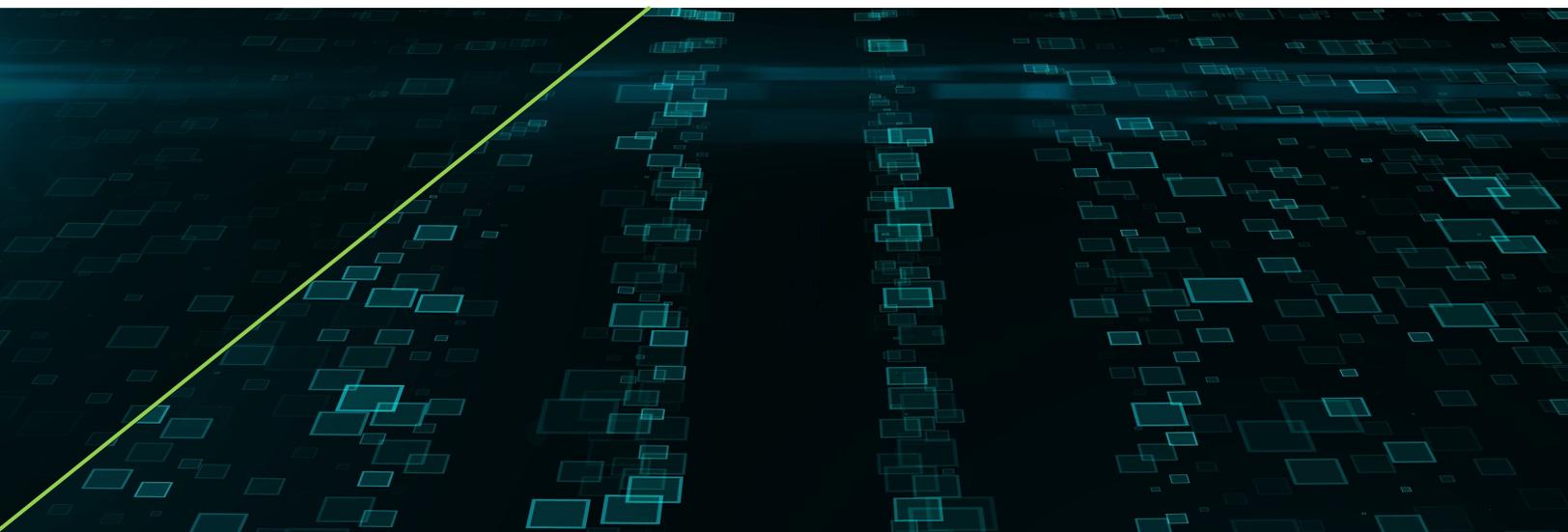
## ACCOUNT LEVEL ATTRIBUTE DATA

Specifically from APX, account attribute data, including fields like tax status, portfolio type, and custodian, are pulled into account level fields in Clienteer. Historically, only a handful of accounting team members had access to APX, forcing operations and investor services to rely on them every time they needed to look-up account attribute data.

## BALANCE AND TRANSACTION DATA

Imagineer and Smith Partners' development teams worked together to build a database to database script that runs automatically each day, pulling in account balance data from APX into Clienteer. Making this data readily available in Clienteer empowers Smith Partners' investor services and fund marketing teams with up-to-date investment class and share information for each account. Easy accessibility to this information has helped facilitate meeting and phone call preparation as well as assisted the marketing team in identifying upsell opportunities.

Smith Partners has also added several custom fields to Clienteer's account cards for portfolio managers to track specific account investment restrictions or strategy interests. Their portfolio managers will log notes about key account activities such as rebalancing moves or strategy adjustments, keeping the dialog open between those managing the investor's money and those communication directly with them.



## END-TO-END STATEMENT AND NOTICE GENERATION AND DISTRIBUTION

Smith Partners' statement and notice generation processes were increasingly tedious, requiring teams to maintain contact data in two systems and reconcile this information each month prior to generating hundreds of statements and notices out of APX. Once the statements were generated by the accounting team, investor services had to manually email or mail the documents out to each investor, making this process one of the firm's most significant bottlenecks. Through the integration, Smith Partners' is now able to push Clienteer contact data like address, phone number, email, etc. to APX. This ensured every time a notice or statement needed to be generated, APX had the most up-to-date CRM data.

To streamline the distribution step in this process, Imagineer's professional services team built Smith Partners a document import tool. This custom tool makes it easy to upload the statements and notices en masse to the appropriate account in Clienteer. The accounting team would simply generate the statements or notices in a zip file, and investor services would drop that file into the document import tool to upload them into Clienteer. As part of the document import process, the tool automatically parses each statement or notice based on their unique account key and links the document to that specific account. The investor services team then exported the newly imported documents to their WebVision Investor Portal with a click of a button, for permissioned investors to log-in and securely view their statement or notice on demand. With the APX and Clienteer integration, Smith Partners eliminated the need to maintain the same data twice, perform reconciliation processes, and manually distribute documents each month, saving countless hours of work.

## THE RESULTS

Fusing APX and Clienteer has aligned a large, historically siloed firm, empowering each team with data accessibility, enhanced collaboration, and a complete 360 view of each investor. What's more, Clienteer's flexible reporting capabilities make it easy to roll up all the household and family accounts and slice and dice this data how they please.

If you are thinking about how you can leverage CRM and APX together, reach out to us today at [info@itgny.com](mailto:info@itgny.com) or **646.416.5813** and begin your journey to better data and reporting!