REDI2

Redi2's Disruptive Expedition

By Seth Johnson

March 1, 2016

Mission Statement

REDI2

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

The Redi2 Market

REDI2

- **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

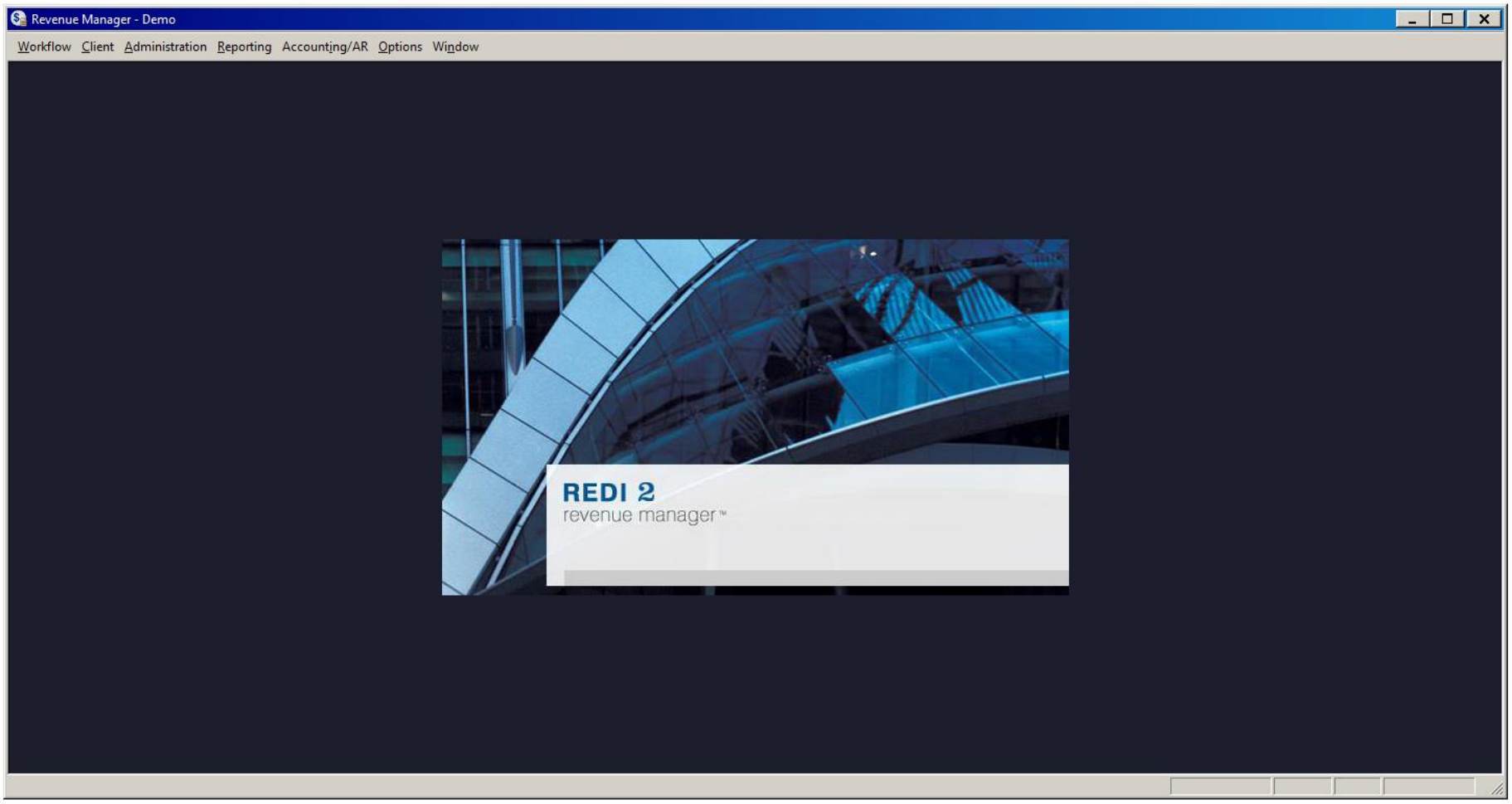
Milestones of the Expedition

REDI2

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

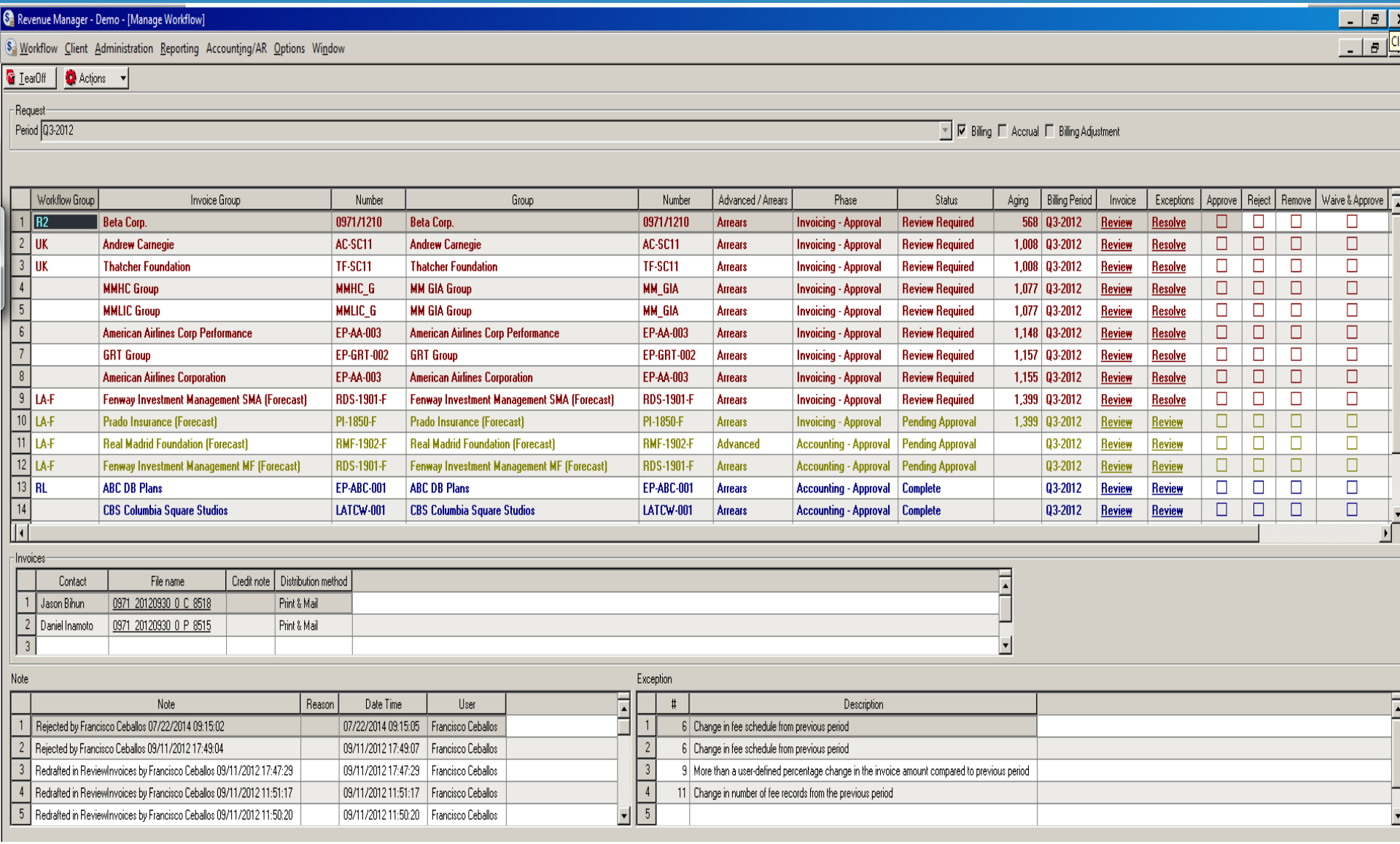
The Creation of Revenue Manager

REDI2



The Creation of Revenue Manager

REDI2



	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	☐	☐	☐	☐
2	UK	Andrew Carnegie	AC-SC11	Andrew Carnegie	AC-SC11	Arrears	Invoicing - Approval	Review Required	1,008	Q3-2012	Review	Resolve	☐	☐	☐	☐
3	UK	Thatcher Foundation	TF-SC11	Thatcher Foundation	TF-SC11	Arrears	Invoicing - Approval	Review Required	1,008	Q3-2012	Review	Resolve	☐	☐	☐	☐
4		MMHC Group	MMHC_G	MM GIA Group	MM_GIA	Arrears	Invoicing - Approval	Review Required	1,077	Q3-2012	Review	Resolve	☐	☐	☐	☐
5		MMLIC Group	MMLIC_G	MM GIA Group	MM_GIA	Arrears	Invoicing - Approval	Review Required	1,077	Q3-2012	Review	Resolve	☐	☐	☐	☐
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	☐	☐	☐	☐
7		GRT Group	EP-GRT-002	GRT Group	EP-GRT-002	Arrears	Invoicing - Approval	Review Required	1,157	Q3-2012	Review	Resolve	☐	☐	☐	☐
8		American Airlines Corporation	EP-AA-003	American Airlines Corporation	EP-AA-003	Arrears	Invoicing - Approval	Review Required	1,155	Q3-2012	Review	Resolve	☐	☐	☐	☐
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	☐	☐	☐	☐
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	☐	☐	☐	☐
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	☐	☐	☐	☐
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	☐	☐	☐	☐
13	RL	ABC DB Plans	EP-ABC-001	ABC DB Plans	EP-ABC-001	Arrears	Accounting - Approval	Complete		Q3-2012	Review	Review	☐	☐	☐	☐
14		CBS Columbia Square Studios	LATCW-001	CBS Columbia Square Studios	LATCW-001	Arrears	Accounting - Approval	Complete		Q3-2012	Review	Review	☐	☐	☐	☐

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

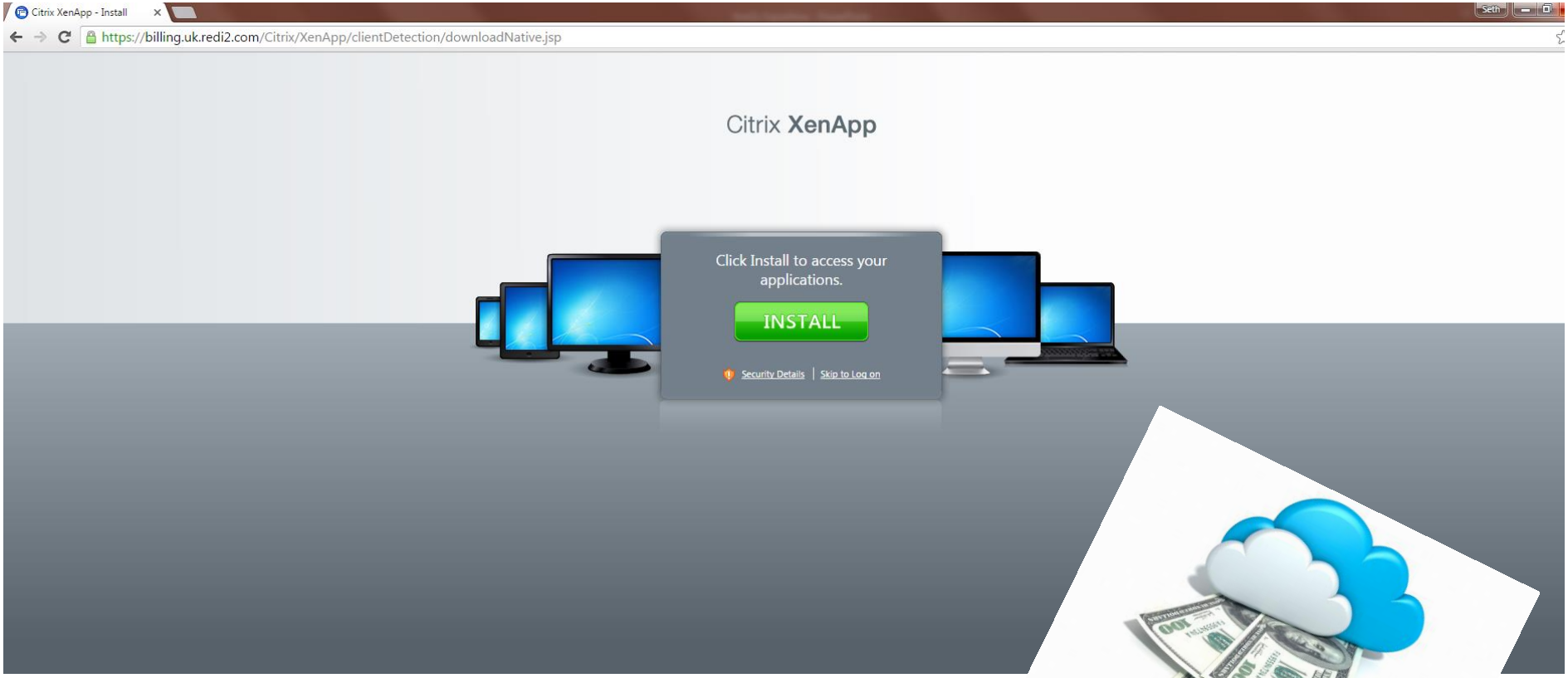
	Note	Reason	Date Time	User
1	Rejected by Francisco Ceballos 07/22/2014 09:15:02		07/22/2014 09:15:05	Francisco Ceballos
2	Rejected by Francisco Ceballos 09/11/2012 17:49:04		09/11/2012 17:49:07	Francisco Ceballos
3	Redrafted in ReviewInvoices by Francisco Ceballos 09/11/2012 17:47:29		09/11/2012 17:47:29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

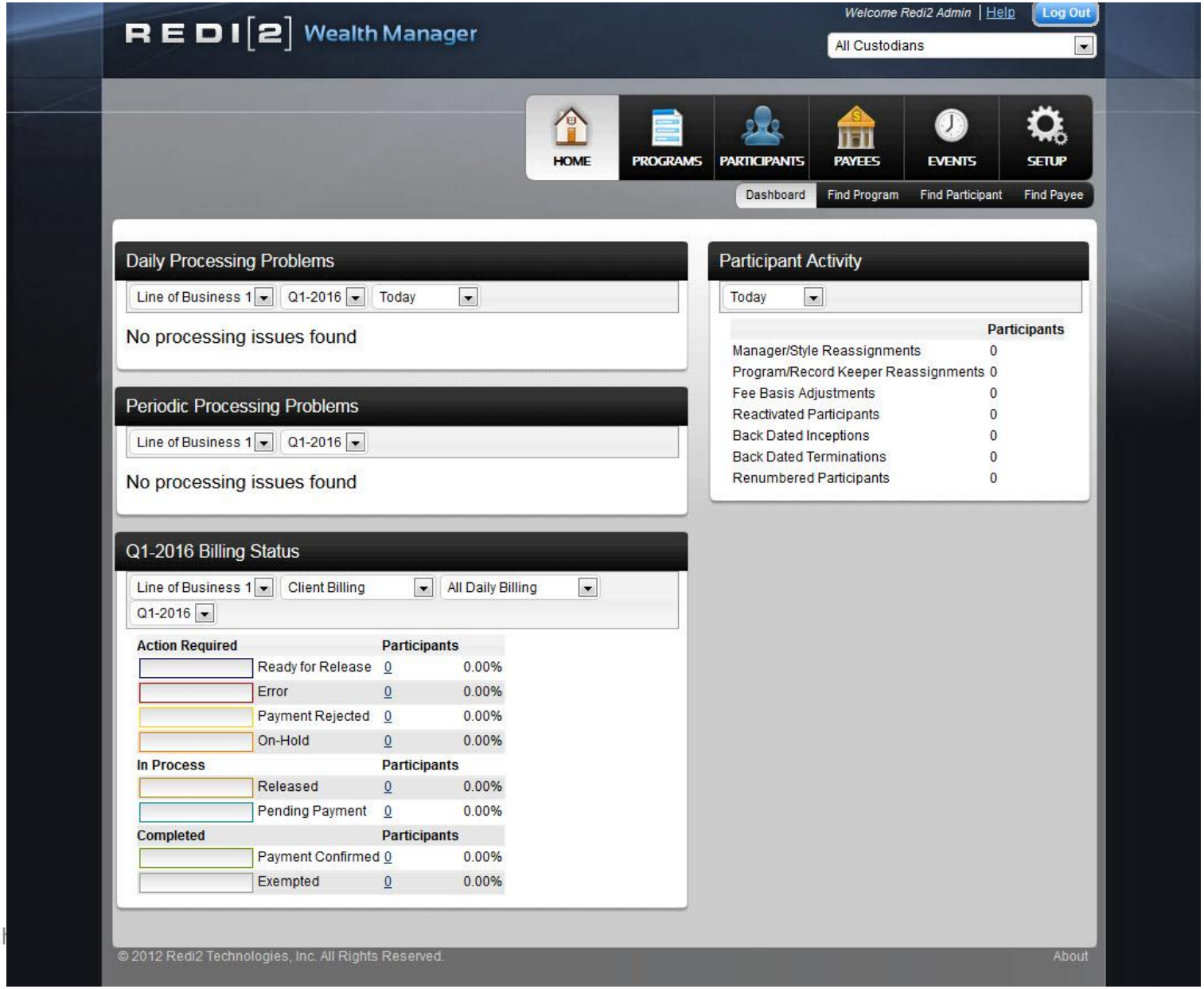
Going SaaS

REDI2



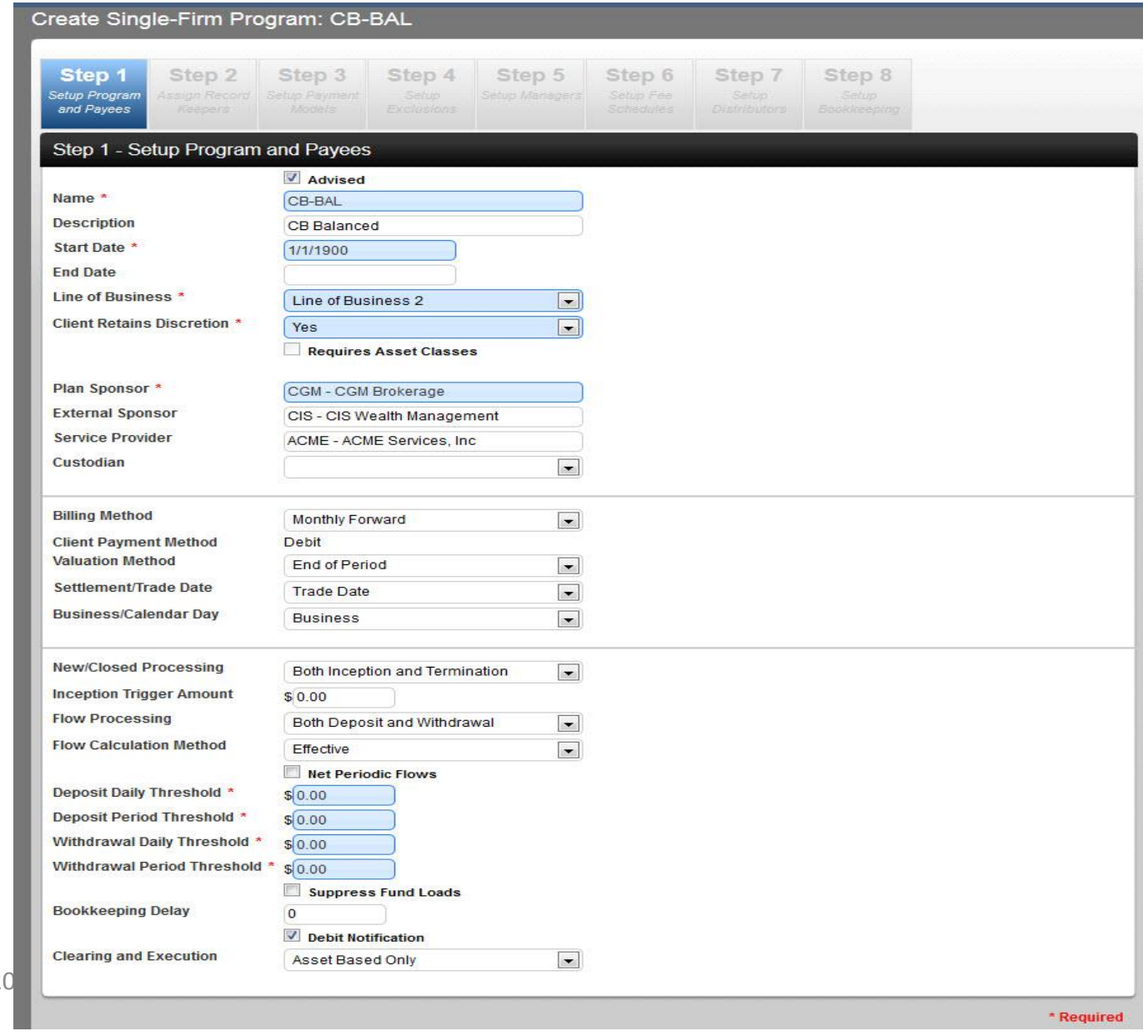
Exploring Wealth Management

REDI2

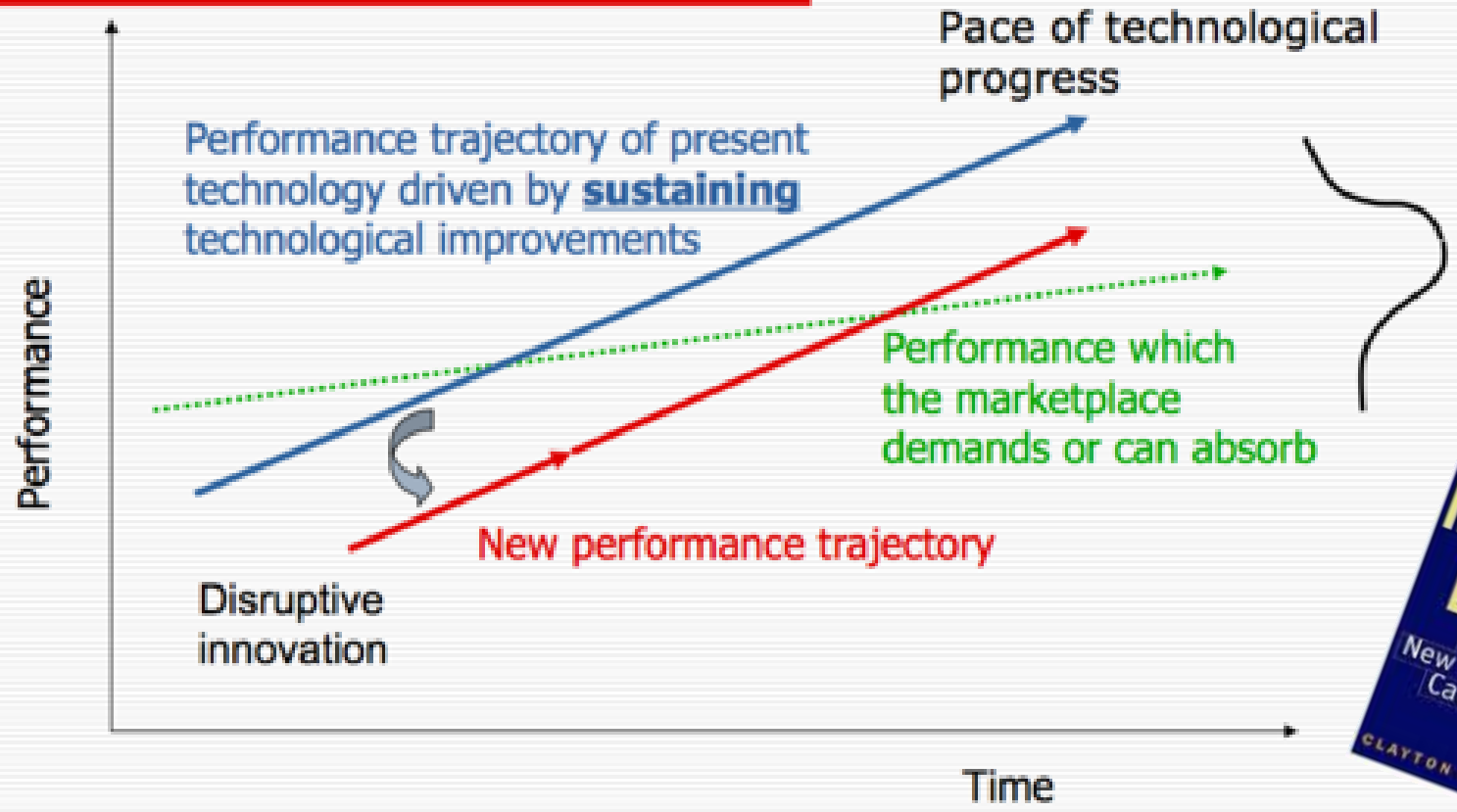


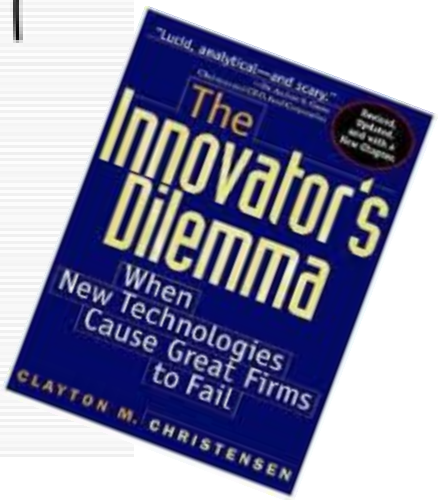
Exploring Wealth Management

REDI2



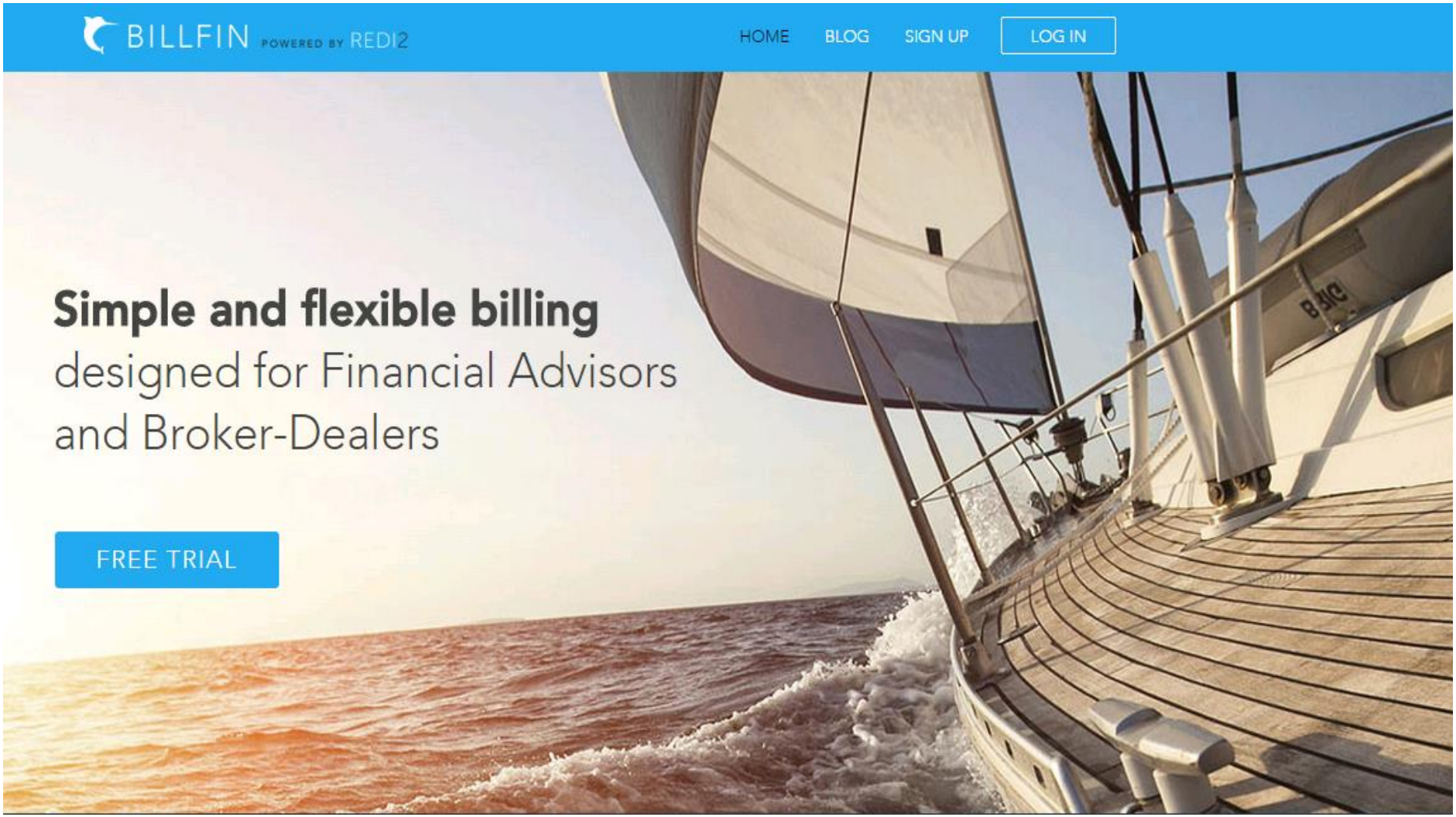
The Disruptive Innovation Model





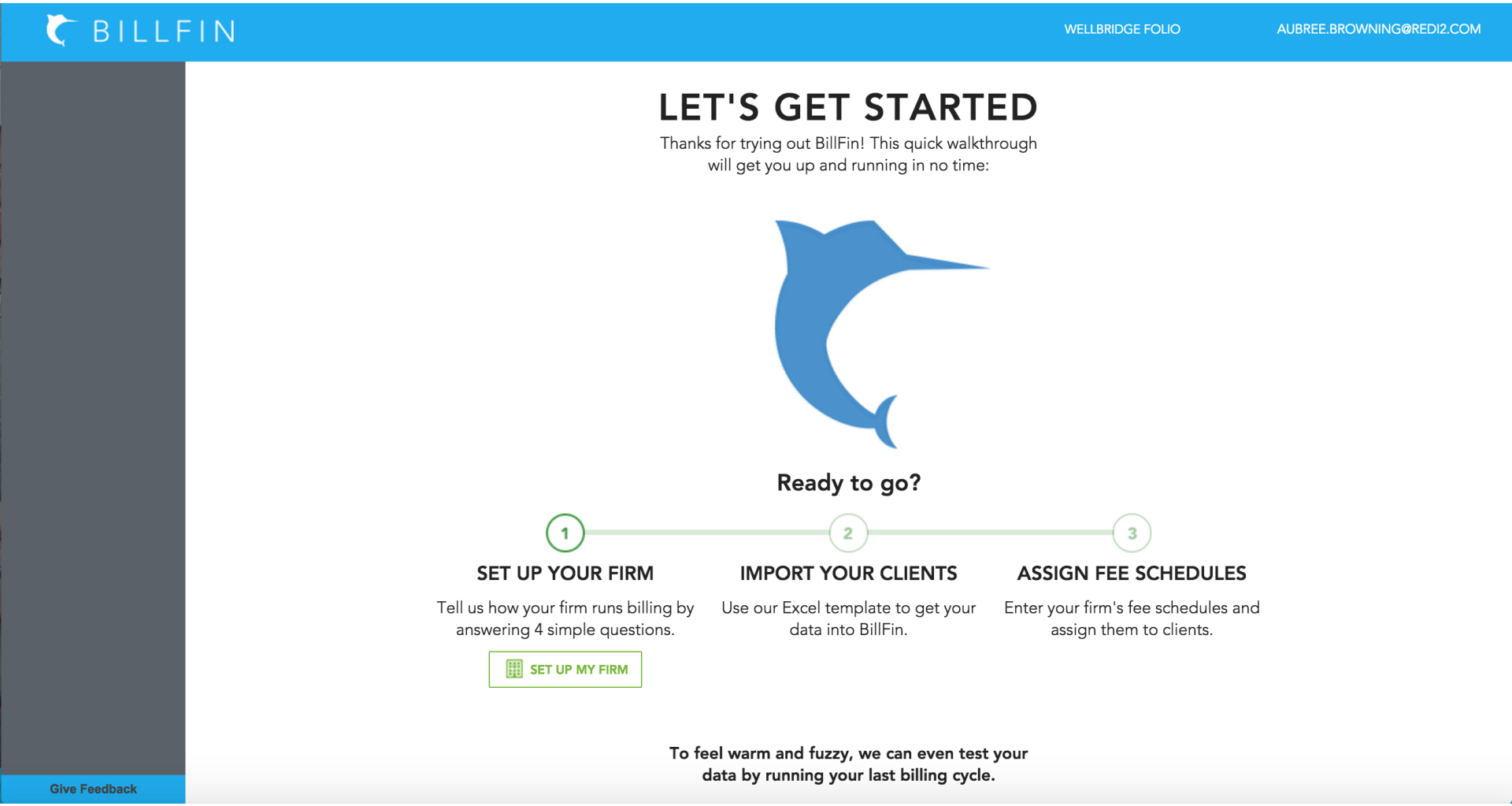
The Accent of BillFin

REDI2



The Accent of BillFin

REDI2



The Accent of BillFin

REDI2

BILLFIN

WELLBRIDGE FOLIO AUBREE.BROWNING@REDI2.COM

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

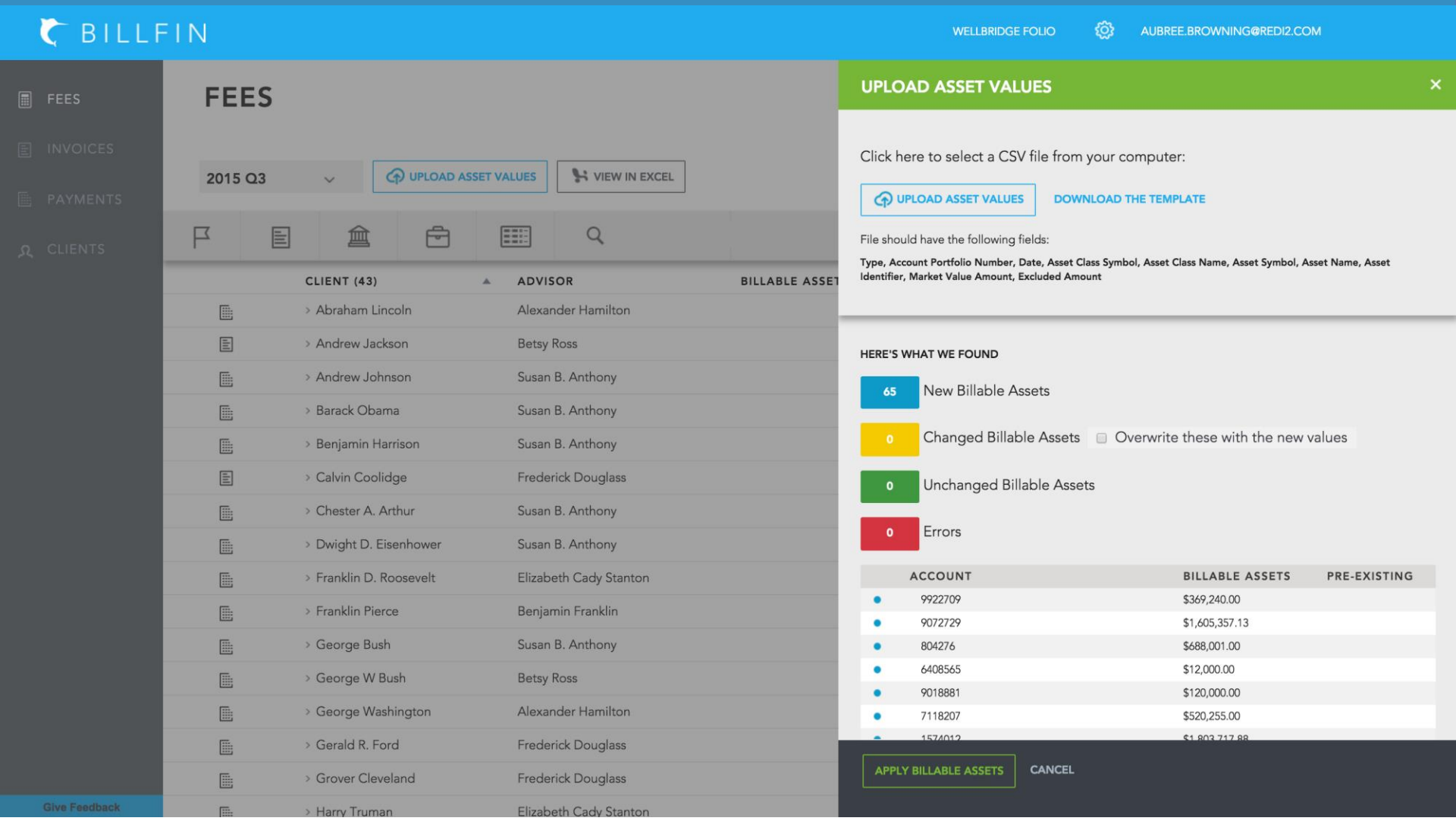
0 Errors | 43 Clients | 66 Accounts | 6 Advisors | 9 Custodians

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

Give Feedback

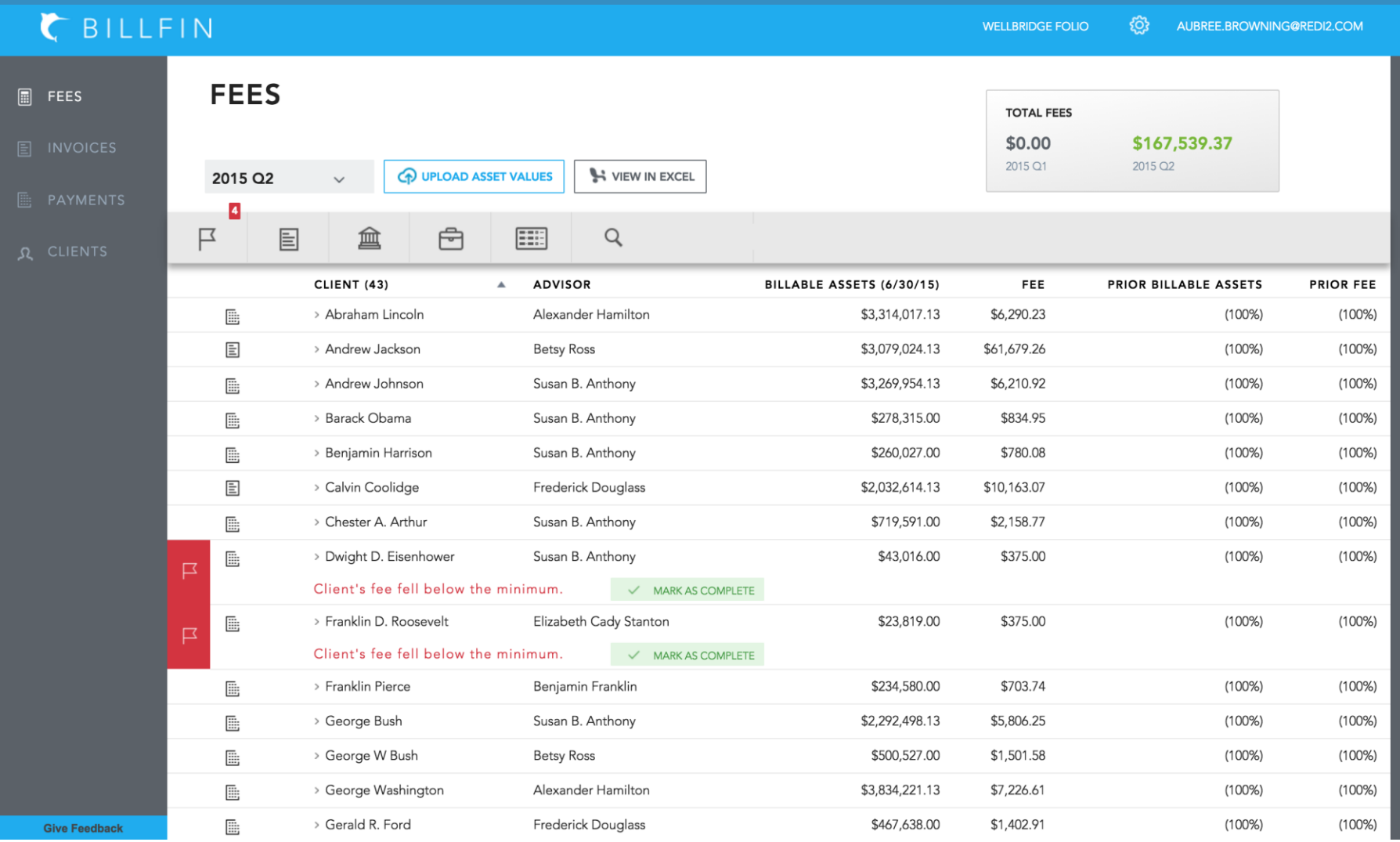
The Accent of BillFin

REDI2



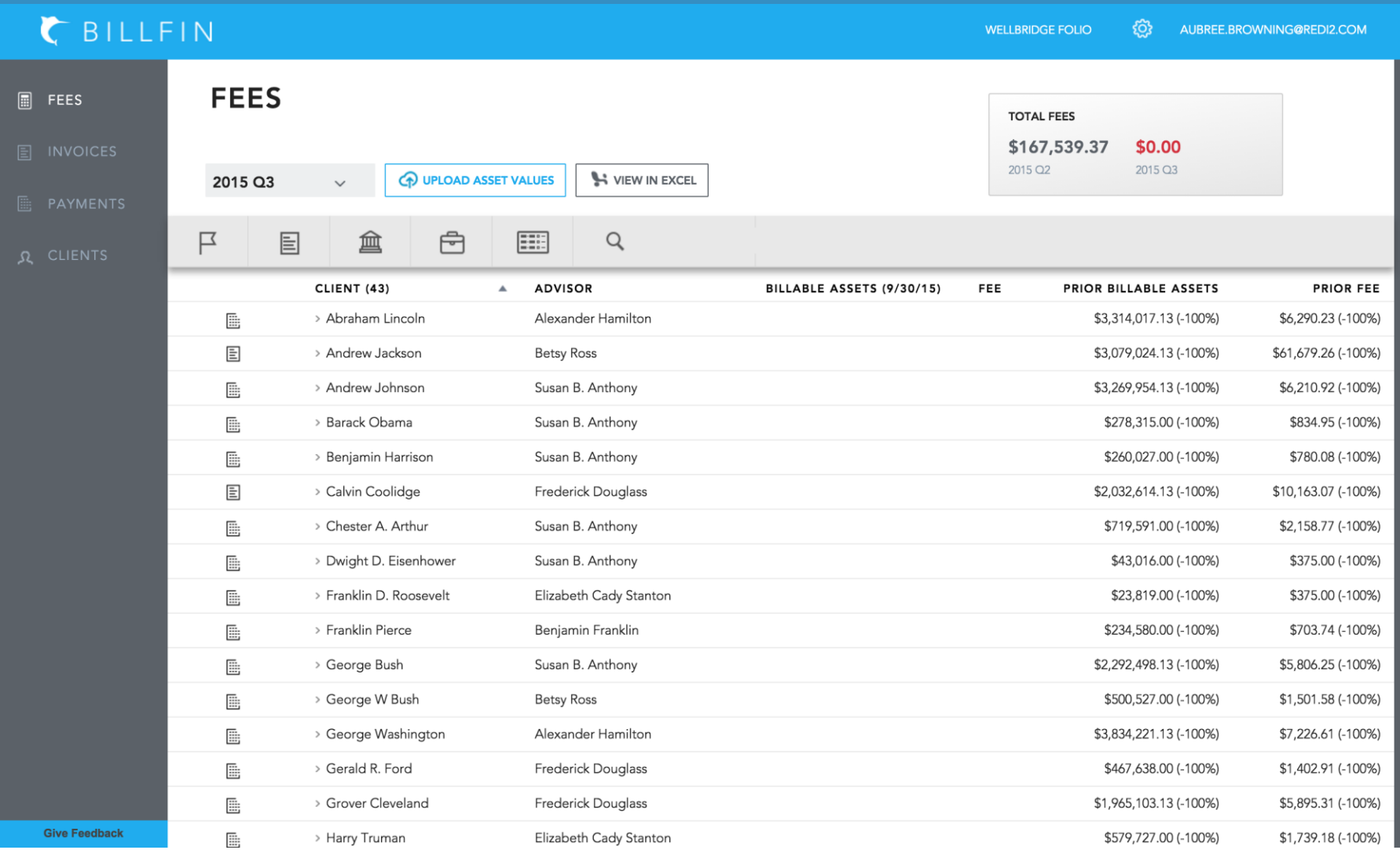
The Accent of BillFin

REDI2



The Accent of BillFin

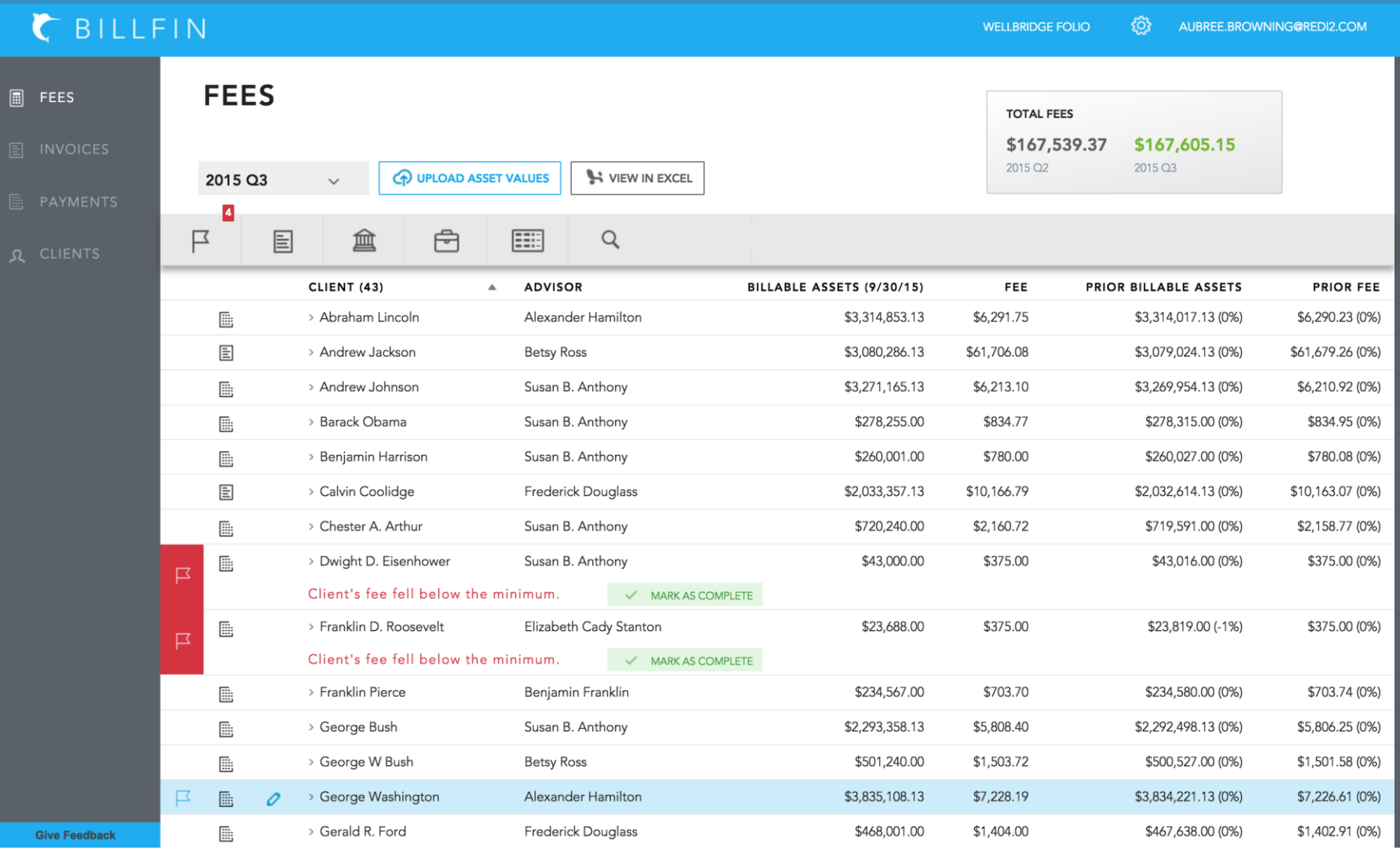
REDI2



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%)

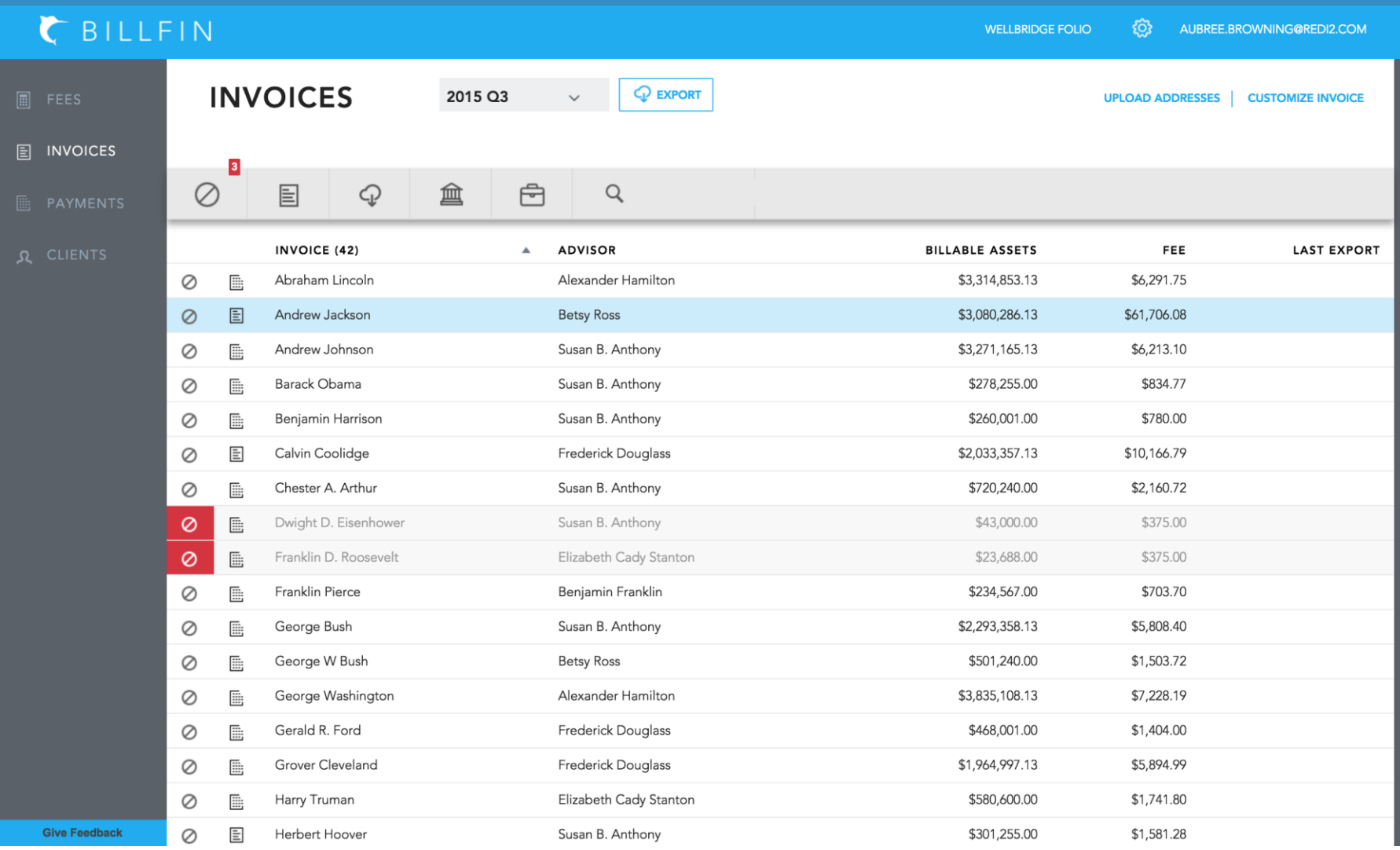
The Accent of BillFin

REDI2



The Accent of BillFin

REDI2



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	

The Accent of BillFin

REDI2

WellBridge

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