BYALLACCOUNTS® • PRODUCT SHEET

# Unlock Deeper Portfolio Insights with Premium Portfolio Analytics

A New Level of Data Enrichment

## Give Your Advisors and Investors the Edge They Need

In the dynamic world of wealth management, advisors need to leverage every advantage to differentiate themselves from the competition, meet investors' expectations, and make informed portfolio decisions efficiently. The right combination of data and technology can help them do it.

ByAllAccounts has enhanced its investment data with the addition of our premium portfolio analytics feature. The new data elements allow you to track your portfolio performance, identify areas of risk and opportunity, and make data-driven investment decisions with confidence.

Delivering turnkey, in-depth data enrichment on aggregated fund and equity holdings, this new offering:

- Unlocks greater operational efficiencies for wealth techs, enterprise broker-dealers, and their advisors
- Helps advisors provide more accurate, personalized advice
- Empowers investors with additional insights on held-away assets

## New Attributes Streamline and Simplify Operations

This valuable new feature is designed to streamline proposal generation, power risk analytics, and simplify rebalancing, financial planning, and other portfolio operations. It incorporates fund and equity attributes—sourced from Morningstar Licensed Data—to aggregated holdings.

**Fund Attributes Include:**

- Regional breakdowns
- Asset allocation
- Equity and fixed-income sector exposure
- Equity and fixed-income style box

**Stock Attributes Include:**

- Business country
- Sector name
- Equity style box

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## Real-Time Data That's Complete, Accurate, and Turnkey

Enriched data is delivered automatically—streamlining the way you analyze and evaluate your portfolio data—providing unprecedented insights and capabilities on aggregated data. Our advanced analytics tools allow you to optimize your investment strategies and maximize returns. This enables fast and easy access to thorough, accurate information that optimizes your investment strategies and maximizes returns. And thanks to our tailored pricing model, you'll pay only for the data used.

## Our Proprietary Process

The ByAllAccounts process aggregates, standardizes, and enriches data to provide the most complete, accurate, and actionable information available.

01

### Permissioned Data is Aggregated

We combine data from more than 15,000 unique sources and deliver high-quality data, regardless of feed type. The result is an exceptionally wide breadth of data attributes that can support a variety of investment use cases.

02

### Data is Normalized and Enriched

We fix any data that is missing, incomplete, redundant, or ambiguous. Then the information is normalized into standard data types.

From there, the data is enriched so it's usable for advanced investment systems and analysis needs. Aggregated holdings (stocks, mutual funds, ETFs) are mapped to underlying security attributes through the Morningstar Security Master.

03

### Data is Further Enriched for Premium Portfolio Analytics

Next, Morningstar Licensed Data attributes and analytics are extracted and stored alongside the aggregated portfolios within our database. This includes the following:

**For Aggregated Mutual Fund and ETF Holdings:**

- Region breakdown
- Asset allocation
- Equity and fixed-income sector exposure
- Equity and fixed-income style box

**For Aggregated Stock Holdings:**

- Business country
- Sector name
- Equity style box

## Benefits at Every Level

**Wealth Techs/Enterprise Home Office**

- Streamline back-office efficiencies through turnkey mapping of data to portfolio analytics
- Pay only for data used with tailored pricing
- Enable more personalized portfolios
- Deliver an enhanced experience for advisors and investors

**Advisors**

- Access greater insights for more thorough, personalized recommendations
- Leverage operational efficiencies for easier prospecting, proposal generation, risk management, portfolio personalization
- Help improve outcomes
- Ensure loyal, satisfied clients
- Fulfill fiduciary duties for held-away accounts

**Investors**

- Receive more complete information for better-informed decisions
- Gain deeper insights into portfolio makeup and risk exposure

Our core enrichment capabilities are informed by our:

- More than 20 years of experience aggregating investment data
- Expert knowledge of the complexities of investment reporting
- Deep understanding of our customers and their challenges

## Accomplish More—in Less Time

With ByAllAccounts premium portfolio analytics, wealth techs, enterprises, and advisors can accomplish more in less time—while delivering even better guidance to advisors and investors.

# Enriched Portfolio Analytics

## Financial Institution Data

ByAllAccounts collects data from over 15k data sources, with industry leading support of investment sources.

**Holding Name:** Vanguard Mngd All

**Holding Ticker:** ?

**Holding CUSIP:** ?

## Morningstar Licensed Data

Morningstar Licensed Data fuels the ByAllAccounts security matching engine which enables use-case driven enrichment of aggregated holdings.

- ✓ Pricing
- ✓ Performance
- ✓ Asset Allocation
- ✓ Sector Allocation
- ✓ Style Box
- ✓ Ratings

## ByAllAccounts Security Matching and Enrichment Engine

Identifiers, and other important Morningstar supplied fund and equity attributes are mapped to aggregated holdings, facilitating turnkey portfolio analysis and ensuring consistent data across Financial Institutions and accounts.

## Enriched Portfolio Holdings

**Holding Name:** Vanguard Managed Allocation Fund Investor Shares

**Holding Ticker:** VPGDX

**Holding CUSIP:** 92205M200

**Morningstar SEC ID:** FOUSA06N4Y

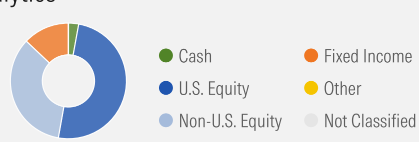
## Enriched Portfolio Analytics

**Asset Allocation**

Sector Exposure

Equity Style

Fixed-Income Style



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