

Creating a Family Office Practice Workshop

March 27, 2011

Outsourcing Family Office Technology, Custody & Clearing

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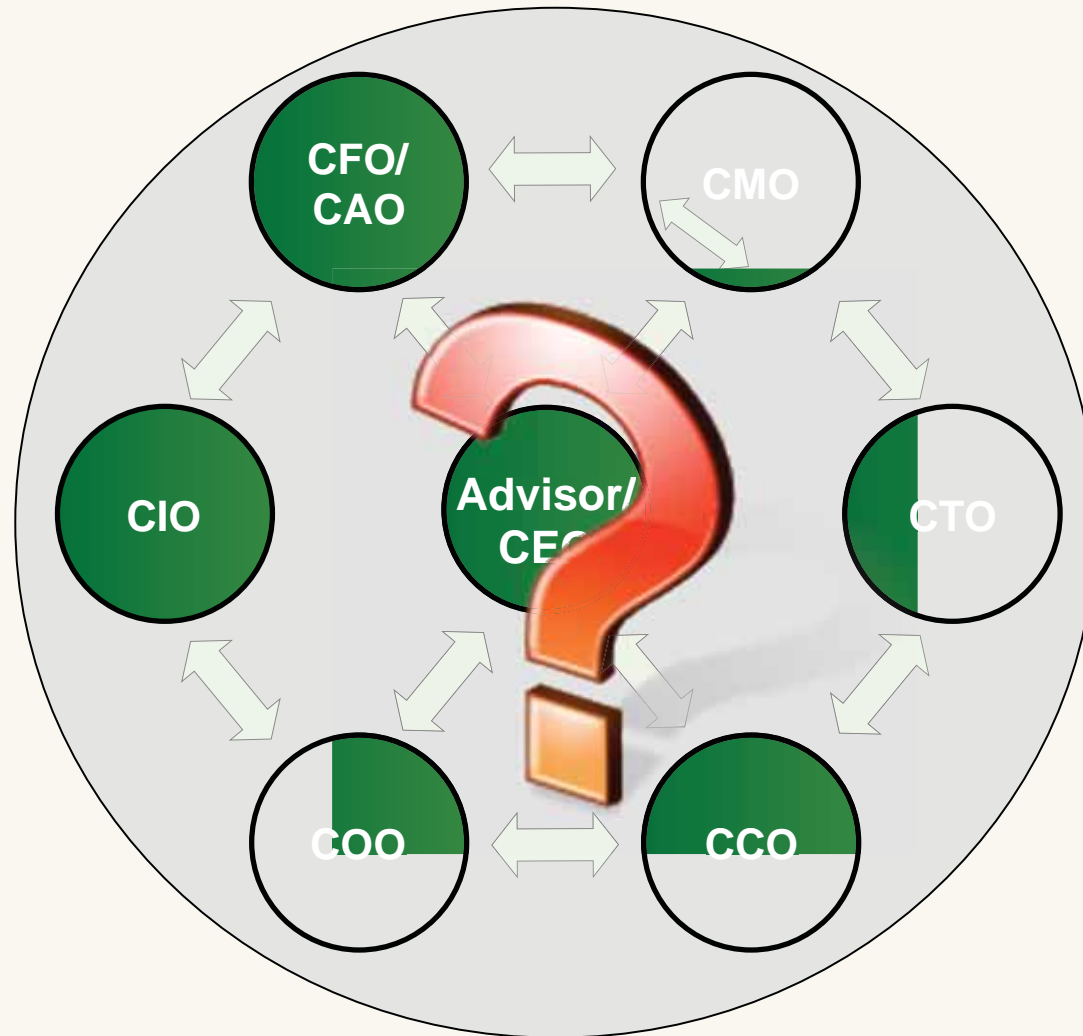
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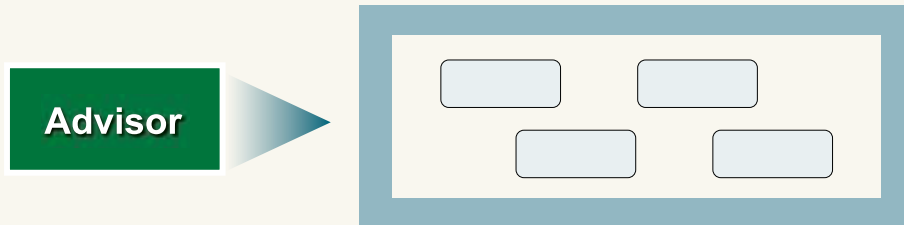
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One Person.... Many Titles... Little Time



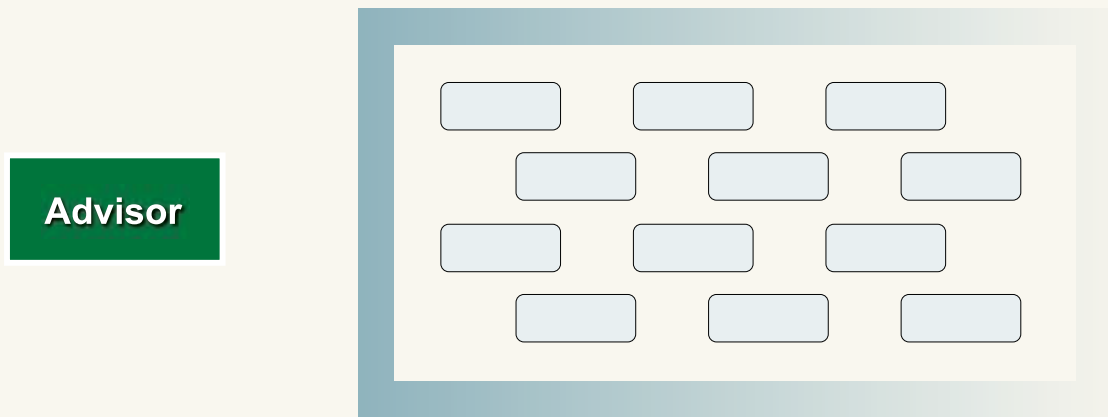
Differing Approaches to Outsourcing & Integration

Bundled Approach — Select Vendors



- Tight Integration
- Less choice of vendors
- Less control of data

Unbundled Approach — Many Vendors

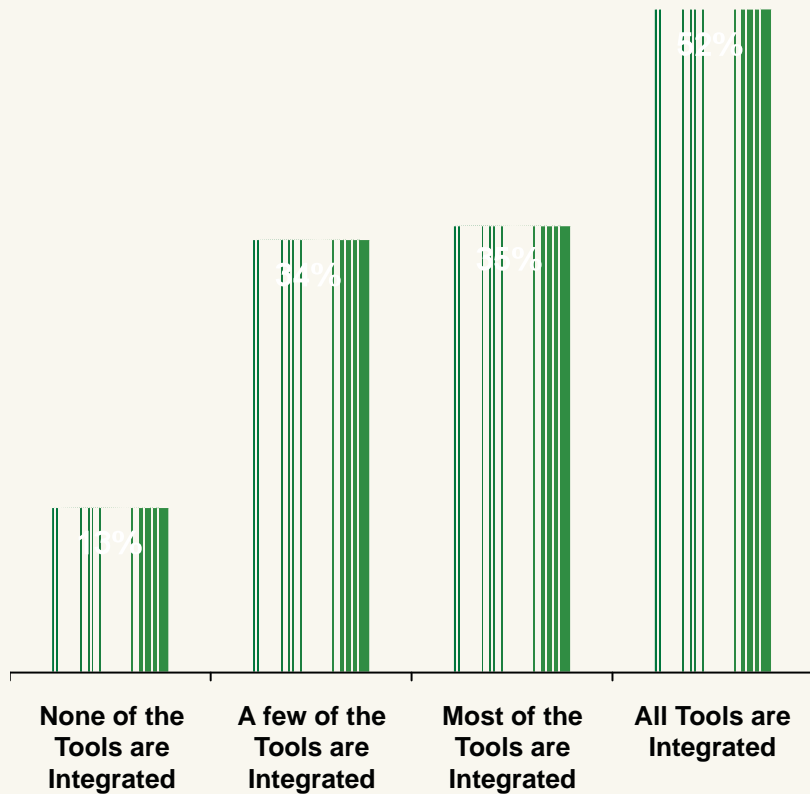


- Tight Integration
- More choice of vendors
- More control of data
- Data is portable regardless of custodian

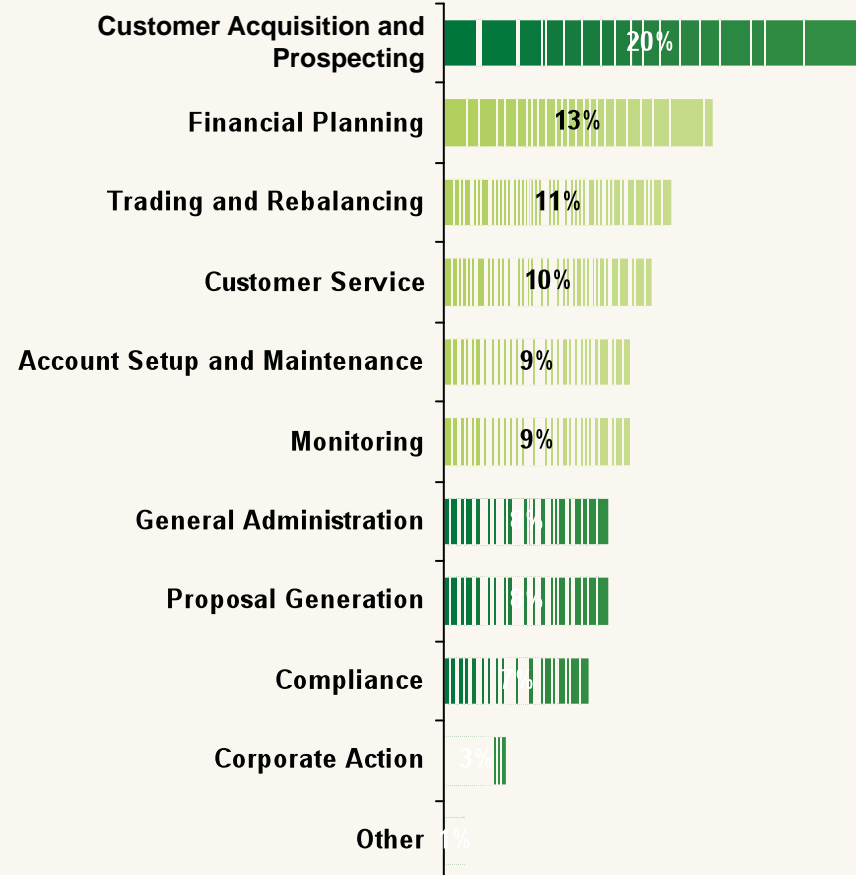
Benefits of Outsourcing and Integration

Time with Clients

Percentage of Advisor Time Spent with Clients

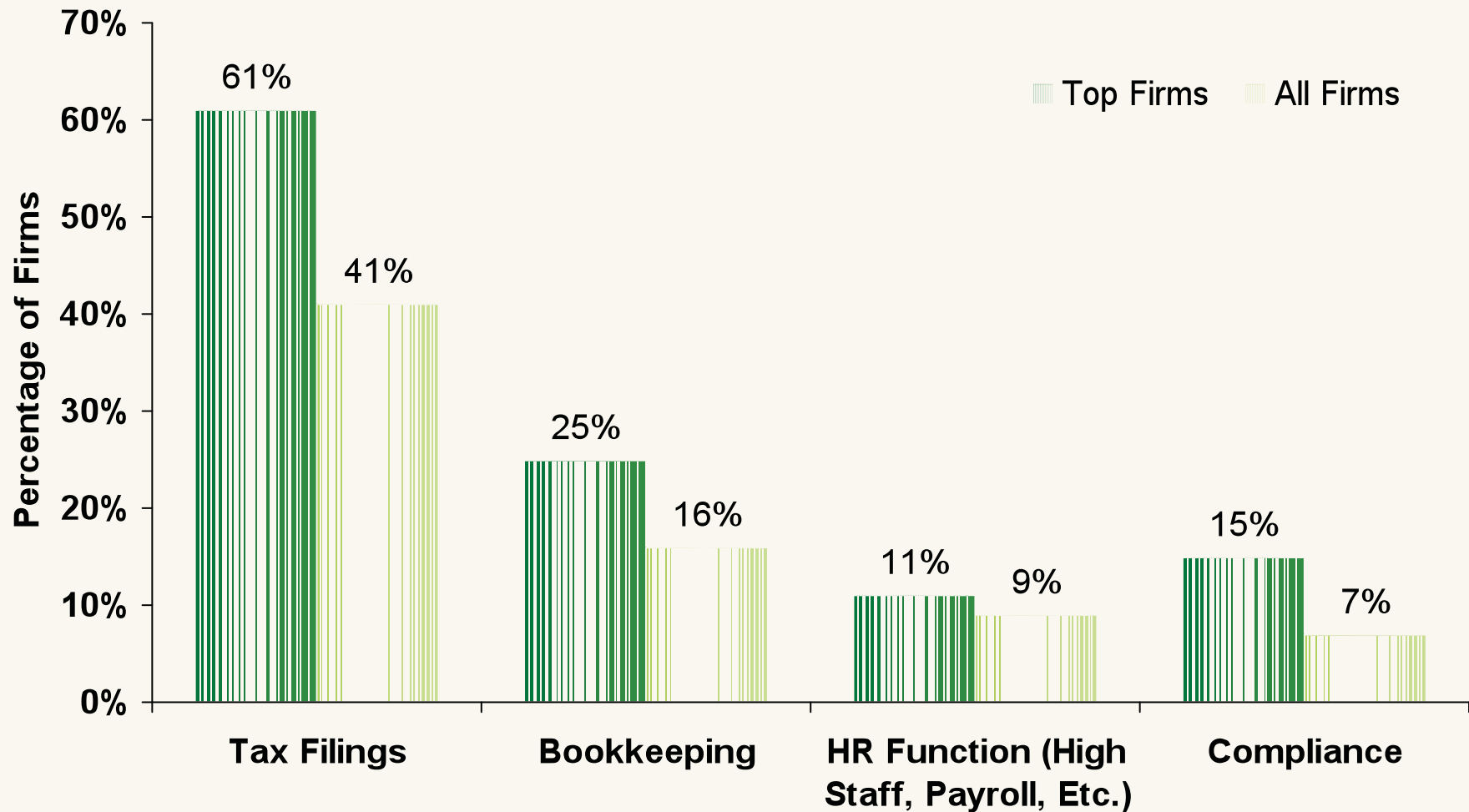


Efficiency



Source: *The Value of Technology Integration for Registered Investment Advisors: Making Time for Clients and Prospects*, Aite Group, September 2009.

Top Performers Outsource Non-Core Functions



Source: Rydex Advisor Benchmarking, October 2010. "Top firms" are those with the highest growth rates, highest profitability and that offer at least four services to clients. This year, there were 23 firms that ranked as "top firms"—these firms are aggregated together to create the Top Firms' Benchmark.

Solutions From the Advisor's Point-of-View

Flexible open architecture solutions should give advisors the ability to conduct business their way

