

# Principia® Client Account Management System

## Importing Custodial Platforms Include:

- ▶ Pershing
- ▶ Fidelity
- ▶ Schwab
- ▶ DST
- ▶ TD Ameritrade

## Reports Include:

- ▶ Account Statement
- ▶ Portfolio Overview
- ▶ Investment Detail
- ▶ Portfolio Snapshot
- ▶ Fund vs. Fund

## Back Office Services Include:

- ▶ Database Analysis
- ▶ Database Cleanup
- ▶ Temporary and Full Service Contracts
- ▶ Broker Dealer Data Transitions

Principia CAMS provides the portfolio accounting, performance reporting, and client management tools advisors need to effectively run their practices.

The integration of CAMS into the Principia lineup brings more than 25 years of expertise and advisor-focused development of portfolio accounting tools to the Principia platform, enabling the management of every aspect of the client process within one software program.

## A Desktop Platform

Principia CAMS is a desktop platform that can be used as a standalone product or in conjunction with other Principia modules. The desktop format ensures a stable, secure, and accessible system. All of your client data and information resides on your computer, meaning that you own the data and you can take it with you as needed. The open architecture of CAMS allows it to interface with most custodial interfaces, including Pershing, Fidelity, Schwab,

DST, DAZL, TD Ameritrade, and others, as well as third-party software systems. It provides a seamless exchange of information across your practice.

## Advanced Performance Reports

The core capabilities of CAMS are its advanced and flexible performance reporting tools. You can choose client financial reports that provide in-depth analysis of client portfolios, presentation reports that combine Morningstar analytics with actual performance data, and practice management reports that include high-level client summaries. In addition to these pre-existing reports, CAMS allows you to create custom reports and batch them with other reports.

## Simplified Workflow and Client Communication

Beyond its reporting capabilities, CAMS offers multiple tools for improving your workflow and client management

## Comprehensive Reporting

Advanced reports provide detailed analysis of your clients' overall performance.

The screenshot displays the Principia CAMS software interface for a client named Mr. & Mrs. David C. Johnson. The main window shows a 'Summary' section with key metrics: Active Clients (7), Active Prospects (0), Total ALM (\$4,617,325), and ALM Per Client (\$659,617). Below this is a 'Top Securities in Practice' table listing assets like Vanguard Money Market and Fidelity Divers Intl. A 'Market Barometer' section shows market indices like DJIA at 10,737 and S&P 500 at 1,133. The interface is divided into several report panels:

- Portfolio Overview:** Shows portfolio composition by asset type (Equity, Fixed Income, Cash, etc.) and a performance history chart.
- Account Statement:** Provides a detailed breakdown of account activity, including contributions, distributions, and fees.
- Market Indices:** Displays real-time data for major market indices.
- Watchlist:** Lists various stocks and their current prices.

## Principia® Client Account Management System

### Software Integration:

- ▶ ByAllAccounts
- ▶ Junxure
- ▶ Tamarac Advisor
- ▶ MoneyGuidePro
- ▶ MS Outlook

processes. The home page gives you an overview of your practice as soon as you login, with instant access to practice summary information, the latest market trends, quick links to Principia, and the ability to quickly access top clients and security information. The ViewMyAccounts (VMA) client portal allows you to interact with your clients securely via the Internet by posting reports they can access at any point, using their own unique login. VMA is an innovative way for you to increase the frequency and value of your communications, a crucial part of servicing and retaining your clients. In addition, CAMs offers integrated contact management and scheduling capabilities that help you automate your practice and track activities across your office.

### Integrated Research and Portfolio Reports

With CAMS and Principia's security modules, you have access to a complete desktop solution for your business needs. With one click of a button, you can pull comprehensive Morningstar data for a security into the CAMS platform. In addition, you can create the FINRA-reviewed Portfolio Snapshot report to keep your clients informed about their account performance, the Fund Detail report to

show performance of an individual security, and the Fund vs. Fund report to compare two securities. The addition of CAMS to the Principia product family provides extensive integration of Principia's research and portfolio modes.

### Back Office Services (BOS)

The purchase of a portfolio accounting system is one of the most important decisions you'll make for your practice. Principia CAMS not only provides the software capabilities for your PAS, it also offers a Back Office Services team that can actively manage your data, freeing up your resources and allowing you to focus on your clients. You can leverage our expertise and experience to ensure that your data is always accurate and available to you. Our services range from a one-time database analysis to ongoing data management and reconciliation. For more information on our BOS options, please call 800 886-1485.

### For More Information

To learn more about Principia CAMS or any other Principia module, please call 800 886-1485 or visit <http://global.morningstar.com/CAMS>.

### Principia CAMS Comparison

	CAMS	CAMS and Principia	CAMS and Back Office Services
Performance Reporting	✓	✓	✓
View My Accounts Web Portal	✓	✓	✓
Client and Workflow Management	✓	✓	✓
Incorporates Research	not included	✓	not included
Portfolio Analytics	not included	✓	not included
Support	✓	✓	✓
Import	✓	✓	✓
Reconciliation	not included	not included	✓
Reporting	✓	✓	✓
Data Management	not included	not included	✓