

# Morningstar® Principia®

**For more information:**  
 Call 866 215-2511  
 Email sales@morningstar.com

For more than 15 years, Morningstar® Principia® has been a trusted resource for financial professionals. It provides the tools for in-depth investment research and portfolio analysis and serves as an invaluable resource for historical research projects. In addition, its CAMS module offers portfolio accounting capabilities for managing your performance reporting, and our Back Office Services team can free up your internal resources. Whether you are looking to improve your workflow with better security screening tools, need easy-to-understand client reports, or simply want to save time and money, Morningstar Principia can do the job.

## Comprehensive Portfolio Management and Research Capabilities

Manage all of your ongoing research and portfolio needs with Principia. With 12 different modules that provide in-depth coverage of mutual funds, stocks, variable annuities, exchanged-traded funds, closed-end funds, separate accounts, and indexes, it's easy to configure the best solution for your business. Batch reporting capabilities add insight and efficiency to client reports, such as the Portfolio Snapshot, Portfolio Comparison, and Investment Detail reports.

## Advanced Performance Reporting and Back Office Service

Principia CAMS provides the portfolio accounting, performance reporting, and client-management tools you need to effectively run your practice. A new home page and client portal provide online capabilities with desktop performance and reliability. You can also leverage the expertise of our Back Office Services team to ensure that your data is accurate with a one-time data analysis, or have the team actively manage your ongoing data management and reconciliation needs.

## Simplified Historical Data Research

If you need access to all of our historical data or just a few time periods, securities, or data points, Principia offers three historical data choices—Archive Explorer, Custom Data Set, and One-Time Historical Releases. Each historical Principia release provides a unique “point-in-time” snapshot of a specific month-end period and allows you to create a longitudinal data set that is free of survivorship bias. Principia provides the best way to accurately assess relative performance at any point in the past.

Principia and its CAMS module provide comprehensive solutions for performance reporting, research, and historical analysis.

The image displays several screenshots of the Morningstar Principia software interface. The main window shows a 'Summary' report for 'Top Securities in Practice' as of Friday, September 23, 2011. It lists active clients, assets, and various securities with their values and holdings. Below this, there's a 'Market Indicators' section and a 'Market Determiner' tool. A separate window shows the 'Principia Archive Explorer' with a search table for mutual funds. The table has columns for 'Fund', 'Value', and 'Matches'. The search results show three funds: 'Morningstar Category' (Large Growth, 238 matches), 'Morningstar Category' (Mid-Cap Growth, 304 matches), and 'Morningstar Category' (Small Growth, 232 matches). Another window displays performance charts for 'T. Rowe Price Small-Cap Stock OTCFX' and 'Oppenheimer Discovery A OPOCX' from 2007 to 2011. A final window shows a detailed performance table for these funds, including metrics like 'Total Return', 'Volatility', and 'Correlation'.

**Free In-House Support**

Principia is fully supported by highly trained Morningstar staff—your call is never outsourced. Call or email with questions regarding your subscription, to request technical assistance, or for suggestions on how to use and interpret Morningstar data. Support is available from Monday to Friday, except for market holidays.

**Extensive Training Available**

Whether you prefer live training, recordings of previous webinars, tutorials for shorter versions of specific Principia topics, or materials you can print for offline, we have it all on our Customer Education and Training site (<http://principia.morningstar.com/training/>).

**Try Principia Risk Free**

Join the thousands of advisors who rely on Principia to meet the challenges of building a successful business. You can depend on the name that has set the industry standard for powerful, insightful, easy-to-use software—Morningstar Principia.

**Call: 866 215-2511**

Principia's 30-day, money-back guarantee means you can find out if it's right for your practice—at no risk to you.

**Email: [sales@morningstar.com](mailto:sales@morningstar.com)**

To see product tutorials and sample Principia reports, get online product updates, or sign up for training sessions, visit: [global.morningstar.com/principia](http://global.morningstar.com/principia).

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**Principia® Modules**

- Mutual Funds
  - Mutual Funds Advanced\* (includes analyst reports)
  - Stocks Advanced\* (includes analyst reports)
  - Variable Annuities/Life Subaccounts Advanced\*
  - Exchange-Traded Funds\*
  - Closed-End Funds\*
  - Separately Managed Accounts\*
  - Hypotheticals\*
  - Defined Contribution Plans
  - Asset Allocation
  - Presentations & Education\*
- \* These modules are included in the Principia Suite

**Research Capabilities**

- Investment screening and ranking tools
- Saved lists and searches
- Custom layout and sorting
- Complete fund holdings
- Rank by stock or bond
- Morningstar Analyst Reports
- Investment Detail™ Reports
- Investment Comparison Reports
- Customizable color graphs
- Export to Excel®

**Portfolio Management Capabilities**

- Morningstar Portfolio Snapshot™ Report
- Morningstar Portfolio Comparison Report
- Stock Intersection™ Report
- Importing capabilities from popular portfolio management systems
- Blended custom benchmarks
- Client, portfolio, and holdings alerts
- Customizable color graphs

**Asset Allocation Features**

- Flexible capital market assumptions
- Custom asset classes
- Efficient frontier modeling
- Monte Carlo simulation
- Detailed Asset Allocation Report

**Defined Contribution Plans**

- Lineup diversification and performance analysis
- Plan and fund level expense analysis
- Triggered Alerts Report
- Single Plan Report
- Plan Comparison Report
- Investment Policy Statement

**Client Support Services**

- Free product and technical support
- Free video product tutorials
- Web and custom training