APPLICATION FEATURES & ENTERPRISE MODULES

GALEFORCE CRM FOR FINANCIAL SERVICES V4.0

The following features and enterprise modules are unique to GaleForce CRM for Financial Services. For information on Microsoft Dynamics CRM base features and functionality, please visit http://www.microsoft.com/dynamics/crm/product/default.mspx.

FEATURE	DESCRIPTION
Account & Holding Portfolio Management	Tracks all assets and liabilities, including investment and insurance products, and deposits and loans, in multiple currencies. All account details down to the transaction level are tracked, including off-book accounts. With account information at their finger tips, Account Managers are empowered to present the best product cross-sell and up-sell options to each client based on their individual situation.
Account Transactions	Recent financial transaction data is recorded for each customer, account, or specific holding in an account transaction “chapter” that stores transaction type, symbol, date and value in chronological order. The data can be pulled in real-time from a back-office system, or imported on a timely basis.
Agreement Management	An accepted quote that describes the nature and terms of the product(s) and/or service(s) offered.
Alerts: Scheduled & Real-Time Alerts	Automatic notification of important events, special customer requirements and critical records helps Account Managers stay on top of changes in client and account status. Alerts can be generated by external systems, internal custom processes, or manually by users.
Call List Management	Helps Account Managers proactively plan call activity with clients that fit a particular profile or criteria. For example, an Account Manager could generate a Call List of all clients holding a particular stock, to inform them of relevant news. The delivery of timely and relevant information ultimately increases client satisfaction,
Call Planning	Allows users to easily and proactively plan, schedule and track interactions with clients over a specified period of time. Call Planning provides management with visibility into account or client follow-up, and ensures them that critical customer touch points were planned and acted upon. **New in GaleForce CRM 4.0** ▪ Account Managers can now create complex calls plans, including the definition of long term contact plans that include multiple touch points throughout the year (phone calls, email, account reviews, face-to-face meetings, birthday cards, etc.), and extension of the plans to multiple individuals or groups. Call Planning is a powerful tool for improving employee productivity and effectiveness.
Company & Contact Management	The highly customized company and contact forms include fields and roll ups that deliver important and detailed information to Account Managers, such as KYC, privacy criteria, portfolio profitability, etc. A consolidated view of all critical financial and personal information helps Account Managers develop deep customer relationships by better understanding each customer’s needs and relationships with others. Account Managers can discuss relevant products and services with specific clients and maintain the most valuable relationships over time, even during times of attrition, by knowing who in the organization has the deepest relationships with a client.
Deal Management (included in GaleForce CRM for Investment Banking and available as an Enterprise module)	Captures client interest in deal financing and helps Sales and Marketing target their efforts. By leveraging the opportunity management functionality in Microsoft Dynamics CRM, GaleForce Deal Management automatically matches investment characteristics of the deal with investment preferences of investors, helping Investment Bankers manage all aspects of deal syndication, including IPO, private equity financing, real estate financing, and more.
Household / Group Management	Provides an expansive client relationship view by grouping multiple clients, organizations or contacts into one Household or Group. Accounts, holdings, agreements, client interactions and notes associated with all members can be viewed, as well as their relationships. One Household or organizational Group can also be associated with other Households or organizational Groups for an even broader view of customer’ interaction.
Multi-Currency Support	**New in GaleForce CRM 4.0** While Microsoft Dynamics CRM 4.0 supports multiple currencies at the overall portfolio level, GaleForce CRM provides greater control by allowing multiple currencies to be set at the individual account level. It also allows tracking of accounts in multiple currencies, and supports viewing of overall customer value in any user-selected currency.
Multi-Language	**New in GaleForce CRM 4.0** Allows multiple languages and regional customs to be supported within one CRM deployment. Users can select the language of choice based on their personal preferences.
Multi-Tenancy / Multi-Org	**New in GaleForce CRM 4.0** Allows multiple organizations or business units to be deployed on a single set of application servers and database deployment while isolating the instances to ensure data security and integrity.

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Offline Support	Allows authorized users to take data offline with the Microsoft CRM Outlook client. All GaleForce CRM features, entities, rules-based forms and field level security are supported in the offline mode so that the user experience and capabilities are consistent with the online experience.
Relationship Tree	An intuitive tree-based structure that provides users with a complete view of the client's relationship with the financial institution, including their household, contacts, accounts, opportunities, activities, circle of influence and more. Custom relationships can also be mapped between contacts, companies and users, to show any relationships that exist between them. **New in GaleForce CRM 4.0** ▪ Dynamic modification of the Relationship Tree allows users to include richer display information such as photos, scanned business cards, pdfs of statements and other documents, data-driven graphics and more.
Rules-Based Forms	Rules-Based Forms enable users in different departments, roles and teams to view forms that have been customized to contain only the information each user needs, or has been given access to. This optimizes the user experience so that only the information relevant to their role is revealed. For example: ▪ A Customer Service Representative in a call center might only see a customer's basic contact information and their case history. ▪ A Wealth Management Advisor would see all of their accounts, portfolio holdings, house-holds, relationships and activity history. ▪ An Investment Banker would see company / contact investment preferences and relationships to better syndicate a deal. ▪ As Asset Management Relationship Manager might only see information on advisors in their broker / dealer network, but not information on their wealth management clients.

Enterprise Modules

MODULE	DESCRIPTION
Auditing	Auditing captures data changes at the record and field level, including the author and date/time of change. It can be configured to specify which data actions should be audited for each type of record (i.e. Create, Update, Delete). The "View Audit Log" permission permits only authorized users to see and search audit records. Installation of this functionality is optional at time of deployment or at a later date. **New in GaleForce CRM 4.0** ▪ Audit log tracking as a separate entity which allows the GaleForce CRM system to leverage the advance search, find, sort and integrated reporting features offered by Microsoft Dynamics CRM ▪ Tracking record changes, including when it was retrieved (read), created, updated, deleted, assigned, merged and its set state (active/deactivated), and security level control to prevent unauthorized viewing ▪ The ability to query changes at the field level. For example, an Account Manager might want to view all individuals who turned 18, so that he can contact them about a tuition or car loan or retirement savings plan.
Data Integration	The GaleForce Solutions Data Importer features a simple, intuitive user interface that supports the import of data into Microsoft Dynamics CRM in a few simple steps. Unlike the default Microsoft import wizard, the GaleForce Data Importer allows users to import data for any entity in CRM, including GaleForce logical entities not supported by other tools. Also unique is the ability to import data into lookup fields and link them with the primary record being imported—for example, linking primary contact for companies, currencies and transactions for financial accounts, and so on.
Deal Management (included in GaleForce CRM for Investment Banking and available as an Enterprise module)	Captures client interest in deal financing and helps Sales and Marketing target their efforts. By leveraging the opportunity management functionality in Microsoft Dynamics CRM, GaleForce Deal Management automatically matches investment characteristics of the deal with investment preferences of investors, helping Investment Bankers manage all aspects of deal syndication, including IPO, private equity financing, real estate financing, and more.
Field Level Security	Compliance and security requirements may dictate that only certain users can view or edit certain fields belonging to a specific record (such as a Contact or Company). In Microsoft Dynamics CRM, permissions for view/read/write and security are by default implemented at the Record level—users can see all fields for a record, or none. GaleForce CRM offers the ability to define field level security for any entity, and restrict permissions by role and specific entity content to each field. Permission values include "None", or "Read/Write." Field level security cannot increase the user's permissions over what their established role has already granted them for a particular record, but can impose additional restrictions on sensitive field level data.

For more information, contact us at 1-877-682-5855 ext. 107, or info@galeforcesolutions.com