Index

Abacus case study, 111–112
Account reconciliation, 181
Accounting software
- Quickbooks, 152–153
  technology integration case study, 152–153
Adobe Dreamweaver, 151
Adobe InDesign, 151
Adoption of digital signature technology, 137–138
Advisor and client demographics
  gender and other differences, 29–30
  generational differences, 28–29
Advisor CRM, 12
Advisor Products Inc., 149
AdvisorVault, 157
Advisory firm valuation, 175
Alepra, Pete, 73–74
Alford, Mike, 34
All inclusive systems, 12, 13
All-in-one all-online software, 12
Ancillary applications, 120
Applications, 32–33
Apps, 11–12
Attention of social media and websites, 65
Audio media solutions
  AudioGenerator, 142
  FreeConferenceCall.com, 142–143
  technology integration case study, 142–143
  TextAloud, 142
  AudioGenerator, 142
Automation software marketing, 90–91
Automation vs. control, 115–116
Back office staffing, 167–168
Background, 140–141
Backups, 127
Benefits and drawbacks of Clouds, 112
Benefits of virtual staff impact, 159–161
Big vs. small business, 111
Blayney, Eleanor, 29
Blogging
  Internet impact, 67
  online presence monitoring, 84–85
Bloomberg Investment Research Service, 153
BNA Income Tax Planner, 156–157
Bradley, Tom, 54
Breakaway brokers, 44–45
Brown, Richard, 50, 55–56
Bruckenstein, Joel, 53
ByAllAccounts, 158
Calls to action, 70
Camtasia video training, 141–142
Case applications, 120
Case study, 120–122
Centering, 22, 24
Changes
  in portfolio management software, 41–42
  of portfolio management software, 45–46
Chettle, William, 81, 90
Clark, Mark, 56
Clarke, Eric, 52, 54
Client acquisition costs, 162
Client communication targeting, 178
Client information, 51
Client introduction to digital signature technology, 136–137
Client periods, 179–180
Client portals, 94
Client portals and collaboration
  collaboration platforms, 100
  compliance, 97–100
  data privacy and protection, 96–97
delivery of documents and reports, 93–96
  screen sharing, 100–103
  simultaneous editing of documents, 100
  social enterprise, 104–106
Client self-service, 34
Client service portal, 175
Clients found through online presence monitoring, 82–83
Cloud file sharing, 96
Cloud is not a feature, 123–124
Clouds
  about, 107–108
  Abacus case study, 111–112
  automation vs. control, 115–116
  benefits and drawbacks of, 112
  big vs. small business, 111
  collaboration vs. privacy and security, 118
  history and evolution of, 108
  implementation speed vs. training, 117–118
  infrastructure implementation and maintenance, 118–128
  integration vs. integration, 116–117
  mobility vs. reliability, 116
  platform providers, 110–111
  scalability vs. profitability, 113
  software as service (SaaS), 110
  types of, 108–110
  variable vs. potential expense, 113–114
  conclusion, 128
Clouds, types of
  do-it-yourself, 109–110
  done for you, 109
  private, 108–109
  shared servers, 110
CodexEmail, 150–151
Collaboration platforms, 100
Collaboration vs. privacy and security, 118
Communication essentials, 81–82
Community newsfeed updates, 105
Compliance
  client portals and collaboration, 97–100
  Dropbox, 97–98
  Egnyte, 98
  Internet impact, 70–71
  online presence monitoring, 86–87
  Sharefile, 98–100
Compliance and security
  data retention, 128
  integration categories, 127–128
  security, 127–128
Compliance consultant, 165
Composite applications, 174
Computer service calls, 188
CoolerEmail, 146
Copytalk, 143
Core competency, 169
Core offering, 130–131
Core vs. auxiliary applications
  ancillary applications, 120
  case applications, 120
  case study, 120–122
  gray area, 120
  infrastructure implementation and maintenance, 120–122
CRM application integration, 178
CRM applications, 110
“CRM as Total Firm Technology,” 177
CRM selection, 5–15
  apps, 11–12
  identity, 8–9
  innovation, 13–14
  intelligent integration, 10–11
  Junxure and Redtail, 6–7
  resources, 14–15
  Salesforce, 9–10
  other indications, 12–13
Custodians, 53
Customer relationship management
  ROI and technology purchase, 177–179
  Salesforce, 149
  technology integration case study, 149
Daryanani, Gobind, 151
Data integration, 32
Data privacy and protection, 96–97
Data retention, 128
Index

Data sync, 126–127
Dedicated portals, 94
Delivery of documents and reports
client portals and collaboration, 93–96
dedicated portals, 94
integrated portals, 95
portal drawbacks, 95–96
Design software
Adobe Dreamweaver, 151
Adobe InDesign, 151
FileZilla Server, 152
technology integration case study,
151–152
Development issues, 64
“A Diamond in the Rough,” 180
Dictation service
Copytalk, 143
technology integration case study, 143
Digital outposts, 78–80
Digital signature technology
about, 129–130
adoption of, 137–138
client introduction to, 136–137
considerations, 133–134
core offering, 130–131
e-signature workflows, 135–136
getting started with, 134
solution evaluation, 131–133
Document conversion, 142
Document management, 183–185
Document vaults, 179
Documents
limited access to, 184
simultaneous editing of, 100
DocuXplorer, 148
Do-it-yourself type of Cloud, 109–110
Done for you type of Cloud, 109
Dropbox, 97–98

EBITDA, 175
Echo smart pen, 147
Egnyte, 98
E-mail marketing
CodexEmail, 150–151
Mozilla Thunderbird, 151
technology integration case study, 150–151
YouSendIt, 151
Encryption, 145
E-signature. See Digital signature
technology
E-signature technology
development of, 132
mobile uses, 132
e-signature workflows, 135–136
Evernote, 144

Facebook, 85–86
File synchronization, 98
FileZilla Server, 152
Financial Industry Regulatory Authority
(FINRA), 70, 85, 165, 166, 170
Financial Planning magazine, 6, 15, 87
Financial planning media, 30
Financial planning software
AdvisorVault, 157
BNA Income Tax Planner, 156–157
ByAllAccounts, 158
currently, 19–20
historical use of, 17–18
Money Tree, 155–156
near future, 20–25
promotions, 31
recent past, 18–19
technology integration case study,
155–158
TValue, 157
conclusion, 25

Financial planning software, client-advisor
relationship and
about, 27–28
advantages of, 33–34
advisor and client demographics, 28–30
applications, 32–33
planning tool usage, 34–35
social media, 30–31
technological advances, 31–32
conclusion, 35

Financial publications, 139
First impression online presence
monitoring, 76–78
Forbes, 34
Fortigate firewall program, 146
FreeConferenceCall.com, 142–143
Friedman, Greg, 6, 52
Gender and other differences, 29–30
Generational differences, 28–29
Gillam, Josh, 78, 80–81
Global Economic & Investment Analytics, 140, 150, 151
Goals, 62
Goeken, Dan, 79
Golding, Ken, 6
Google+ Hangouts, 103
GoToMeeting.com
screen sharing, 102
webcasts, 144
GoToWebinar.com
screen sharing, 102
webcasts, 143–144
Gray area, core vs. auxiliary applications, 120
Hardware
Mac Pro computers, 145
technology integration case study, 145
Hardware responsibility, 38
Help desk, 127
Historical use of financial planning software, 17–25
History and evolution of Clouds, 108
HTML5, 31
Hulett, Kirk, 77–78, 80
Icons, 66
Identity, 8–9
Implementation speed vs. training, 117–118
Imposters, 89–90
Independent software vendors, 13
Industry conference, 33
Industry leaders, 33
Infrastructure implementation and maintenance
100-percent cloud infrastructure, 126–128
core vs. auxiliary applications, 120–122
infrastructure maintenance, 125–126
lessons learned, 123–125
needs assessment, 119
planning for, 122–123
project manager, 118–119
Infrastructure maintenance
infrastructure implementation and maintenance, 125–126
private clouds, 125–126
Innovation, 13–14
Institutional programs, 37
Integrated packages, 39
Integrated portals, 95
Integrated vs. third party components, 39
Integration categories
100-percent cloud infrastructure, 126–128
backups, 127
customization and security, 127–128
data sync, 126–127
help desk, 127
shared database, 127
simple sign-on, 126
Integration summit, 53–54
Integration vs. integration, 116–117
Intelligent integration, 10–11
Internet impact
about, 61–62
blogging, 67
customization, 70–71
maintenance of content and website, 67–68
marketing, 68–70
mobile communication, 63–64
results monitoring and measuring, 70
social media and websites, 64–67
website as hub, 62–63
conclusion, 71
Investment portfolio reporting
PortfolioCenter, 154
technology integration case study, 154
Investment portfolio research
iRebal, 155
technology integration case study, 155
Investment research
Bloomberg Investment Research Service, 153
Morningstar Principia Pro, 153
technology integration case study, 153–154
Thompson InvestmentView, 153–154
InvestmentNews, 6, 48, 49, 75, 166, 167, 169, 170
iRebal, 155
IronPoint e-mail encryption, 145
Jeanjean, Loic, 85
Join.me, 102–103
Journal of Financial Planning, 29
Junxure, 2, 6, 7, 11, 13, 15, 40, 52, 95, 177, 179, 192
Junxure and Redtail, 6–7
Kahler, Rick, 74–75
Kuykendall, Lavonne, 75
Leal, Tony, 54, 56
Lecinski, Jim, 61
Legend Financial Advisors Inc., 139
Lessons learned
cloud is not a feature, 123–124
infrastructure implementation and maintenance, 123–125
small pilot groups, 124–125
training, 125
written project plan, 124
Life changes, 156
LinkedIn, 83–84
Listening and engagement tools, 88
“Live Client Portals,” 179
Mac Pro computers, 145
Mackensen, Warren, 52
Maintenance of content and website, 67–68
Maintenance responsibility, 38–39
Make It A Great Day, 149–150
Management of workflow management system construction, 194–195
Marketing
calls to action, 70
Internet impact, 68–70
pay per click advertising, 69
traffic building, 69
web marketing basics, 68–69
Marketing jobs, 169
Mass announcement, 146
Media legacy, 61
Medical Economics, 139
Meeting links, 103
Membership sites, 79
Mikigo, 102
Millard, Andy, 84
Mind maps and flowcharts, 187–194
Mobile apps, 98
Mobile communication
development issues, 64
Internet impact, 63–64
SEO for, 64
website conversion, 63–64
Mobility vs. reliability, 116
Money Tree, 155–156
Morningstar Principia Pro, 153
Mozilla Thunderbird e-mail marketing, 151
“My Biggest Investment Mistake,” 82
Needs analysis, 34
Needs assessment, 119
Network opportunities, 82
Networking system, 15
New advisors, 43–44
Next generation technology integration, 55–59
Non-technical procedures, 141
Office suite software, 142
100-percent cloud infrastructure infrastructure implementation and maintenance, 126–128
integration categories, 126–128
user administration, 126
Online collaboration software, 102
Online communities, 30
Online data organization
Evernote, 144
technology integration case study, 144
Online hub, 77
Online presence monitoring
about, 73–74
automation software marketing, 90–91
blogging, 84–85
clients found through, 82–83
communication essentials, 81–82
compliance, 86–87
digital outposts, 78–80
Facebook, 85–86
first impression, 76–78
imposters, 89–90
LinkedIn, 83–84
online visibility, 74–76
peer comparison, 80
social media as extension, 80–81
social media dashboards, 88–89
Online presence monitoring (continued)
  social networks, 82
  strategy, 86
  training, 87
  Twitter, 85
  webutation protection, 87–88
Online “safety deposit boxes,” 179
Online visibility, 74–76
Open architecture, 52
Outsourced chief marketing officer, 169–170
Overhead costs, 159

Passwords, 128
Pay per click advertising, 69
Pearson, Mark, 56
Peer comparison, 80
Personal information, 94
Peterson, Matt, 79
Phone messaging service, 146
Phone messaging technology
  technology integration case study, 146–147
VoiceShot, 146–147
Planning
  client demand of, 28
  for infrastructure implementation and maintenance, 122–123
Planning tool usage, 34–35
Platform providers, 110–111
Portal drawbacks
  cloud file sharing, 96
  delivery of documents and reports, 95–96
Portal integration, 94
Portfolio management and performance reporting, 180–183
Portfolio management software
  about, 37–38
  breakaway brokers, 44–45
  change of, 45–46
  changes in, 41–42
  maintenance responsibility, 38–39
  new advisors, 43–44
  segmentation, 39–41
  updating impacts, 42–43
  summary, 46
PortfolioCenter, 154
Predictions, 25
Private clouds, 125–126
Private types of Cloud, 108–109
Project manager, 118–119
ProTracker, 2, 14, 15, 40, 52, 87, 149, 192
Quality and profits, 49–50
Quickbooks, 152–153
Rating sites, 87
Recording pen technology
  Echo smart pen, 147
  technology integration case study, 147
Redtail, 6, 7, 9, 13, 15, 33, 40, 110, 192
Relationship between social media and websites, 66
Report configuration, 34
Reports, 45
Resources, 14–15
Results monitoring and measuring, 70
Robo advisors, 34
ROI and technology purchase
  about, 173–174
  client periods, 179–180
  customer relationship management, 177–179
  document management, 183–185
  portfolio management and performance reporting, 180–183
  technology plan, 174–177
  conclusion, 185
  “ROI for RIAs,” 183
Salesforce, 9–10
  customer relationship management, 149
  social enterprise and chatter, 104–105
Sammons, Stephanie, 84
Scalability vs. profitability, 113
Scanning
  DocuXplorer, 148
  technology integration case study, 148
Schmidt, Eric, 64
Schwab Advisor Services (SAS), 10
Schwab Integrated Office, 10–11
Screen sharing
<table>
<thead>
<tr>
<th>Index</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>about, 100–101</td>
<td></td>
</tr>
<tr>
<td>client portals and collaboration, 100–103</td>
<td></td>
</tr>
<tr>
<td>Google+ Hangouts, 103</td>
<td></td>
</tr>
<tr>
<td>GoToMeeting, 102</td>
<td></td>
</tr>
<tr>
<td>GoToWebinar, 102</td>
<td></td>
</tr>
<tr>
<td>Join.me, 102–103</td>
<td></td>
</tr>
<tr>
<td>Mikigo, 102</td>
<td></td>
</tr>
<tr>
<td>Skype, 103</td>
<td></td>
</tr>
<tr>
<td>Webex, 101–102</td>
<td></td>
</tr>
<tr>
<td>Security cameras and dook locks, 147</td>
<td></td>
</tr>
<tr>
<td>Security compliance, 127–128</td>
<td></td>
</tr>
<tr>
<td>Security technologies</td>
<td></td>
</tr>
<tr>
<td>Fortigate firewall program, 146</td>
<td></td>
</tr>
<tr>
<td>IronPoint e-mail encryption, 145</td>
<td></td>
</tr>
<tr>
<td>security cameras and door locks, 147</td>
<td></td>
</tr>
<tr>
<td>Spectatorsoft Keylogger software, 145</td>
<td></td>
</tr>
<tr>
<td>technology integration case study, 145–146</td>
<td></td>
</tr>
<tr>
<td>Security tools, 154</td>
<td></td>
</tr>
<tr>
<td>Segmentation, 39–41</td>
<td></td>
</tr>
<tr>
<td>Segmentation scheme, 178</td>
<td></td>
</tr>
<tr>
<td>SEO for mobile communication, 64</td>
<td></td>
</tr>
<tr>
<td>Shared database, 127</td>
<td></td>
</tr>
<tr>
<td>Shared servers, 110</td>
<td></td>
</tr>
<tr>
<td>Sharefile, 98–100</td>
<td></td>
</tr>
<tr>
<td>Simple sign-on, 126</td>
<td></td>
</tr>
<tr>
<td>Skype</td>
<td></td>
</tr>
<tr>
<td>screen sharing, 103</td>
<td></td>
</tr>
<tr>
<td>video conferencing, 148</td>
<td></td>
</tr>
<tr>
<td>Small pilot groups, 124–125</td>
<td></td>
</tr>
<tr>
<td>Smartness capabilities, 21</td>
<td></td>
</tr>
<tr>
<td>Social bookmarks, 69</td>
<td></td>
</tr>
<tr>
<td>Social enterprise</td>
<td></td>
</tr>
<tr>
<td>client portals and collaboration, 104–106</td>
<td></td>
</tr>
<tr>
<td>features, 105</td>
<td></td>
</tr>
<tr>
<td>salesforce chatter, 104–105</td>
<td></td>
</tr>
<tr>
<td>summary, 105</td>
<td></td>
</tr>
<tr>
<td>Social media, 30–31</td>
<td></td>
</tr>
<tr>
<td>Social media and websites</td>
<td></td>
</tr>
<tr>
<td>attention of, 65</td>
<td></td>
</tr>
<tr>
<td>Internet impact, 64–67</td>
<td></td>
</tr>
<tr>
<td>relationship between, 66</td>
<td></td>
</tr>
<tr>
<td>video social media integration, 66</td>
<td></td>
</tr>
<tr>
<td>visualization of integration, 66</td>
<td></td>
</tr>
<tr>
<td>Social media as extension, 80–81</td>
<td></td>
</tr>
<tr>
<td>Social media dashboards, 88–89</td>
<td></td>
</tr>
<tr>
<td>Social media sites, 74</td>
<td></td>
</tr>
<tr>
<td>Social networking platforms, 103</td>
<td></td>
</tr>
<tr>
<td>Social networking website, 85</td>
<td></td>
</tr>
<tr>
<td>Social networks, 82</td>
<td></td>
</tr>
<tr>
<td>Software</td>
<td></td>
</tr>
<tr>
<td>related, 38</td>
<td></td>
</tr>
<tr>
<td>specialization, 48</td>
<td></td>
</tr>
<tr>
<td>Software as service (SaaS), 110–181</td>
<td></td>
</tr>
<tr>
<td>Solution evaluation, 131–133</td>
<td></td>
</tr>
<tr>
<td>Spectatorsoft Keylogger software, 145</td>
<td></td>
</tr>
<tr>
<td>Stanasolovich, Lou, 75–140</td>
<td></td>
</tr>
<tr>
<td>Stephen, Cynthia, 82</td>
<td></td>
</tr>
<tr>
<td>Strategy, 86</td>
<td></td>
</tr>
<tr>
<td>Tablets, 63</td>
<td></td>
</tr>
<tr>
<td>Tablets and mobile computing, 31–32</td>
<td></td>
</tr>
<tr>
<td>Technological advances</td>
<td></td>
</tr>
<tr>
<td>data integration, 32</td>
<td></td>
</tr>
<tr>
<td>financial planning software, client-advisor relationship and, 31–32</td>
<td></td>
</tr>
<tr>
<td>tablets and mobile computing, 31–32</td>
<td></td>
</tr>
<tr>
<td>Technology integration case study</td>
<td></td>
</tr>
<tr>
<td>about, 139</td>
<td></td>
</tr>
<tr>
<td>accounting software, 152–153</td>
<td></td>
</tr>
<tr>
<td>audio media solutions, 142–143</td>
<td></td>
</tr>
<tr>
<td>background, 140–141</td>
<td></td>
</tr>
<tr>
<td>customer relationship management, 149</td>
<td></td>
</tr>
<tr>
<td>design software, 151–152</td>
<td></td>
</tr>
<tr>
<td>dictation service, 143</td>
<td></td>
</tr>
<tr>
<td>e-mail marketing, 150–151</td>
<td></td>
</tr>
<tr>
<td>financial planning software, 155–158</td>
<td></td>
</tr>
<tr>
<td>hardware, 145</td>
<td></td>
</tr>
<tr>
<td>investment portfolio reporting, 154</td>
<td></td>
</tr>
<tr>
<td>investment portfolio research, 155</td>
<td></td>
</tr>
<tr>
<td>investment research, 153–154</td>
<td></td>
</tr>
<tr>
<td>online data organization, 144</td>
<td></td>
</tr>
<tr>
<td>phone messaging technology, 146–147</td>
<td></td>
</tr>
<tr>
<td>recording pen technology, 147</td>
<td></td>
</tr>
<tr>
<td>scanning, 148</td>
<td></td>
</tr>
<tr>
<td>security technologies, 145–146</td>
<td></td>
</tr>
<tr>
<td>V and web video production, 152</td>
<td></td>
</tr>
<tr>
<td>video conferencing, 148</td>
<td></td>
</tr>
<tr>
<td>video training, 141–142</td>
<td></td>
</tr>
<tr>
<td>webcasts, 143–144</td>
<td></td>
</tr>
<tr>
<td>website hosting, 149–150</td>
<td></td>
</tr>
</tbody>
</table>
Technology integration choices, 48–49
Technology integration, growth and profitability
about, 47–48
choices, 48–49
custodians, 53
everly efforts, 52–53
integration summit, 53–54
next generation, 55–59
quality and profits, 49–50
workflow improvements, 50–52
Technology plan, 174–177
Technology Tools For Today, 140
TextAloud, 142
The Gazette, 74
Thompson InvestmentView, 153–154
Tools, 34
Traffic building, 69
Training
lessons learned, 125
online presence monitoring, 87
videos, 141
TV and web video production, 152
TValue, 157
Twitter, 85

Updates, 100
Updacting impacts, 42–43
U.S. Securities and Exchange Commission (SEC), 70, 165, 166
User administration, 126
User interface, 31, 32

Valleley, Chris, 54
Variable vs. potential expense, 113–114
Video conference services, 102
Video conferencing
Skype, 148
technology integration case study, 148
Video social media integration, 66–67
Video training
Camtasia, 141–142
office suite software, 142
technology integration case study, 141–142
Virtual assistant, 164–165

Virtual assistant costs, 164
Virtual CEO, 163–164
Virtual compliance, 165–167
Virtual experts, 170
Virtual financial planner, 161–163
Virtual portfolio back office, 167–168
Virtual portfolio manager, 168–169
Virtual staff impact
benefits of, 159–161
outsourced chief marketing officer, 169–170
virtual assistant, 164–165
virtual CEO, 163–164
virtual compliance, 165–167
virtual financial planner, 161–163
virtual portfolio back office, 167–168
virtual portfolio manager, 168–169
conclusion, 170–171
Visualization of integration, 66
VoiceShot, 146–147

Wall Street Journal, 75
Web marketing basics, 68–69
Web presence, 63
Web service, 117
Webcasts
GoToMeeting.com, 144
GoToWebinar.com, 143–144
technology integration case study, 143–144
Webex, 101–102
Website as hub
Internet impact, 62–63
web presence, 63
Website conversion, 63–64
Website hosting
Advisor Products Inc., 149
Make It A Great Day, 149–150
technology integration case study, 149–150
Website tools, 63
Website visit, 78
Website protection, 87–88
Winning the Zero Moment of Truth (Lecinski), 61
Winterberg, Bill, 15
Workflow
  described, 186
  drawback, 192
  improvements, 50–52
Workflow management system, 192
Workflow management system
  construction about, 187
  management of, 194–195
  mind maps and flowcharts, 187–194
  workflow described, 186

Workflow model and components,
  188
Worth Magazine, 139
Written project plan, 124

Yellow pad technology, 17
YouSendIt, 151

Zero moment of truth (ZMOT), 61