Managing your practice by managing by exception

It is relatively easy for principals of smaller firms to keep an eye on everything going on in their business – each relationship, investment and account – and to identify situations that require attention.

For larger firms, however, it is impossible for any individual to be fully aware of every client and operational detail or, more importantly, be able to quickly recognize a condition that requires action from all of data generated daily.

As such, large firms have different practice management needs. They require tools and processes that monitor the state of their extensive operations and can identify – from vast amounts of data – the exceptional events that require attention.

Experts call this **Managing By Exception (MBE)**, and successful businesses know that it's an incredibly powerful tool to efficiently isolate, analyze, and then fix items that are not tracking to tolerance. Adhesion refers to the workflow process behind MBE as **"Find – Act – Resolve."**

Find – Act – Resolve (FAR)

The **FAR methodology** is the core workflow principle woven throughout the new 3.0 release of the Adhesion platform. As a result, **Adhesion 3.0** represents a **FAR**-reaching leap forward in **Business Management** for investment advisory firms.

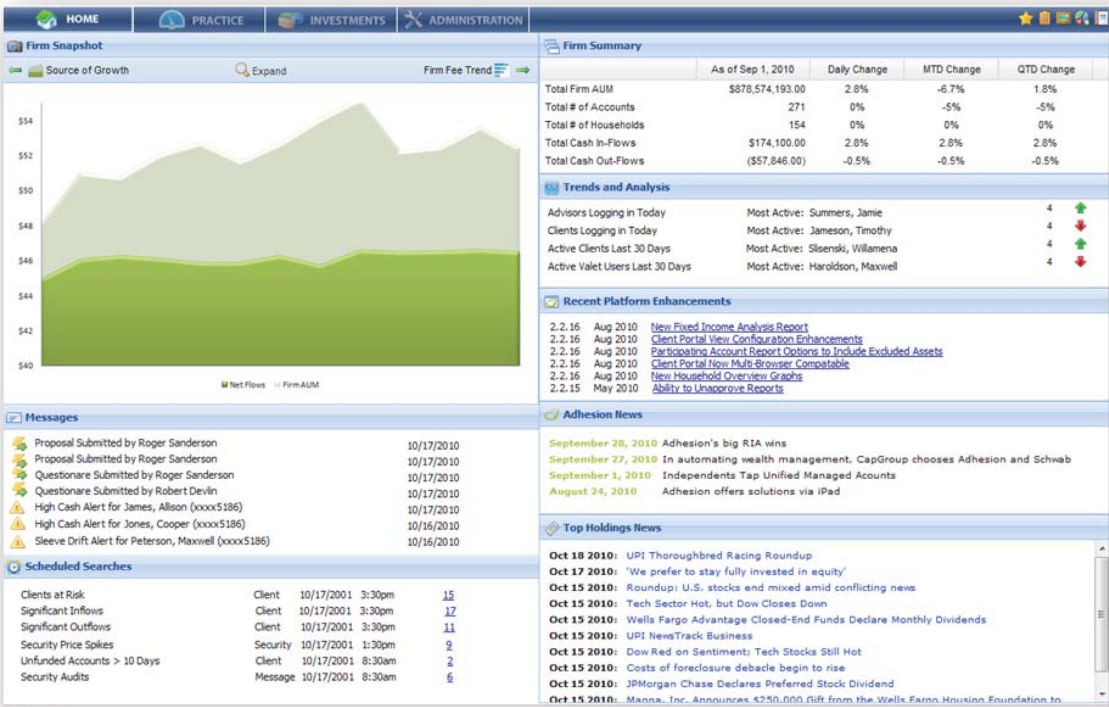
FIND – Management requires turning data into intelligence

With the new **Adhesion 3.0 Home Page** you get a dashboard view of your business, providing customizable indicators for your key business metrics, such as those that drive:

- **Investment performance**
- **Client service and relationship status**
- **Profitability**
- **Risk**

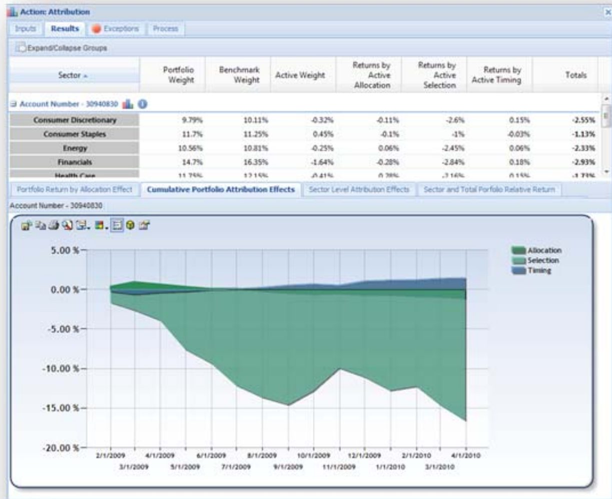
Metrics and exceptions are **customizable by user**, making it easier for your entire team to **Find** the information that is critical to their role – whether it's the CEO, COO, CCO, business development officer, operations analyst, or relationship manager – from the vast amount of available data.

From Sources of AUM Growth, to Client Profitability and Revenue Distribution, to Workflow Alerts and Filter Exceptions, with the **Adhesion 3.0 Home Page** you will **Find** the business intelligence you need right at your fingertips.

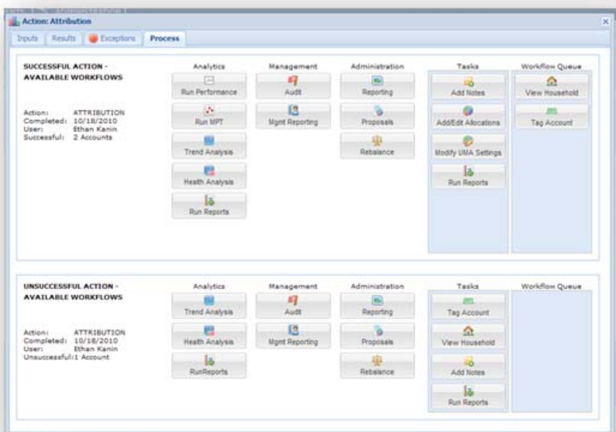


ACT – Management requires acting upon the exceptions

While other tools may provide some management level information, only with Adhesion 3.0 can you take **instant action** on any piece of information. Imagine clicking on any exception or alert and immediately being served up a menu of applicable actions you can take in response. An expansive, and expanding, set of **actions** are available ranging from sending out a client report, to setting up a new client household, to displaying transaction history for an account, to running performance attribution analysis on a manager. *[See image on right.]*



RESOLVE – Management requires standardized workflow



An exceptional client experience results from the consistent delivery of effective and timely service. And consistency comes from standardization. With this in mind, Adhesion 3.0 provides you a powerful workflow engine to organize Actions into standardized procedures for the firm. And, since timely **resolution** often depends on multiple team members, you control the assignment of tasks in the workflow to the appropriate person or role on the team, with task status readily visible. *[See image on left.]*

Adding value for your clients

Building value in your business

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