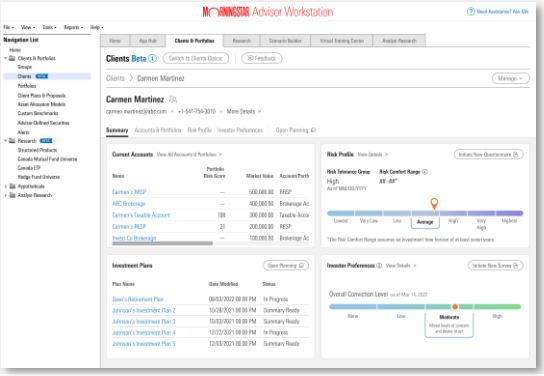
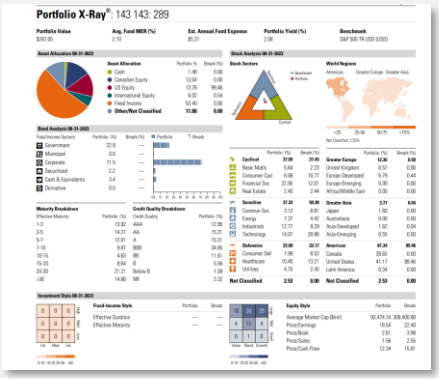
Advisor Workstation by Morningstar





Advisor Workstation drives deep and trusted client relationships through its research, investment planning, and proposal tools that enable advisors to provide personalized advice that drives investor success.

Research

Advisor Workstation allows you to compare investment choices and visualize trade-offs using Morningstar data, research, and analysis. Make informed investment decisions with a platform that combines high-quality data and in-depth reports from our independent analysts, enabling you to screen and rank suitable investments for clients and prospects. With our comprehensive coverage of open-end mutual funds, stocks, exchange-traded funds, closed-end funds, separate accounts, model portfolios, and structured products, you have access to the broadest and deepest investment coverage in the industry.

Investment Planning

The Investment Planning experience (IPx) in Workstation is setting the standard for goal-based investment planning. IPx is a seamless, holistic solution that offers insightful, actionable, and regulatory-focused portfolio construction and proposal capabilities from start to finish. Bring together goal-planning, proposal generation, risk profiling, and preferences alignment to create an investment plan that shows the alignment of your advice with the clear before-and-after visuals that resonate with clients, help them confidently navigate market volatility and stay on track to meet their goals. Our best-in-class methodologies help advisors put the client at the center of each investment plan to drive successful outcomes.

Portfolio Management & Monitoring

Access client information in a single interface that facilitates detailed portfolio analysis and ongoing monitoring of risk and performance. View all your clients' household information for more robust management, navigate your product shelf to filter selections, and conduct comparisons to ensure suitability for your clients. Back your investment proposals with the same data and insights our global analysts use to follow the market by accessing videos, reports, and more on thousands of stocks, ETFs, funds, and IPOs. Quickly build, analyze, and monitor client portfolios efficiently and effectively and, with Workstation, view insights into portfolio performance and potential gaps, allowing you proactively identify opportunities and deepen client relationships.

Client & Prospect Management

Workstation enables you to easily manage and organize client and prospect information, including their investment goals, risk tolerance, and financial preferences with user-friendly client and prospect engagement tools. Demonstrate how your recommendations would have affected a prospect's wealth to secure new business with illustrations of historic scenarios. And our compliance-reviewed reports bring investment decisions to life, demonstrating the impact of your advice to your clients.

Trusted Information at Your Fingertips

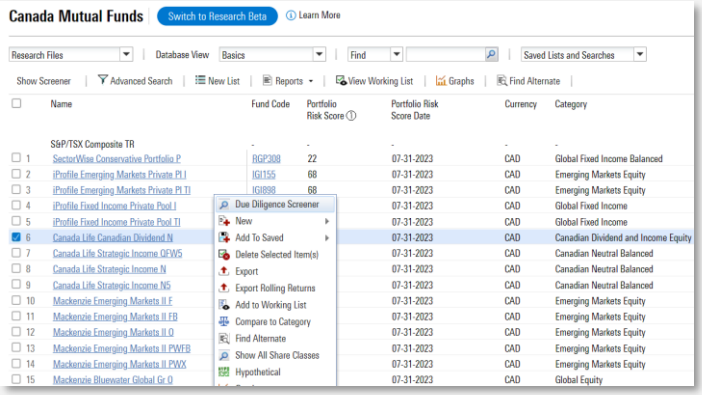
Advisors can review their full scope of business—cumulative market value, Morningstar Portfolio Risk Score, top holdings, and top clients—by viewing their personalized dashboard. And whether advisors are speaking with current clients or prospects in person or virtually, they can simply capture images from single-page or multiple-page statements and in nearly real-time convert those images to real portfolios to later analyze within the companion app or the web version of Advisor Workstation.

Learn More:
Call: +1 877 586 5405
Visit: morningstar.com/en-ca/try/advisorworkstation

©2022 Morningstar, Inc. All rights reserved. Morningstar and the Morningstar logo are either trademarks or service marks of Morningstar, Inc.

MORNINGSTAR®

Due Diligence Module in Advisor Workstation



The Due Diligence Module in Advisor Workstation provides a simple, guided workflow to help advisors perform the mandatory KYP requirements and allows for documentation and metadata to be stored securely within a firm's compliance systems.

Mandatorily Simple

Our Due Diligence module provides a simple, guided workflow to help advisors perform the mandatory KYP requirements in evaluating a reasonable range of alternatives across a firm's approved product shelf. With an intuitive workflow for advisors to quickly narrow down, compare, and select products, the module helps assess recommendations against multiple factors – performance, risk and fee data. And then integrates Morningstar's industry recognized proprietary ratings.

Know Your Product on Two Levels

Per the requirements of the Canadian Client Focused Reforms (CFR), a robust know-your-product process must be conducted at both the head office and at advisor level. Head office must actively maintain and monitor an approved product shelf while advisors must conduct their own due diligence on each recommendation made. Part of advisor due diligence includes the documentation that a reasonable range of other investments were considered before making the recommendation. Workstation's Due Diligence tool seeks to solve for this requirement in a seamless easy-to-use workflow that integrates with one of the most widely used platforms by advisors in Canada.

Streamlined Workflows for Advisors

The Due Diligence Module was developed in tandem with Canadian advisors, firms, and industry experts. Through industry consultations, we created a guided workflow that helps advisors meet KYP requirements without making it needlessly complicated.

Moreover, Workstation is already equipped to deliver an approved product shelf from head office to a large network of advisors. This formidable combination helps advisors meet regulatory obligations without burdening them with unintuitive workflows. Our Due Diligence KYP tool includes Mutual funds, ETFs, Fixed Income and Equity universes for comparison.

Scaled and Oversight

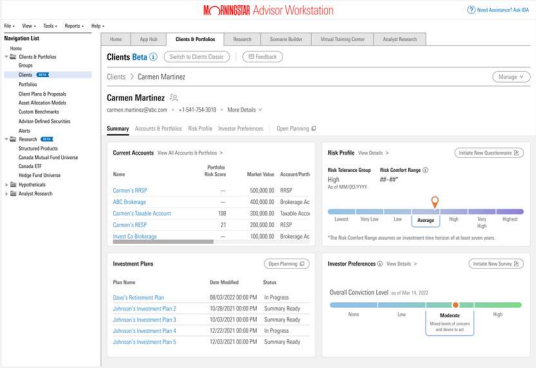
Morningstar's Advisor Workstation ecosystem is set to be enhanced this year (2023) with the arrival of Enterprise Analytics, which allows head office users to oversee what types of investments are being recommended, and importantly whether the appropriate KYP or due diligence has been conducted on these investments. This oversight tool adds valuable insights to help understand trends in advisor recommendations.

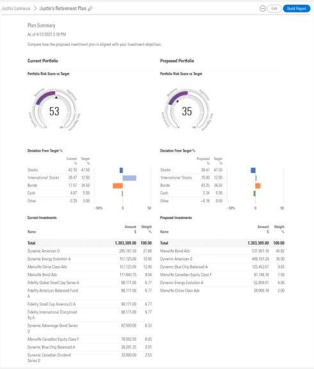
Learn more:
Call: +1 877 586 5405
Visit: morningstar.com/en-ca/try/advisorworkstation

©2022 Morningstar, Inc. All rights reserved. Morningstar and the Morningstar logo are either trademarks or service marks of Morningstar, Inc.

MORNINGSTAR®

IPx. The Investment Planning experience in Workstation





IPx in Advisor Workstation is an end-to-end investment planning solution that captures client profiles and preferences to create a truly personalized portfolio in one platform.

Setting the Standard for Personalized Investment Planning

A growing demand for hyper-personalized advice is intersecting with a necessity to scale processes and grow business. And that's on top of maintaining regulatory compliance, lowering costs, and driving investor outcomes.

The Investment Planning experience in Advisor Workstation is a seamless, holistic solution that offers insightful, actionable, and regulatory-focused portfolio construction and proposal capabilities from start to finish. It enables a greater understanding between advisor and client to deliver a deeper level of personalization, provide better advice, and set better expectations—so you can help your clients confidently navigate the ups and downs of market volatility and stay on track to meet their goals. IPx helps advisors put the client at the center of each investment plan to drive successful outcomes.

Streamlined Procedures and Complaint Reporting

IPx streamlines the investment planning workflow by allowing adoption, reuse and optimization of key client account, risk profile, ESG preferences, and goal details—so there's no need to re-input data in the investment planning process or risk consistencies. Every step of the process was built in the spirit of compliance to help advisors and institutions demonstrably meet higher regulatory and market expectations for investment planning and proposal generation. And because IPx is fully integrated within Advisor Workstation, you can be confident that it is backed by industry-leading data, analytics, and methodology.

Scaled for Growth

Greater than the sum of its parts (and its parts are best-in-class), the Investment Planning experience includes the Risk Ecosystem, Investor Preferences survey, portfolio optimization tool, and regulatory-focused output reports.

It allows you to replace a patchwork of advisor tools with a single solution – bringing together goal-planning, proposal generation, risk profiling, and preferences alignment for a singular investment planning experience.

With standardized, rigorous methodologies behind the profiling, preferences, and goal planning capabilities, your conversations are consistent, your data is defendable, and your advice is leveled up. And once you have a deeper understanding of your clients, IPx allows you to optimize their portfolios to reflect those preferences with a click of a button.

Simplify the Process

How do you explain the benefits of taking risks in a down market? How do you start a discussion on sustainability and ESG-based investing? How can you get beyond investment selection and simple retirement plans?

Each step of the Investment Planning experience provides a straightforward, logical workflow to capture actionable data and feedback from your clients. And when clients understand what is in their portfolio, they can create new opportunities, make better trade-offs, and get closer to their goals.

Better Conversations. Better Outcomes

Our profiling tools drive deeper conversations with your clients' about both their financial and non-financial goals. The upstream personalization tools provide structure for workflows and space for enhanced collaboration and engagement. And when clients understand their risk profile, share their investment preferences, and better understand their goals, they are more committed to long-term investing and more likely to see successful outcomes. All for your clients. All within Advisor Workstation.

Learn More:
Call: +1 877 586 5405
Visit: morningstar.com/tryIPX

©2022 Morningstar, Inc. All rights reserved. Morningstar and the Morningstar logo are either trademarks or service marks of Morningstar, Inc.

MORNINGSTAR®

Morningstar® Advisor Workstation packages for

		Fund Plan 1	Fund Plan 2	Fund Plan 3	Multi-Asset Plan 1	Multi-Asset Plan 2	Multi-Asset Plan 3
Investment Universes	Canada Mutual Funds	☑	☑	☑	☑	☑	☑
	Canada Segregated Funds*	☑	☑	☑	☑	☑	☑
	Canada ETFs	☑	☑	☑	☑	☑	☑
	North American Stocks				☑	☑	☑
	US ETFs				☑	☑	☑
Modules	Research	☑	☑	☑	☑	☑	☑
	Clients & Portfolios	☑	☑	☑	☑	☑	☑
	Hypothetical	☑	☑	☑	☑	☑	☑
	IPx (Goal Bridge)		☑	☑		☑	☑
	Due Diligence Module for KYP			☑			☑

Interested in signing up?

Please get in touch with ipcsupport@ipcc.ca

Would prefer a demo?

Please book some time with a Morningstar specialist here.

MORNINGSTAR™