Salesforce for Wealth Management Installation Guide

Introduction – Please Read These Important Notes!

This document has been written to guide you through the configuration of Salesforce for Wealth Management. Before you get started, there are some important things to know about this guide and the application requirements.

1. This installation guide presumes a basic understanding and comfort with configuring Salesforce applications. If you are a new user, we strongly recommend starting fresh with the Wealth Management solution, rather than attempting to install these AppExchange packages into a "Standard" Salesforce application. A fresh instance Salesforce for Wealth Management can be obtained at http://www.salesforce.com/wm.

2. Salesforce for Wealth Management requires Enterprise Edition or above. If you are using Professional Edition or below, please contact your Account Executive to upgrade before installing Salesforce for Wealth Management.

3. This application requires that Person Accounts (B2C) have been enabled in your organization. If you are an existing Salesforce customer and do not have Person Accounts enabled, please contact your Account Executive or Salesforce Support.

4. This guide assumes that you have already installed the application into your organization's instance using the "Get it Now" feature on AppExchange. It will walk you through the additional steps required to properly configure Salesforce for Wealth Management.

If you've taken care of these important steps, than we're ready to get started!

1. Set Up Profiles and Roles

- From within the application, enter **Setup → Administration Setup → Profiles**
- Create New Profile: "Financial Advisor"
- Base the new profile on the "Standard User" profile
- Once created, edit the settings for the new profile
- Include the Description "Custom profile for Financial Advisor users"
- Set “Salesforce for Wealth Management” as the Default Application under Custom App Settings
- Save your new profile
- Assign Users as appropriate

- Navigate to **Administration Setup → Roles**
- Create a "Lead Financial Advisor" Role
- Set the Role Name as Displayed on Reports "Lead FA"
- Set your Opportunity Access as you desire for your business

- Create a "Financial Advisor" role that reports to Lead Financial Advisor
- Set the Role Name as Displayed on Reports to "Financial Advisor"
- Set your Opportunity Access as you desire for your business

- Create "Client Associate" role that reports to Lead Financial Advisor
- Set the Role Name as Displayed on Reports "Client Associate"
- Set your Opportunity Access as you desire for your business

- Assign Users as appropriate to these new Roles

2. Rename Accounts to Clients

- Navigate to **App Setup → Customize → Tab Names and Labels → Rename Tabs and Labels**
- Edit the Account object
- Change the Tab Name from "Account" to "Client" (Plural as well.)
- Click Next to modify additional fields
- Change "Client Owner" to "Financial Advisor"
- Change "Client Owner Alias" to "Financial Advisor Alias"
- Change "Client Owner Report" to "Financial Advisor Report"
- Change "Client Owner Role" to "Financial Advisor Role"
- Save your changes

3. Enable Account Teams

- Navigate to **App Setup → Customize → Account→ Account Teams**
- Click "Enable Account Teams" if Account Teams are not already enabled
- Save Your Settings, then Click on "Team Roles"
- Create Values for Lead Financial Advisor, Financial Advisor, and Client Associate
- You can chose to remove other types of Team Roles that aren't necessary

4. Set up History Tracking

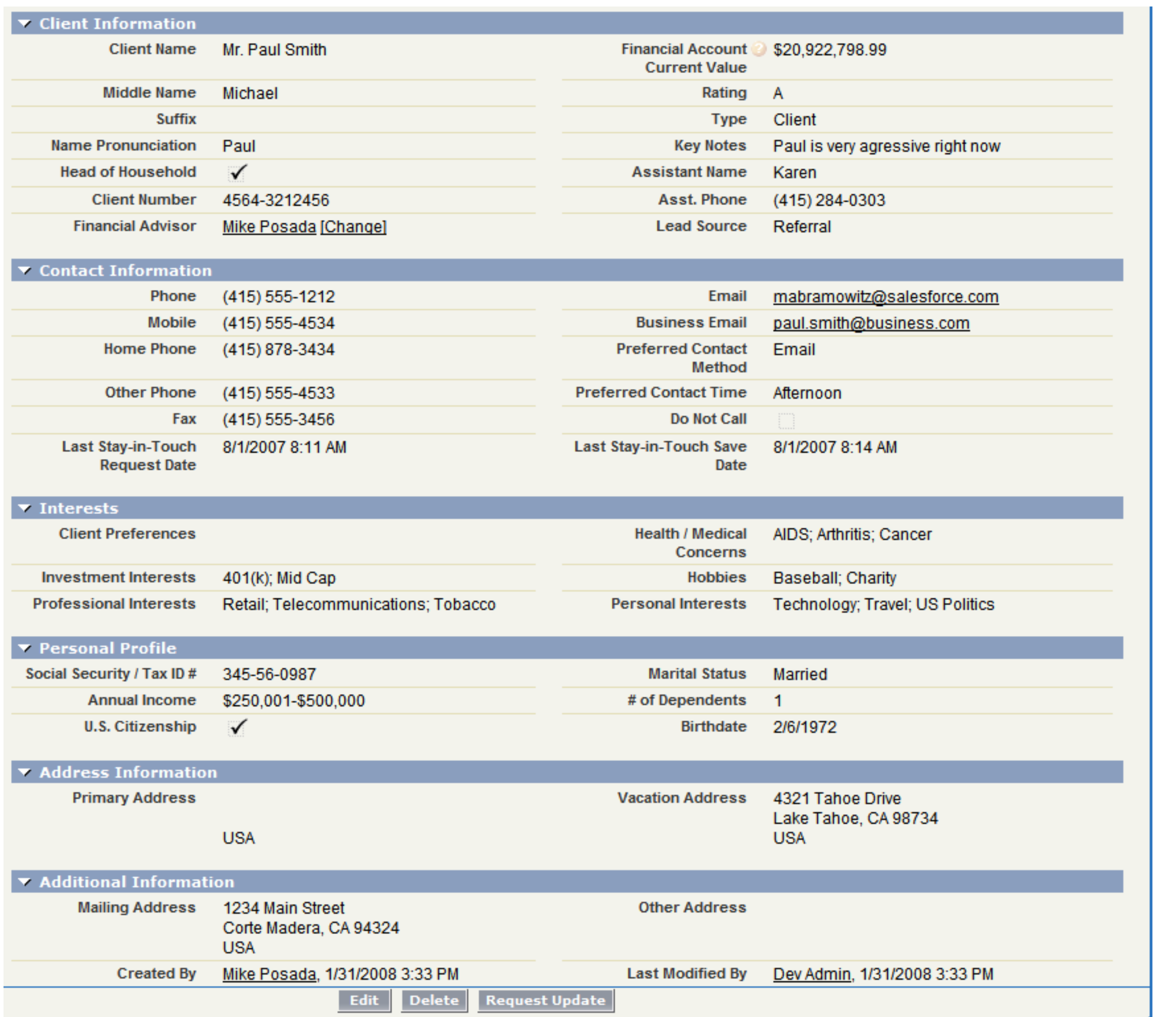
- Navigate to **App Setup → Customize → Accounts → Fields**
- Click the "Set History Tracking" button at the top of the screen
- Click "Enable Account History"
- Suggested Fields to Track:
  - Account Name
  - Account Owner
  - Do Not Call
  - Rating
  - Phone
  - Type
- Save Your Changes

5. Set History Tracking Custom Objects

- Navigate to **App Setup → Build → Objects**, select the custom object, then click the "Set History Tracking" button under **Custom Fields**
- Suggested field tracking settings for custom objects are as follows:
- **Financial Accounts** - Account Close, Account Description, Account Opening, Account Type, Beneficiary, Client, Current Value, Account Number, Joint Party, Ownership, Status, Tax ID, Tax Status, Trustee
- **Holdings** - # of Shares, Client, Financial Account, Fund (Asset Name), Last Price, Purchase Price, Symbol, Tax Lot
- **WM Assets** - Asset (Fund Name), Asset Class, Asset Type, CUSIP, Last Price, Security #
- **Know Your Client** - Allow Speculation, Amount of Assets Planned to Invest, Assets Under Management, Client, Client Ever Convicted, Date KYC Approved/Rejected, Date KYC Submitted, Estimated amount of investable assets, Estimated Net Worth, Experience with Investment Instruments, Financial Advisor, Financial Institution Employee, High Risk Money Laundering, Invest Knowledge, KYC Approval Status, Office of Foreign Assets Control, Past Litigation, Related to an Employee, Risk Tolerance
- **Client Interests** - Client, Interest Type, Reason for Interest

6. Create Client Page Layout

- Navigate to **App Setup → Customize → Account → Person Accounts**
- Create a new Page Layout named "Individual Layout"
- Below is the suggested layout for this layout:



Client Information

Client Name	Mr. Paul Smith	Financial Account Current Value	$20,922,798.99
Middle Name	Michael	Rating	A
Suffix		Type	Client
Name Pronunciation	Paul	Key Notes	Paul is very agressive right now
Head of Household	✓	Assistant Name	Karen
Client Number	4564-3212456	Asst. Phone	(415) 284-0303
Financial Advisor	Mike Posada [Change]	Lead Source	Referral

Contact Information

Phone	(415) 555-1212	Email	mabramowitz@salesforce.com
Mobile	(415) 555-4534	Business Email	paul.smith@business.com
Home Phone	(415) 878-3434	Preferred Contact Method	Email
Other Phone	(415) 555-4533	Preferred Contact Time	Afternoon
Fax	(415) 555-3456	Do Not Call	
Last Stay-in-Touch Request Date	8/1/2007 8:11 AM	Last Stay-in-Touch Save Date	8/1/2007 8:14 AM

Interests

Client Preferences		Health / Medical Concerns	AIDS; Arthritis; Cancer
Investment Interests	401(k); Mid Cap	Hobbies	Baseball; Charity
Professional Interests	Retail; Telecommunications; Tobacco	Personal Interests	Technology; Travel; US Politics

Personal Profile

Social Security / Tax ID #	345-56-0987	Marital Status	Married
Annual Income	$250,001-$500,000	# of Dependents	1
U.S. Citizenship	✓	Birthdate	2/6/1972

Address Information

Primary Address	USA	Vacation Address	4321 Tahoe Drive Lake Tahoe, CA 98734 USA

Additional Information

Mailing Address	1234 Main Street Corte Madera, CA 94324 USA	Other Address	
Created By	Mike Posada, 1/31/2008 3:33 PM	Last Modified By	Dev Admin, 1/31/2008 3:33 PM

Edit | Delete | Request Update

Salesforce™ for Wealth Management

Financial Accounts (Client) New — Financial Accounts (Client) Help

Action	Financial Account Name/ID	Financial Account Number	Current Value	Account Type	Status
Edit | Del	Brokerage94345	BRK-34590	$8,123,606.83	Brokerage	Open
Edit | Del	Corporate 401(k)	401K-544322	$1,313,042.16	401(k)	Open
Edit | Del	DB123456	DB-456778-DHSJ	$8,384,150.00	Discount Brokerage	Open
Edit | Del	Mutual123456	MF-9874457	$3,102,000.00	Mutual Fund	Open

Holdings New — Holdings Help

Action	Holding ID	Symbol	Fund (Asset) Name	Financial Account	Market Value	Gain/Loss	# of Shares	Last Price	Last Modified Date
Edit | Del	A-0001	DPCTX	Dreyfus Premier Greater China Fund	Brokerage94345	$493,568.46	$106,824.06	9,387.00	$52.58	1/31/2008
Edit | Del	A-0002	GYMB	Gymboree Corporation	Brokerage94345	$713,250.00	$109,800.00	22,500.00	$31.70	1/31/2008
Edit | Del	A-0003	VEIEX	Vanguard Emerging Markets	Corporate 401(k)	$709,280.73	($108,456.48)	20,541.00	$34.53	1/31/2008
Edit | Del	A-0004	DIA	DIAMONDS Trust Series I	Brokerage94345	$2,113,347.44	$400,542.42	16,342.00	$129.32	1/31/2008
Edit | Del	A-0005	MSFT	Microsoft Corporation	Corporate 401(k)	$418,390.00	$99,385.00	13,900.00	$30.10	1/31/2008

Show 5 more » | Go to list (12) »

Client Interests New — Client Interests Help

Action	Symbol/Interest	Interest Type	Reason for Interest
Edit | Del	CSCO	Buy	Cisco is really going after the web conferencing market.
Edit | Del	T	Buy	Tracking ATT since the iPhone announcement

Know Your Clients New — Know Your Clients Help

Action	Know Your Client Name	KYC Approval Status Indicator	Date KYC Approved/Rejected	Financial Advisor
Edit | Del	KYC-PSmith	Approved	1/27/2008	Mike Posada

Open Activities New Task New Event — Open Activities Help

Action	Subject	Type	Related To	Task	Due Date	Status	Priority	Assigned To
Edit | Cls	Follow-up on KYC	Outbound Call	KYC-PSmith	✓	7/25/2008	Not Started	Normal	Mike Posada
Edit | Cls	Call	Outbound Call	Paul Smith	✓		Not Started	Normal	Dev Admin

Activity History Log A Call Mail Merge Send An Email Request Update View All — Activity History Help

Action	Subject	Related To	Type	Task	Due Date	Assigned To	Last Modified Date/Time
Edit | Del	Email: Stay-in-Touch Request		Email	✓	8/1/2007	Dev Admin	1/31/2008 3:33 PM
Edit | Del	Household Reivew	Paul Smith	Client Meeting		5/15/2007 10:00 AM	Mike Posada	1/31/2008 3:33 PM

Client Team Add Add Default Team Delete All — Client Team Help

Action	Team Member	Client Access	Opportunity Access	Case Access	Team Role
Edit | Del	Dev Admin	Full Access	Full Access	Full Access	Lead Financial Advisor
Edit | Del	Mike Posada	Full Access	Read/Write	Read/Write	Financial Advisor

Notes & Attachments New Note Attach File — Notes & Attachments Help

No records to display

Client History — Client History Help

Date	User	Action
1/31/2008 3:33 PM	Dev Admin	Changed **Phone** from (415) 555-4532 to **(415) 555-1212**.

NO SOFTWARE®

7. Create New Client Record Types

- Navigate to **App Setup → Customize → Account → Person Accounts → Record Types**
- Create a new type, "Individual"
- Description: "Record type of "Individual" represents a person who is or could be a client."
- Check "Active"
- Enable the Record Type for "Financial Advisor" and "System Administrator"
- Make it the Default Type for "Financial Advisor" and "System Administrator"
- Click Next, then apply the "Individual Layout" for all profiles
- Save your changes
- Navigate through each pick list available for editing. Move all the "Available Values" to the "Selected Values" box

Optional Additional Record Types
You can create additional record types & page layouts as well. You may choose to create a Person Account Type to represent a Business Relationship rather than a Client. You can also create an Account Record Type (not a person account) to represent a Business or Trust account.

8. Set up Client Search Layouts

- Navigate **App Setup → Customize → Account → Search Layouts**
- Change the following Layouts:
- **Search Results:** Account Name, Phone, Type, Rating, Billing City, Email, Owner Alias
- **Lookup, Accounts Tab:** Account Name, Phone, Type, Rating, Current Value, Home Phone, Email, Owner Alias
- **Search Filter:** Account Name, Phone, Type, Rating, Billing City, Owner Alias
- **Client Tabs:** Account Name, Phone, Type, Rating, Mailing City, Owner Alias

9. Set up the KYC Approval Process

This is an example of using Salesforce.com approval workflow to automate a key financial services process. It is expected that your company will customize or create your own Know Your Client process based on you specific business processes. This is also the longest and most complicated section of our configuration effort.

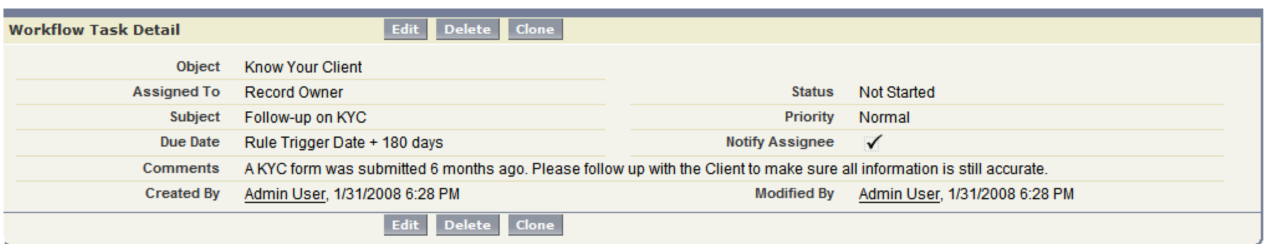
Description of the Process:

1. Financial Advisor creates the Know Your Client form. KYC Approval Status is set to New.
2. Financial Advisor fills out the form and adds attachments for actual forms and ID.
3. Financial Advisor Submit the Know Your Client form. Approval process sets:
   a. Know Your Client Approval Status to "Submitted."
   b. Date Know Your Client Submitted to Today
   c. KYC Record Type is changed to "KYC Submitted"
   d. Know Your Client form is routed to Lead Financial Advisor for review via email.
4. Lead Financial Advisor can approve or reject the Know Your Client via the application or via email.
5. Upon Approval/Rejection the approval process:
   a. Sets the Know Your Client Approval Status to "Approved"/"Rejected"
   b. Sets the Date Know Your Client Approved/Rejected to Today
   c. Creates a task for the Financial Advisor review the Know Your Client form in 6 months

In preparation for creating the approval process we need to make sure we have the tasks and field updates created ahead of time.

This task is an example of how set a follow up after the Know Your Client form is submitted.

- Navigate to **App Setup → Customize → Workflow & Approvals → Tasks**
- Be sure that the "Follow-up on KYC" task exists. It should look as follows:



Workflow Task Detail Edit Delete Clone

Object	Know Your Client		
Assigned To	Record Owner	Status	Not Started
Subject	Follow-up on KYC	Priority	Normal
Due Date	Rule Trigger Date + 180 days	Notify Assignee	✓
Comments	A KYC form was submitted 6 months ago. Please follow up with the Client to make sure all information is still accurate.		
Created By	Admin User, 1/31/2008 6:28 PM	Modified By	Admin User, 1/31/2008 6:28 PM

Edit Delete Clone

Next we will create some Field Updates

- Create a New Field Update From **App Setup → Customize → Workflow & Approvals → Field Update**s
- Configure the "Change Record Type to KYC Submitted" Field Update with the following details:
    - **Name:** Change Record Type to KYC Submitted
    - **Description:** Change record type from KYC Not Submitted to KYC Submitted on Submit for Approval
    - **Object:** Know Your Client
    - **Field:** Record Type
    - **Record Type:** Submitted
    - **Save**

You should also see the Following Field Updates, which have been installed with the AppExchange Package:

- Date KYC Approval/Rejection
- Date of KYC submission
- KYC Approval Status: Approved
- KYC Approval Status: Pending Approval
- KYC Approval Status: Rejected

If there is a problem with any of these Field Updates, or they do not exist, please see the document that was included in the documents tab by the AppExchange Package entitled "**How to Create KYC Approval Process.doc**"

One you have setup the Workflow tasks and field updates it is time to configure the approval process.

Approval Process Detail Edit Clone Delete Activate

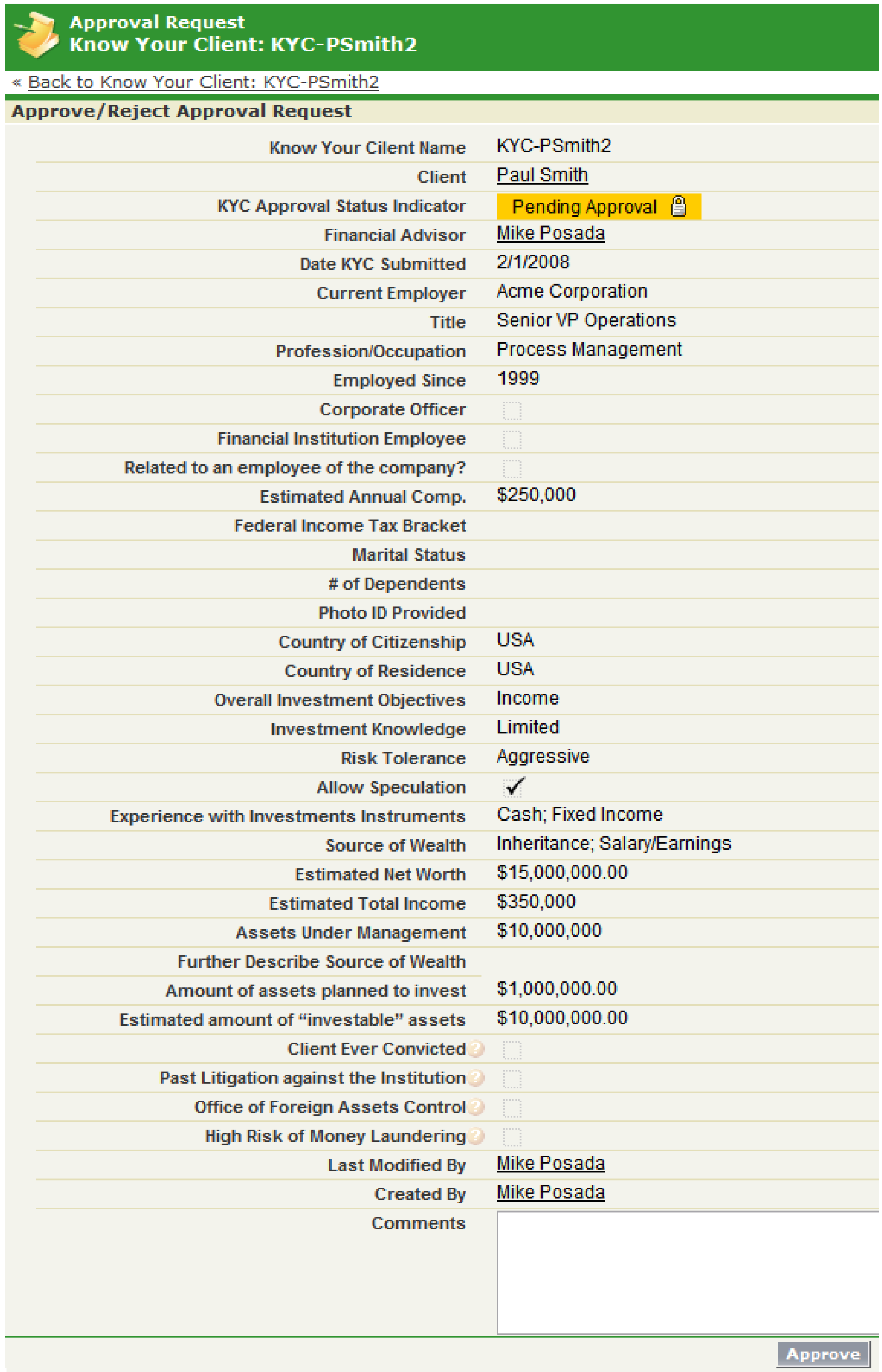
Process Name	Your Client Approval Process	Active	
Description	1. Financial Advisor creates the Know Your Client form. -KYC Approval Status is set to New. 2. Financial Advisor fills out the form and adds attachments for actual forms and ID. 3. Financial Advisor Submit the Know Your Client form. Approval process sets: -Know Your Client Approval Status to "Submitted." -Date Know Your Client Submitted to Today - KYC Record Type is changed to "KYC Submitted" -Know Your Client form is routed to Lead Financial Advisor for review via email. 5. Lead Financial Advisor can approve or reject the Know Your Client via the application or via email. 6. Upon Approval/Rejection the approval process: -Sets the Know Your Client Approval Status to "Approved"/"Rejected" -Sets the Date Know Your Client Approved/Rejected to Today -Creates a task for the Financial Advisor review the Know Your Client form in 6 months		
Entry Criteria	(Know Your Cilent: KYC Approval Status EQUALS Not Submitted) AND (Know Your Cilent: Financial Advisor NOT EQUAL TO null)		
Record Editability	Administrator **ONLY**	Next Automated Approver Determined By	Manager of Record Owner
Approval Assignment Email Template	Know Your Client - Submitted for Approval		
Initial Submitters	Record Owner, Role: Client Associate, Role: Financial Advisor, Role: Lead Financial Advisor	Allow Submitters to Recall Approval Requests	✓
Created By	Joe Wealth, 8/12/2007 9:49 AM	Modified By	Joe Wealth, 8/12/2007 9:55 AM

1. Create a new approval process from **Workflow & Approvals →** **Approval Processes**.
2. **Manage Approval Process For:** Know Your Client
3. **Create New Approval Process →** Use Standard Setup Wizard

Standard Wizard Steps

1. Enter Name and Description
    a. **Name:** Know Your Client Approval Process
    b. **Description:** Basic approval process for Know Your Client.
    c. **Next**
2. Specify Criteria for Entering Process
    d. KYC Approval Status EQUALS "Not Submitted" AND
    e. Financial Advisor NOT EQUAL TO null (null is a blank field)
    f. **Next**
3. Specify Approver Field and Record Editability Properties
    a. Select Field Used for Automated Approval Routing. Choose the **Custom** field "Manager".
    b. Record Editability Properties. Select Administrators ONLY can edit records during the approval process.
    c. **Next**
4. Select Email Notification Template
    a. Choose the "Know Your Client - Submitted for Approval" email template from the Know Your Client folder
    b. Approval Assignment Email Return Address is set to "None"
    c. **Next**

d. Select Fields to Display on Approval Page Layout:



Approval Request
Know Your Client: KYC-PSmith2

« Back to Know Your Client: KYC-PSmith2

Approve/Reject Approval Request

Know Your Cilent Name	KYC-PSmith2
Client	Paul Smith
KYC Approval Status Indicator	Pending Approval
Financial Advisor	Mike Posada
Date KYC Submitted	2/1/2008
Current Employer	Acme Corporation
Title	Senior VP Operations
Profession/Occupation	Process Management
Employed Since	1999
Corporate Officer	☐
Financial Institution Employee	☐
Related to an employee of the company?	☐
Estimated Annual Comp.	$250,000
Federal Income Tax Bracket	
Marital Status	
# of Dependents	
Photo ID Provided	
Country of Citizenship	USA
Country of Residence	USA
Overall Investment Objectives	Income
Investment Knowledge	Limited
Risk Tolerance	Aggressive
Allow Speculation	✓
Experience with Investments Instruments	Cash; Fixed Income
Source of Wealth	Inheritance; Salary/Earnings
Estimated Net Worth	$15,000,000.00
Estimated Total Income	$350,000
Assets Under Management	$10,000,000
Further Describe Source of Wealth	
Amount of assets planned to invest	$1,000,000.00
Estimated amount of “investable” assets	$10,000,000.00
Client Ever Convicted	☐
Past Litigation against the Institution	☐
Office of Foreign Assets Control	☐
High Risk of Money Laundering	☐
Last Modified By	Mike Posada
Created By	Mike Posada
Comments	

Approve

Security Settings: Allow approvers to access the approval page only from within the Salesforce application. (Recommended)

   e. **Next**

5. Specify Initial Submitters
   a. Make sure Record Owner, Role: Client Associate, Role: Financial Advisor and Role: Lead Financial Advisor are selected.
   b. Check “Allow submitters to recall approval requests.
   c. **Save**

You have just created an approval process. However, you cannot activate this process until you define at least one approval step. Would you like to do that now? **Yes, I'd like to create an approval step now. Go.**

1. Enter Name and Description
   a. **Name:** Step1
   b. **Description:** Financial Advisor submits Know Your Client for approval.
   c. **Step Number**: 1
2. Specify Step Criteria. Select “All records should enter this step.” **Next**
3. Select Assigned Approver. Select “Automatically assign using the user field selected earlier. (**Manager**)”. **Save**

You have just created an approval step. You can optionally specify workflow actions to occur upon approval or rejection of this step. Would you like to do that now? **No,** I'll do this later. Take me to the approval process detail page to review what I've just created.

Initial Submission Actions should be configured as follows:

Initial Submission Actions — Add Existing | Add New — Initial Submission Actions Help

Action	Type	Description
	Record Lock	Lock the record from being edited
Edit | Remove	Field Update	Change Record Type to KYC Submitted
Edit | Remove	Field Update	Date KYC submitted
Edit | Remove	Field Update	KYC Approval Status - Pending Approval

Approval Steps should be configured as follows:

Approval Steps — Approval Steps Help

Action	Step Number	Name	Description	Criteria	Assigned Approver	Reject Behavior
Hide Actions | Edit	1	Step 1	Financial Advisor submits Know Your Client for approval.		User:Admin User	Final Rejection

Approval Actions — Add Existing | Add New — Approval Actions Help

You have not yet defined any actions

Rejection Actions — Add Existing | Add New — Rejection Actions Help

You have not yet defined any actions

Final Approval Actions should be configured as follows:

Final Approval Actions — Add Existing | Add New — Final Approval Actions Help

Action	Type	Description
Edit	Record Lock	Lock the record from being edited
Edit | Remove	Task	Follow up on KYC
Edit | Remove	Field Update	KYC Approval Status - Approved
Edit | Remove	Field Update	Date KYC Approved/Rejected

Final Rejection Actions should be configured as follows:

Final Rejection Actions — Add Existing | Add New — Final Rejection Actions Help

Action	Type	Description
Edit	Record Lock	Lock the record from being edited
Edit | Remove	Field Update	KYC Approval Status - Rejected
Edit | Remove	Field Update	Date KYC Approved/Rejected

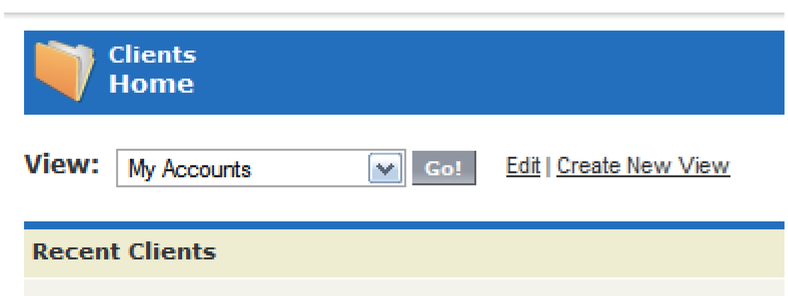
Now click the “Activate” button…and we’re done! Finally!

10. Create The Console View

- Navigate to **App Setup → Customize → Console → Console Layout**
- Name the layout "Wealth Management"
- Add the Following List Views:
  - Account
  - Activity
  - Financial Account
  - Know Your Client
  - Client Interest
- Navigate back to the Console Layout Main Page
- Set up the Assignment Profiles. You should set the new Layout for the Financial Advisor and System Administrator profile.

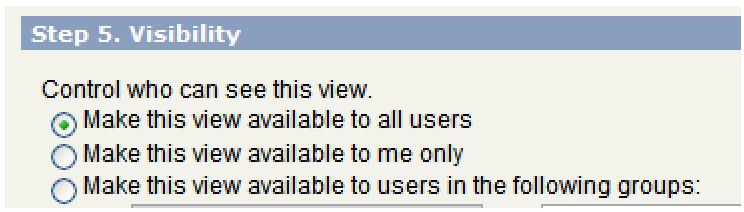
11. Set up List Views for the Client Tab

- Exit the Setup Screen. Navigate to the Clients Tab.
- From here, you can create and edit the views:



- Recommended Columns to Display in Each View: Client Name, Rating, Current Value, Phone, Type, Owner Alias

- Example Views:
  - All Clients
  - Birthdays Next 30 Days
  - My A Clients
  - My Clients
- Rename or Delete Views that use "Accounts" instead of "Clients"
- When creating public views, be sure to select the option to make the view available to all users:

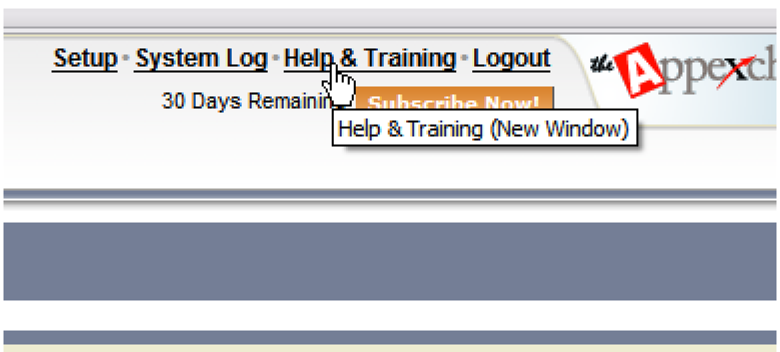


12. Relationship Groups

"Relationship Groups" is an extra piece of functionality that goes well with Salesforce for Wealth Management. It must be installed as a separate package from the AppExchange. This package is available here:

https://login.salesforce.com/?startURL=%2Fpackaging%2FinstallPackage.apexp%3Fp0%3D04t30000000E56H

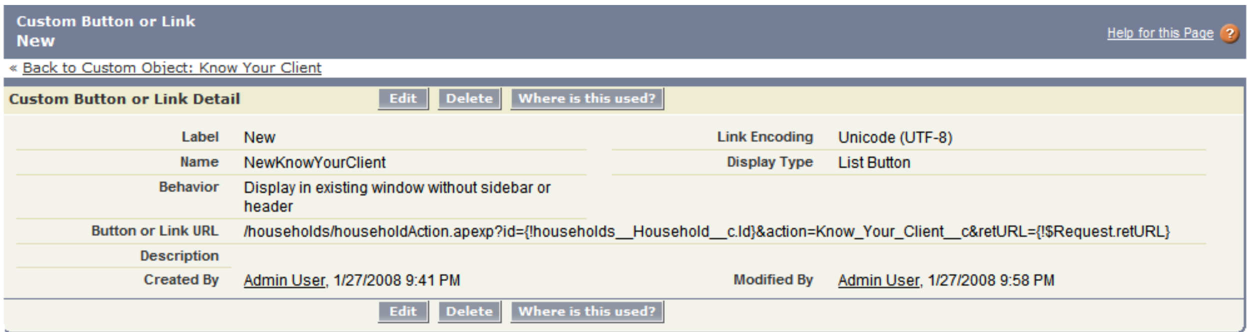
There are installation instructions built into the Salesforce online help and training. Click the "Help & Training" link in the app to open this up.



Search for "**Installing and Implementing Relationship Groups**" for full documentation on this feature.

Once you've completed installation based on the above documentation, there are some additional steps that will help Relationship Groups work better in the context of Salesforce for Wealth Management.

- Navigate to **Build → Objects → Know Your Client**
- Create a new Custom Button in the Custom Buttons and Links section
- Your Button should look as follows:



Custom Button or Link
New

Help for this Page

« Back to Custom Object: Know Your Client

Custom Button or Link Detail — Edit | Delete | Where is this used?

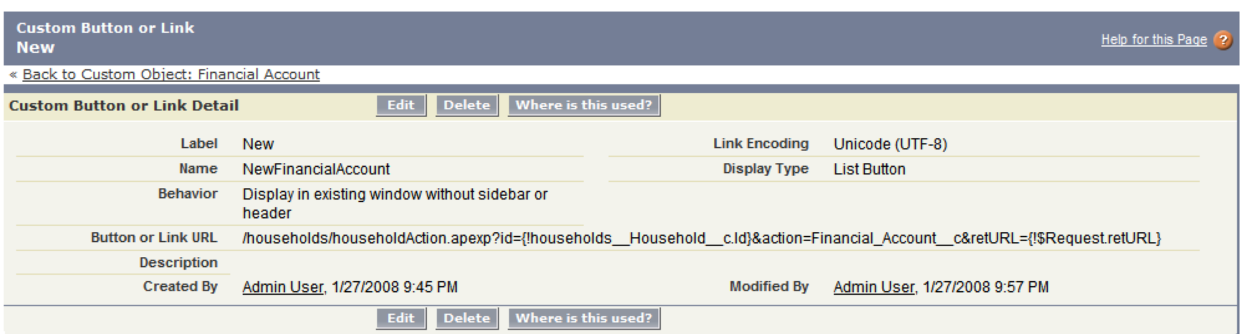
Label	New	Link Encoding	Unicode (UTF-8)
Name	NewKnowYourClient	Display Type	List Button
Behavior	Display in existing window without sidebar or header		
Button or Link URL	/households/householdAction.apexp?id={!households__Household__c.Id}&action=Know_Your_Client__c&retURL={!$Request.retURL}		
Description			
Created By	Admin User, 1/27/2008 9:41 PM	Modified By	Admin User, 1/27/2008 9:58 PM

Edit | Delete | Where is this used?

The link URL is:

/households/householdAction.apexp?id={!households__Household__c.Id }&action=Know_Your_Client__c&retURL={!$Request.retURL}

- Repeat this process for the Financial Accounts object:



Custom Button or Link
New

Help for this Page

« Back to Custom Object: Financial Account

Custom Button or Link Detail — Edit | Delete | Where is this used?

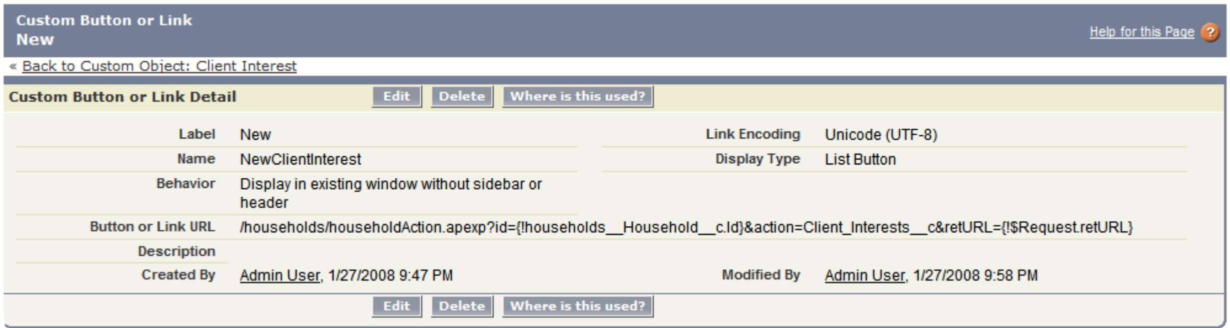
Label	New	Link Encoding	Unicode (UTF-8)
Name	NewFinancialAccount	Display Type	List Button
Behavior	Display in existing window without sidebar or header		
Button or Link URL	/households/householdAction.apexp?id={!households__Household__c.Id}&action=Financial_Account__c&retURL={!$Request.retURL}		
Description			
Created By	Admin User, 1/27/2008 9:45 PM	Modified By	Admin User, 1/27/2008 9:57 PM

Edit | Delete | Where is this used?

The link URL is:

/households/householdAction.apexp?id={!households__Household__c.Id }&action=Financial_Account__c&retURL={!$Request.retURL}

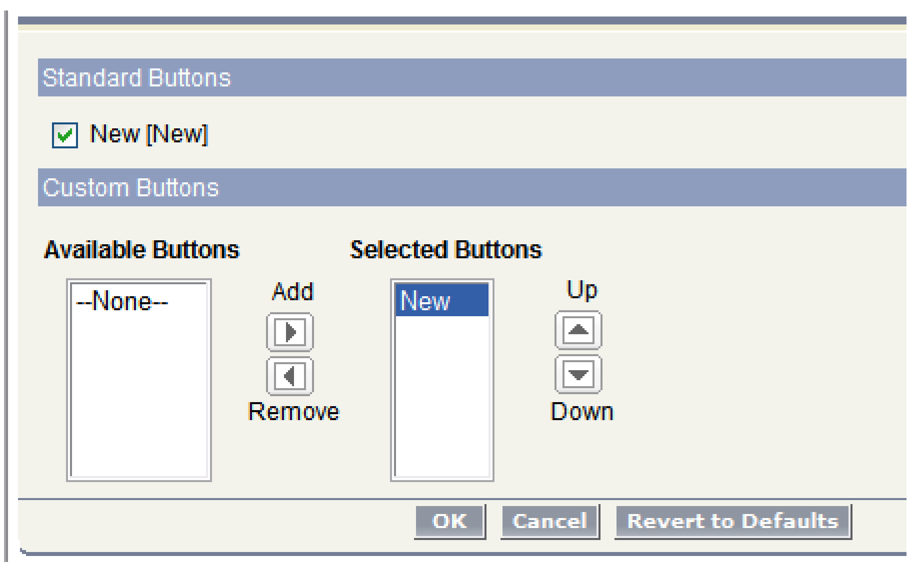
- Repeat this process for the Client Interest object:



The link URL is:

/households/householdAction.apexp?id={!households__Household__c.Id }&action=Client_Interests__c&retURL={!$Request.retURL}

- Edit the Page Layout for Relationship Groups
- Edit the related list section for each of the 3 objects above. Your new buttons should be available to add to the layout as follows:



- Don't forget to save your work!