

Redi2's Disruptive Expedition By Seth Johnson

March 1, 2016

Capitalize on our position as the premier provider of hosted fee billing and revenue management solutions to the financial services industry.

- **Institutional asset management**
- **Private wealth management & BDs**
- **Third party service providers (TAMPs)**
- **Registered Investment Advisors**
- Retirement/Mutual Funds
- Global Custodians
- Family Offices
- Hedge Funds
- Banks & Trusts



- The Creation of Revenue Manager
- Going SaaS
- Exploring Wealth Management
- The Decent of Disruption
- The Accent of BillFin



The Creation of Revenue Manager

REDI2

Logged on as: sjohnson

Messages

Settings

Log Off

CITRIX

Revenue Manager - Demo

Workflow Client Administration Reporting Accounting/AR Options Window



The Creation of Revenue Manager

REDI2

Revenue Manager - Demo - [Manage Workflow]

Workflow Client Administration Reporting Accounting/AR Options Window

TearOff Actions

Request
 Period Q3-2012 Billing Accrual Billing Adjustment

	Workflow Group	Invoice Group	Number	Group	Number	Advanced / Arrears	Phase	Status	Aging	Billing Period	Invoice	Exceptions	Approve	Reject	Remove	Waive & Approve
1	R2	Beta Corp.	0971/1210	Beta Corp.	0971/1210	Arrears	Invoicing - Approval	Review Required	568	Q3-2012	Review	Resolve	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	UK	Andrew Carnegie	AC-SC11	Andrew Carnegie	AC-SC11	Arrears	Invoicing - Approval	Review Required	1,008	Q3-2012	Review	Resolve	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	UK	Thatcher Foundation	TF-SC11	Thatcher Foundation	TF-SC11	Arrears	Invoicing - Approval	Review Required	1,008	Q3-2012	Review	Resolve	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4		MMHC Group	MMHC_G	MM GIA Group	MM_GIA	Arrears	Invoicing - Approval	Review Required	1,077	Q3-2012	Review	Resolve	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5		MMLIC Group	MMLIC_G	MM GIA Group	MM_GIA	Arrears	Invoicing - Approval	Review Required	1,077	Q3-2012	Review	Resolve	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6		American Airlines Corp Performance	EP-AA-003	American Airlines Corp Performance	EP-AA-003	Arrears	Invoicing - Approval	Review Required	1,148	Q3-2012	Review	Resolve	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7		GRT Group	EP-GRT-002	GRT Group	EP-GRT-002	Arrears	Invoicing - Approval	Review Required	1,157	Q3-2012	Review	Resolve	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8		American Airlines Corporation	EP-AA-003	American Airlines Corporation	EP-AA-003	Arrears	Invoicing - Approval	Review Required	1,155	Q3-2012	Review	Resolve	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	LA-F	Fenway Investment Management SMA (Forecast)	RDS-1901-F	Fenway Investment Management SMA (Forecast)	RDS-1901-F	Arrears	Invoicing - Approval	Review Required	1,399	Q3-2012	Review	Resolve	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	LA-F	Prado Insurance (Forecast)	PI-1850-F	Prado Insurance (Forecast)	PI-1850-F	Arrears	Invoicing - Approval	Pending Approval	1,399	Q3-2012	Review	Review	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11	LA-F	Real Madrid Foundation (Forecast)	RMF-1902-F	Real Madrid Foundation (Forecast)	RMF-1902-F	Advanced	Accounting - Approval	Pending Approval		Q3-2012	Review	Review	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12	LA-F	Fenway Investment Management MF (Forecast)	RDS-1901-F	Fenway Investment Management MF (Forecast)	RDS-1901-F	Arrears	Accounting - Approval	Pending Approval		Q3-2012	Review	Review	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13	RL	ABC DB Plans	EP-ABC-001	ABC DB Plans	EP-ABC-001	Arrears	Accounting - Approval	Complete		Q3-2012	Review	Review	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14		CBS Columbia Square Studios	LATCW-001	CBS Columbia Square Studios	LATCW-001	Arrears	Accounting - Approval	Complete		Q3-2012	Review	Review	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Invoices

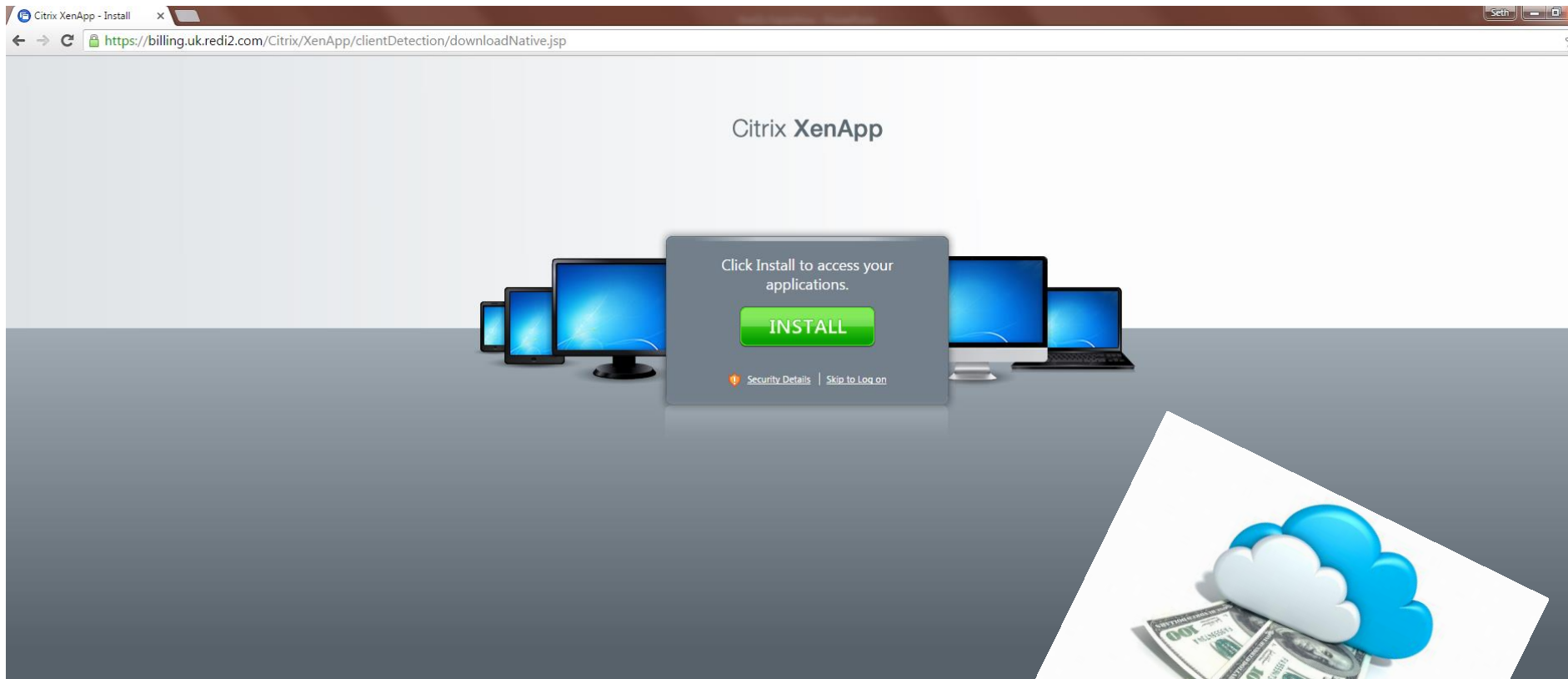
	Contact	File name	Credit note	Distribution method
1	Jason Bihun	0971_20120930_0_C_8518		Print & Mail
2	Daniel Inamoto	0971_20120930_0_P_8515		Print & Mail
3				

Note

	Note	Reason	Date Time	User
1	Rejected by Francisco Ceballos 07/22/2014 09:15:02		07/22/2014 09:15:05	Francisco Ceballos
2	Rejected by Francisco Ceballos 09/11/2012 17:49:04		09/11/2012 17:49:07	Francisco Ceballos
3	Redrafted in ReviewInvoices by Francisco Ceballos 09/11/2012 17:47:29		09/11/2012 17:47:29	Francisco Ceballos
4	Redrafted in ReviewInvoices by Francisco Ceballos 09/11/2012 11:51:17		09/11/2012 11:51:17	Francisco Ceballos
5	Redrafted in ReviewInvoices by Francisco Ceballos 09/11/2012 11:50:20		09/11/2012 11:50:20	Francisco Ceballos


Exception


	#	Description
1	6	Change in fee schedule from previous period
2	6	Change in fee schedule from previous period
3	9	More than a user-defined percentage change in the invoice amount compared to previous period
4	11	Change in number of fee records from the previous period
5		





REDI2 Wealth Manager
 Welcome Redi2 Admin | [Help](#) | [Log Out](#)


All Custodians



HOME


PROGRAMS


PARTICIPANTS


PAYEES


EVENTS


SETUP

Dashboard
Find Program
Find Participant
Find Payee

Daily Processing Problems

Line of Business 1 Q1-2016 Today

No processing issues found

Periodic Processing Problems

Line of Business 1 Q1-2016

No processing issues found

Q1-2016 Billing Status

Line of Business 1 Client Billing All Daily Billing

Q1-2016

Action Required	Participants
 Ready for Release	0 0.00%
 Error	0 0.00%
 Payment Rejected	0 0.00%
 On-Hold	0 0.00%
In Process	
 Released	0 0.00%
 Pending Payment	0 0.00%
Completed	
 Payment Confirmed	0 0.00%
 Exempted	0 0.00%

Participant Activity

Today

	Participants
Manager/Style Reassignments	0
Program/Record Keeper Reassignments	0
Fee Basis Adjustments	0
Reactivated Participants	0
Back Dated Inceptions	0
Back Dated Terminations	0
Renumbered Participants	0

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About

Create Single-Firm Program: CB-BAL

- Step 1** Setup Program and Payees
- Step 2 Assign Record Keepers
- Step 3 Setup Payment Models
- Step 4 Setup Exclusions
- Step 5 Setup Managers
- Step 6 Setup Fee Schedules
- Step 7 Setup Distributors
- Step 8 Setup Bookkeeping

Step 1 - Setup Program and Payees

Advised

Name * CB-BAL

Description CB Balanced

Start Date * 1/1/1900

End Date

Line of Business * Line of Business 2

Client Retains Discretion * Yes

Requires Asset Classes

Plan Sponsor * CGM - CGM Brokerage

External Sponsor CIS - CIS Wealth Management

Service Provider ACME - ACME Services, Inc

Custodian

Billing Method Monthly Forward

Client Payment Method Debit

Valuation Method End of Period

Settlement/Trade Date Trade Date

Business/Calendar Day Business

New/Closed Processing Both Inception and Termination

Inception Trigger Amount \$ 0.00

Flow Processing Both Deposit and Withdrawal

Flow Calculation Method Effective

Net Periodic Flows

Deposit Daily Threshold * \$ 0.00

Deposit Period Threshold * \$ 0.00

Withdrawal Daily Threshold * \$ 0.00

Withdrawal Period Threshold * \$ 0.00

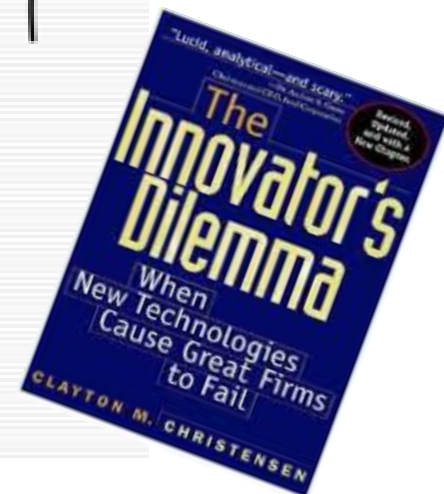
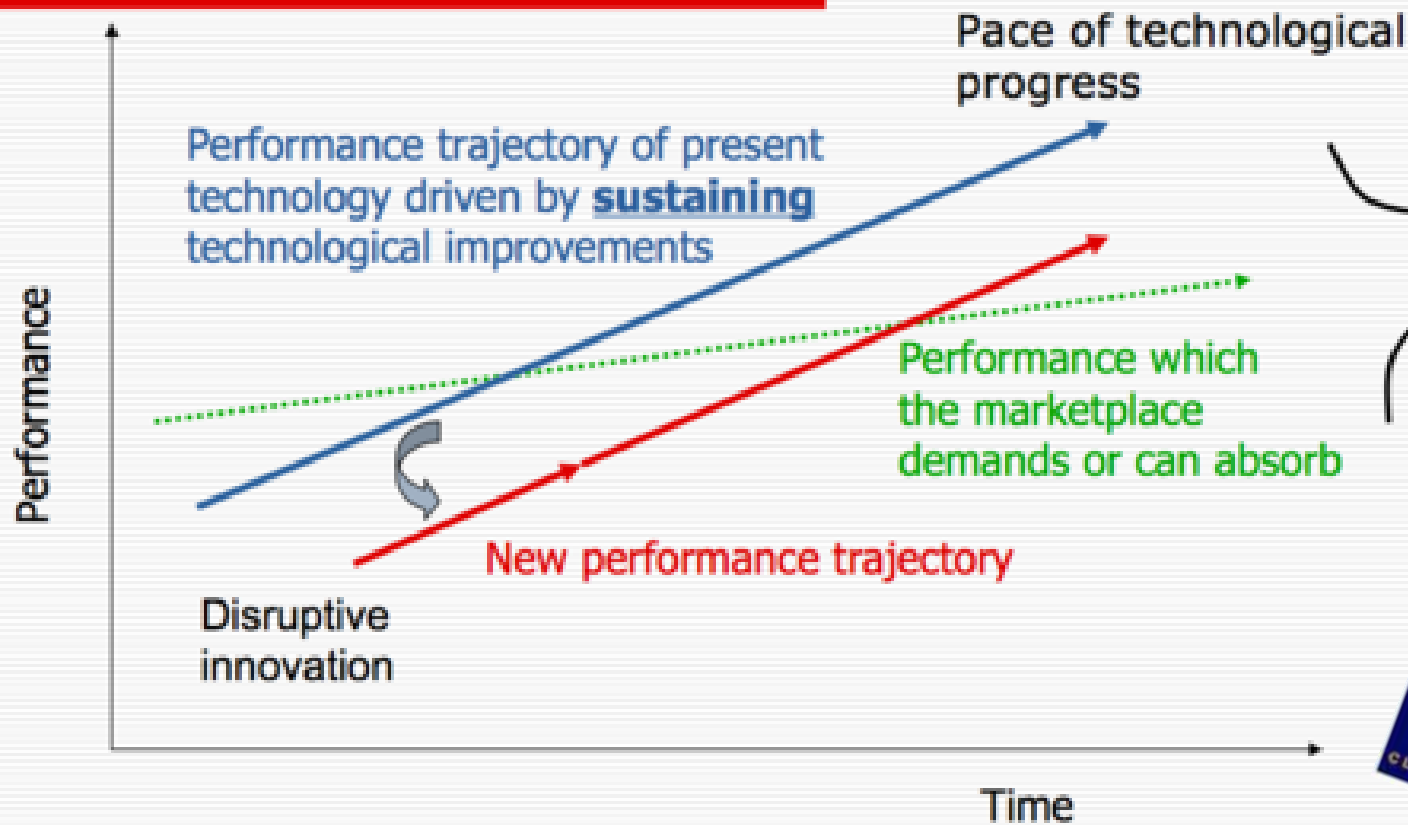
Suppress Fund Loads


Bookkeeping Delay 0

Debit Notification

Clearing and Execution Asset Based Only

The Disruptive Innovation Model





Simple and flexible billing
designed for Financial Advisors
and Broker-Dealers

[FREE TRIAL](#)

LET'S GET STARTED

Thanks for trying out BillFin! This quick walkthrough will get you up and running in no time:



Ready to go?

1

SET UP YOUR FIRM

Tell us how your firm runs billing by answering 4 simple questions.

 [SET UP MY FIRM](#)

2

IMPORT YOUR CLIENTS

Use our Excel template to get your data into BillFin.

3

ASSIGN FEE SCHEDULES

Enter your firm's fee schedules and assign them to clients.

To feel warm and fuzzy, we can even test your data by running your last billing cycle.

IMPORT YOUR CLIENTS

Sounds daunting, but we'll make it easy!

 [UPLOAD YOUR CLIENTS](#)

Don't worry - you can undo this if things don't look right!

 [DOWNLOAD THE TEMPLATE AGAIN](#)



Here's what we found

0  Errors **43**  Clients **66**  Accounts **6**  Advisors **9**  Custodians

Client	Pay By Check	Advisor	# of Accounts
Abraham Lincoln	No	Alexander Hamilton	6
Andrew Jackson	Yes	Betsy Ross	3
Andrew Johnson	No	Susan B. Anthony	4
Barack Obama	No	Susan B. Anthony	1
Benjamin Harrison	No	Susan B. Anthony	1
Calvin Coolidge	Yes	Frederick Douglass	1
Chester A. Arthur	No	Susan B. Anthony	1
Dwight D. Eisenhower	No	Susan B. Anthony	1
Franklin D. Roosevelt	No	Elizabeth Cady Stanton	1

- FEES
- INVOICES
- PAYMENTS
- CLIENTS

[Give Feedback](#)

FEES

2015 Q3 UPLOAD ASSET VALUES VIEW IN EXCEL

CLIENT (43)	ADVISOR	BILLABLE ASSET
> Abraham Lincoln	Alexander Hamilton	
> Andrew Jackson	Betsy Ross	
> Andrew Johnson	Susan B. Anthony	
> Barack Obama	Susan B. Anthony	
> Benjamin Harrison	Susan B. Anthony	
> Calvin Coolidge	Frederick Douglass	
> Chester A. Arthur	Susan B. Anthony	
> Dwight D. Eisenhower	Susan B. Anthony	
> Franklin D. Roosevelt	Elizabeth Cady Stanton	
> Franklin Pierce	Benjamin Franklin	
> George Bush	Susan B. Anthony	
> George W Bush	Betsy Ross	
> George Washington	Alexander Hamilton	
> Gerald R. Ford	Frederick Douglass	
> Grover Cleveland	Frederick Douglass	
> Harry Truman	Elizabeth Cady Stanton	

UPLOAD ASSET VALUES ×

Click here to select a CSV file from your computer:

UPLOAD ASSET VALUES
DOWNLOAD THE TEMPLATE

File should have the following fields:
Type, Account Portfolio Number, Date, Asset Class Symbol, Asset Class Name, Asset Symbol, Asset Name, Asset Identifier, Market Value Amount, Excluded Amount

HERE'S WHAT WE FOUND

- 65 New Billable Assets
- 0 Changed Billable Assets Overwrite these with the new values
- 0 Unchanged Billable Assets
- 0 Errors

ACCOUNT	BILLABLE ASSETS	PRE-EXISTING
● 9922709	\$369,240.00	
● 9072729	\$1,605,357.13	
● 804276	\$688,001.00	
● 6408565	\$12,000.00	
● 9018881	\$120,000.00	
● 7118207	\$520,255.00	
● 1574012	\$1,903,717.88	

APPLY BILLABLE ASSETS
CANCEL

- FEES
- INVOICES
- PAYMENTS
- CLIENTS

Give Feedback

FEES

2015 Q2

UPLOAD ASSET VALUES

VIEW IN EXCEL

TOTAL FEES

\$0.00

2015 Q1

\$167,539.37

2015 Q2

CLIENT (43)	ADVISOR	BILLABLE ASSETS (6/30/15)	FEE	PRIOR BILLABLE ASSETS	PRIOR FEE
> Abraham Lincoln	Alexander Hamilton	\$3,314,017.13	\$6,290.23	(100%)	(100%)
> Andrew Jackson	Betsy Ross	\$3,079,024.13	\$61,679.26	(100%)	(100%)
> Andrew Johnson	Susan B. Anthony	\$3,269,954.13	\$6,210.92	(100%)	(100%)
> Barack Obama	Susan B. Anthony	\$278,315.00	\$834.95	(100%)	(100%)
> Benjamin Harrison	Susan B. Anthony	\$260,027.00	\$780.08	(100%)	(100%)
> Calvin Coolidge	Frederick Douglass	\$2,032,614.13	\$10,163.07	(100%)	(100%)
> Chester A. Arthur	Susan B. Anthony	\$719,591.00	\$2,158.77	(100%)	(100%)
> Dwight D. Eisenhower	Susan B. Anthony	\$43,016.00	\$375.00	(100%)	(100%)
> Franklin D. Roosevelt	Elizabeth Cady Stanton	\$23,819.00	\$375.00	(100%)	(100%)
<p style="color: red; font-size: small;">Client's fee fell below the minimum.</p> <p style="text-align: right; color: green; font-size: small;"> MARK AS COMPLETE</p>					
> Franklin Pierce	Benjamin Franklin	\$234,580.00	\$703.74	(100%)	(100%)
> George Bush	Susan B. Anthony	\$2,292,498.13	\$5,806.25	(100%)	(100%)
> George W Bush	Betsy Ross	\$500,527.00	\$1,501.58	(100%)	(100%)
> George Washington	Alexander Hamilton	\$3,834,221.13	\$7,226.61	(100%)	(100%)
> Gerald R. Ford	Frederick Douglass	\$467,638.00	\$1,402.91	(100%)	(100%)

- FEES
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Give Feedback

FEES

2015 Q3

[UPLOAD ASSET VALUES](#)

[VIEW IN EXCEL](#)

TOTAL FEES

\$167,539.37 **\$0.00**

2015 Q2

2015 Q3

CLIENT (43)	ADVISOR	BILLABLE ASSETS (9/30/15)	FEE	PRIOR BILLABLE ASSETS	PRIOR FEE
> Abraham Lincoln	Alexander Hamilton			\$3,314,017.13 (-100%)	\$6,290.23 (-100%)
> Andrew Jackson	Betsy Ross			\$3,079,024.13 (-100%)	\$61,679.26 (-100%)
> Andrew Johnson	Susan B. Anthony			\$3,269,954.13 (-100%)	\$6,210.92 (-100%)
> Barack Obama	Susan B. Anthony			\$278,315.00 (-100%)	\$834.95 (-100%)
> Benjamin Harrison	Susan B. Anthony			\$260,027.00 (-100%)	\$780.08 (-100%)
> Calvin Coolidge	Frederick Douglass			\$2,032,614.13 (-100%)	\$10,163.07 (-100%)
> Chester A. Arthur	Susan B. Anthony			\$719,591.00 (-100%)	\$2,158.77 (-100%)
> Dwight D. Eisenhower	Susan B. Anthony			\$43,016.00 (-100%)	\$375.00 (-100%)
> Franklin D. Roosevelt	Elizabeth Cady Stanton			\$23,819.00 (-100%)	\$375.00 (-100%)
> Franklin Pierce	Benjamin Franklin			\$234,580.00 (-100%)	\$703.74 (-100%)
> George Bush	Susan B. Anthony			\$2,292,498.13 (-100%)	\$5,806.25 (-100%)
> George W Bush	Betsy Ross			\$500,527.00 (-100%)	\$1,501.58 (-100%)
> George Washington	Alexander Hamilton			\$3,834,221.13 (-100%)	\$7,226.61 (-100%)
> Gerald R. Ford	Frederick Douglass			\$467,638.00 (-100%)	\$1,402.91 (-100%)
> Grover Cleveland	Frederick Douglass			\$1,965,103.13 (-100%)	\$5,895.31 (-100%)
> Harry Truman	Elizabeth Cady Stanton			\$579,727.00 (-100%)	\$1,739.18 (-100%)

- FEES
- INVOICES
- PAYMENTS
- CLIENTS

[Give Feedback](#)

FEES

TOTAL FEES

\$167,539.37 **\$167,605.15**
 2015 Q2 2015 Q3

2015 Q3

[UPLOAD ASSET VALUES](#)

[VIEW IN EXCEL](#)

CLIENT (43)	ADVISOR	BILLABLE ASSETS (9/30/15)	FEE	PRIOR BILLABLE ASSETS	PRIOR FEE
> Abraham Lincoln	Alexander Hamilton	\$3,314,853.13	\$6,291.75	\$3,314,017.13 (0%)	\$6,290.23 (0%)
> Andrew Jackson	Betsy Ross	\$3,080,286.13	\$61,706.08	\$3,079,024.13 (0%)	\$61,679.26 (0%)
> Andrew Johnson	Susan B. Anthony	\$3,271,165.13	\$6,213.10	\$3,269,954.13 (0%)	\$6,210.92 (0%)
> Barack Obama	Susan B. Anthony	\$278,255.00	\$834.77	\$278,315.00 (0%)	\$834.95 (0%)
> Benjamin Harrison	Susan B. Anthony	\$260,001.00	\$780.00	\$260,027.00 (0%)	\$780.08 (0%)
> Calvin Coolidge	Frederick Douglass	\$2,033,357.13	\$10,166.79	\$2,032,614.13 (0%)	\$10,163.07 (0%)
> Chester A. Arthur	Susan B. Anthony	\$720,240.00	\$2,160.72	\$719,591.00 (0%)	\$2,158.77 (0%)
> Dwight D. Eisenhower	Susan B. Anthony	\$43,000.00	\$375.00	\$43,016.00 (0%)	\$375.00 (0%)
Client's fee fell below the minimum.	MARK AS COMPLETE				
> Franklin D. Roosevelt	Elizabeth Cady Stanton	\$23,688.00	\$375.00	\$23,819.00 (-1%)	\$375.00 (0%)
Client's fee fell below the minimum.	MARK AS COMPLETE				
> Franklin Pierce	Benjamin Franklin	\$234,567.00	\$703.70	\$234,580.00 (0%)	\$703.74 (0%)
> George Bush	Susan B. Anthony	\$2,293,358.13	\$5,808.40	\$2,292,498.13 (0%)	\$5,806.25 (0%)
> George W Bush	Betsy Ross	\$501,240.00	\$1,503.72	\$500,527.00 (0%)	\$1,501.58 (0%)
> George Washington	Alexander Hamilton	\$3,835,108.13	\$7,228.19	\$3,834,221.13 (0%)	\$7,226.61 (0%)
> Gerald R. Ford	Frederick Douglass	\$468,001.00	\$1,404.00	\$467,638.00 (0%)	\$1,402.91 (0%)

INVOICES

2015 Q3

[EXPORT](#)

[UPLOAD ADDRESSES](#) | [CUSTOMIZE INVOICE](#)

- FEES
- INVOICES
- PAYMENTS
- CLIENTS

		INVOICE (42)	ADVISOR	BILLABLE ASSETS	FEE	LAST EXPORT
		Abraham Lincoln	Alexander Hamilton	\$3,314,853.13	\$6,291.75	
		Andrew Jackson	Betsy Ross	\$3,080,286.13	\$61,706.08	
		Andrew Johnson	Susan B. Anthony	\$3,271,165.13	\$6,213.10	
		Barack Obama	Susan B. Anthony	\$278,255.00	\$834.77	
		Benjamin Harrison	Susan B. Anthony	\$260,001.00	\$780.00	
		Calvin Coolidge	Frederick Douglass	\$2,033,357.13	\$10,166.79	
		Chester A. Arthur	Susan B. Anthony	\$720,240.00	\$2,160.72	
		Dwight D. Eisenhower	Susan B. Anthony	\$43,000.00	\$375.00	
		Franklin D. Roosevelt	Elizabeth Cady Stanton	\$23,688.00	\$375.00	
		Franklin Pierce	Benjamin Franklin	\$234,567.00	\$703.70	
		George Bush	Susan B. Anthony	\$2,293,358.13	\$5,808.40	
		George W Bush	Betsy Ross	\$501,240.00	\$1,503.72	
		George Washington	Alexander Hamilton	\$3,835,108.13	\$7,228.19	
		Gerald R. Ford	Frederick Douglass	\$468,001.00	\$1,404.00	
		Grover Cleveland	Frederick Douglass	\$1,964,997.13	\$5,894.99	
		Harry Truman	Elizabeth Cady Stanton	\$580,600.00	\$1,741.80	
		Herbert Hoover	Susan B. Anthony	\$301,255.00	\$1,581.28	

[Give Feedback](#)



Firm Address
Will Go
Here

THIS IS NOT A BILL

Amount Due
\$0.00

Mrs. Mary Todd Lincoln
426 South Seventh Street
Springfield, IL 02127

Invoice: 5-50A-7DFC
Billing Start: October 1, 2015
Billing End: December 31, 2015
Invoice Date:

Statement of Management Fees

Abraham Lincoln

TOTAL ASSETS as of 12/31/2015

\$3,324,257.13

Less Exclusions

\$9,404.00