



## **Embracing Aggregation with Confidence**

The CashEdge Approach to Aggregation Privacy and Security

From the ability to provide improved financial advice and the potential to capture held-away assets to increasing back-office efficiencies, aggregation offers **huge opportunities for advisors**. But those opportunities hinge on an advisor's, and investor's, **confidence in the privacy and security** of the technology. CashEdge sets the industry standard for security and privacy and takes **every measure possible to protect** and secure personal and sensitive data.

### The Aggregation Opportunity

Financial advisors are challenged on a daily basis to provide solid, well informed advice to their clients and to maintain their client relationships through good and bad markets alike. However, many advisors are hamstrung by the information they have at hand – it is often out-of-date, gathered manually and reflective of a specific point in time, or incomplete, a partial picture of the client's entire holdings. Working within these constraints is difficult, yet it's how most advisors work today.

Account aggregation – the ability to gather all of a client's assets into a single, holistic picture – can change the way advisors manage and grow their business. In the past several years, account aggregation has begun making its way into the advisor toolkit. Today thousands of advisors and tens of thousands of investors are benefitting from the real-time, full picture view of the client's holdings. It is enabling better advice, closer client relationships and, oftentimes, the ability to gather additional assets under management through holistic advice and greater knowledge. It has become a tremendous asset for advisors who have adopted these solutions.

According to recent industry estimates, most advisors are only managing 30 to 40 percent of a client's assets. With these numbers, aggregation becomes even more important – particularly in the current economic environment. Investors are reluctant to share their total financial picture with any one source and are increasingly concerned about placing all IDs and passwords in one location. As a result, concerns around privacy and security – a paramount factor in account aggregation – have presented a hurdle to broad adoption. Today, advisors need to provide clients with the same comfort around data aggregation that they've come to embrace with online banking.

### The AllData Solution

CashEdge has long recognized the importance of aggregation for financial advisors and has set the benchmark for protecting the privacy and security of sensitive client account information with its leading data aggregation solutions.

**“The effective management of assets requires an adviser who has a complete view of a client's real-time, total financial picture. This also comes in quite handy for helping to pull more of those assets under the adviser's management.”**

*– Forbes.com, 2008*

CashEdge's AllData® for Financial Advisors (AllData) is the leading financial account aggregation solution for financial advisors. Its technology provides advisors with quality data from an abundance of reliable sources through a scalable, flexible, and risk-managed technology. AllData offers a convenient and cost-effective way to have a holistic view of client assets and liabilities. Built on a proven platform, the patented 24/7 solution provides detailed, accurate and timely data, including investment positions and transactions. Since AllData is scalable and flexible, it can be integrated into an existing client-facing website or financial planning and portfolio management applications.

**“Advisors require an up-to-date and complete financial picture of their clients in order to efficiently provide sound and timely advice.”**

*– Aite Group, 2008*

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With access to more than 10,000 financial sources, CashEdge offers the largest set of data sources available in the market. These sources include banking, investment, retirement, insurance, credit card and mortgage information as well as life insurance, annuities and real estate investment trusts. The AllData solution, which integrates with leading wealth management platforms, such as Albridge, eMoney Advisor and MoneyGuidePro, currently serves more than 6,000 advisors helping them to provide better advice and build stronger relationships.

Unlike other aggregation solutions, AllData meets the needs of both advisors and individual investors. By creating a client-facing solution and an advisor-facing solution, clients can determine who will have sole access to verification data and specific account information at the onset of account activation – a key feature for clients concerned about privacy and security. Once a client's financial profile is activated, advisors can securely view the investor's total portfolio, including all bank accounts, 401K accounts, etc., through the AllData software engine where aggregated data can then be fed into the user interface and updated on a daily basis.

## The CashEdge Security Infrastructure

From the onset, CashEdge takes every security measure possible to protect and secure all personal and sensitive data and information. This data generally includes user IDs, passwords, PINs and a challenge question. Once the ID and password are captured, they are securely stored in the database. CashEdge aggregates data via the AllData application using three different methods, all of which are highly secure:

1. **Html harvesting:** The CashEdge aggregation engine logs into the financial institution's website on behalf of the user by using their login ID and password and harvests the financial data from the appropriate web pages.
2. **OFX / IFX downloads :** The CashEdge aggregation engine logs into the financial institution's website on behalf of the user by using their login ID and password and then download structured files that are made available by the institution.
3. **Direct data feed:** Financial institutions send data via a direct feed to the CashEdge aggregation engine.

By leveraging the same multi-layered technology that is used by the world's leading financial institutions to safeguard internet banking portals, CashEdge protects the data enabling clients to control how such information is accessed by the advisor.

CashEdge employs both robust application level security and physical security, along with a customized auditing process in protecting private and sensitive data via its security infrastructure.

### Physical Security

CashEdge's secure hosting environment is monitored 24 hours a day, 7 days a week by internal security experts. All access to these servers requires multiple levels of authentication. Access to the CashEdge servers and all sensitive and private data are filtered by two layers of firewalls between the web server, the application, and the database servers. These firewalls prevent unauthorized electronic access to the server and all secure information contained therein.

### Application security

Through the state-of-the-art hardware encryption and the strongest possible encryption algorithms, our application security ensures advisors and clients that sensitive information and personal data are protected at all times. Furthermore, data is never stored or displayed in clear text in the CashEdge database, application or log files. The data, which is hosted at IBM's top tier global data center, is not accessible to any human – not even CashEdge employees. This highly-secure center supports and protects CashEdge's mission-critical internet operations, including data aggregation services. Additionally, a number of security checks have been built in the application to guard against hacking / intrusion attempts.

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## Controls and Processes

For more than seven years, CashEdge's online financial applications have been in use at more than 600 financial institutions in the U.S., including 23 of the top 100 banks. Since that time, auditing has been an integral part of our security process. CashEdge undergoes regular audits with these institutions and has never experienced a single security breach.

CashEdge is SAS 70 Type II compliant. The CashEdge infrastructure, application and processes and controls are audited regularly and go through security tests by leading third-party providers, certifying that AllData remains impenetrable. CashEdge performs system integrity checks of the firewalls and other network perimeter access control systems on a regular basis. Our security practice and architecture is audited and approved by security experts and is consistently upgraded to ensure that client data and information is completely secure. The CashEdge security practices are audited and inspected annually by external security consultants who then review all practices and security measures.

As an added protection, aggregation data is never stored on an employee laptop or desktop, further ensuring that it cannot be compromised or accessed by any individual. The application code is scanned for vulnerabilities by automated tools and an in-house security architect who then reviews the results. CashEdge uses a systematic approach to this review to certify that the application code is checked from a security standpoint at least twice before they are put into operations.

CashEdge's data aggregation process relies on multiple levels of security, designed especially for client protection. From the onset, sensitive client information is encrypted and protected with one of the strongest encryption methods available.

Security and privacy are the cornerstones of CashEdge's data aggregation services for today's financial advisors. With this continued focus, CashEdge has made aggregation a viable and highly beneficial addition to the financial planning industry. From comprehensive authentication to the strongest data encryption available to industry-preferred, multi-layered technology, CashEdge delivers a secure, sophisticated solution that enables advisors to build successful relationships with clients for years to come.

## About CashEdge

CashEdge is the preeminent provider of financial account aggregation services to brokerages, wealth management firms, financial advisors and providers of personal financial management applications. These services are highly secure and provide a holistic view of a client's or consumer's financial picture, delivering aggregated data from more than 10,000 sources, including self-directed brokerage and retirement accounts, as well as hard-to-access assets, such as life insurance, annuities and REITs.

CashEdge's Intelligent Money Movement™ services, including online account opening and online funds transfer services, help full-service brokers, clearing firms and independent broker dealers offer a more complete online experience for their investor clients, increasing investor self-service, improving operational efficiencies and reducing costs.

The data is protected with hardware encryption and is not accessible to any human – not even CashEdge employees.