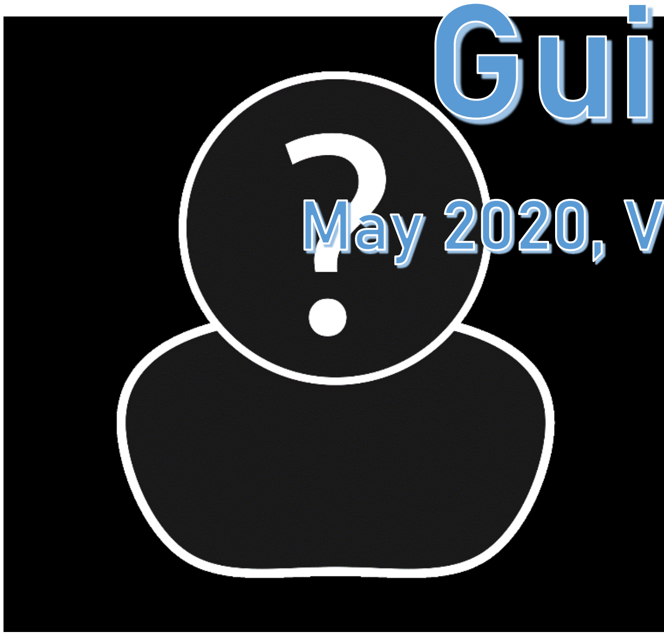
Contacts Categories Guide

May 2020, Version 1.3



Part of the

Series of Documentation
From Panoramix™ Financial

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Introduction

Panoramix™ for Financial Advisors is a portfolio management tool with light customer relationship management with a robust contact categorization component that is useful for creating everything from custom billing runs to disseminating information to specific groups of clients, to controlling which advisors can see which clients. This manual covers establishing groups and a few common usage scenarios.

You can think of contact categories as tags. You begin by creating the tags that you want to use, and then assign those tags (from zero to N) to your client list.

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	Items flagged with this icon are for your security
	Items flagged with this icon represent areas in which Panoramix recommends proceeding with caution

Text in ***bold italics*** represents an important point, whether flagged with the icon or not.

Text in **Bold** with capital letters represent the tab levels in the Panoramix interface.

Text in Small Capital Letters (Small Caps) represent ribbon selections in the Panoramix interface.

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The text is written in the Calibri TrueType ™ font for ease of readability on electronic media. Should the advisor require another font or font size selection for Americans with Disability Acts reasonable accommodations reasons, please contact Panoramix Financial Support at support@panoramixfinancial.com.

Likewise, contact Panoramix Financial Support at the e-mail address above with suggested corrections, additions or deletions.

The term client is reserved for referring to the individual(s) who engage with the financial advisor, while the word advisor[1] refers to the consumer/licensee of the Panoramix software (regardless of their status as an actual advisor in your firm).

All data displayed in this manual originates from the Panoramix test system. You will likely see the humor of developers and testers represented in certain image clips.

General Guidance

- A client can be long to from zero to *N* categories.
- Categories are not mutually exclusive in Panoramix.
    - If you have established categories for generation membership, for example, a client can belong to both the Boomers and Millennials category if you check both of those boxes for that client.
    - Therefore, take care of your data when assigning categories.
- Keep the number of categories to a manageable and meaningful number—know how you intend to use them before you create them.
- Compliance is king.
    - We at Sapphire Software Services, Inc. do not give compliance advice.
    - We do, however, recommend that you work closely with your compliance advisor(s) and your regulator(s) to establish your standard operating model.
    - Some things to consider in those conversations include the following.
        - Avoid the potential for lawsuits related to your categories and their use.
        - Avoid derogatory labeling in your use of categories.
        - Place limitations on, and create audit trails related to, any edits to exported documents, spreadsheets or other files once they leave Panoramix.
        - Maintain language consistency when communicating with your clients—for example, it is all-too-easy to slip into saying "average daily balance" because of the prevalence of that parlance in the banking industry; however, "average balance" is accurate for Panoramix purposes.

[1] Panoramix uses the spelling advisor, with an o, as opposed to adviser, with an e, for two reasons. First, even though the *English Oxford Dictionary*, *AP Style Guide*, and several other sources prefer the older form of adviser for all usage, advisor is the de facto standard in North America for referring to the job title of an individual who earns a living by working in an advisory capacity in academics or financial services (note, too, that the adjective form of the word is always spelled with an o). Second, it's more pretentious and calls attention to your special role (to those who are aware that adviser appears roughly three times as often in print than advisor).

Establishing Categories

Once you have established your desired categories and how you will use them, begin the creation process by accessing the data edit grid from the **Settings**, **Static Data**, **Contact Categories** tab, using figure 1 as a guide.

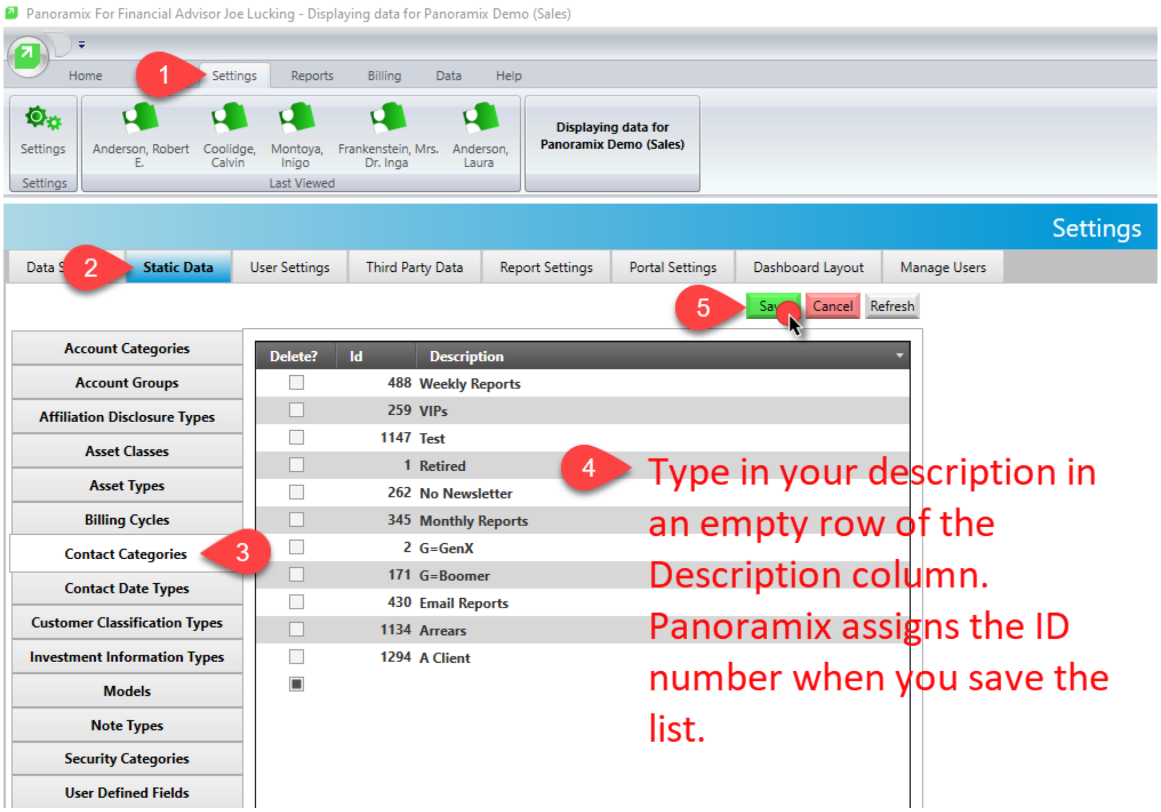


Figure 1:Establishing Categories

1. Select **Settings** from the menu
2. Select **Static Data**
3. Select **Contact Categories**
4. Add Contact Categories by typing a name directly into the Description column of a new row
5. Click **save** to save the list

At the bottom of the Edit Categories List click the **tri-state square** (▣) in the delete? column to activate a new row. Enter the description for your new category. Be careful with your spelling—there is no spell checkrr on this one.

Click **save**.

NOTE: To remove a category, select the checkbox to the left of the ID/Description—in the Delete? column—and click **save**. The Contact Category must not be assigned to any contact before it may be deleted. You can easily find who is assigned to a Contact Category and remove that tag from them using *the enlightened method*, below.

You now have a usable list of categories.

Assigning Categories to Clients

There are two methods for assigning categories to clients.

The tedious method

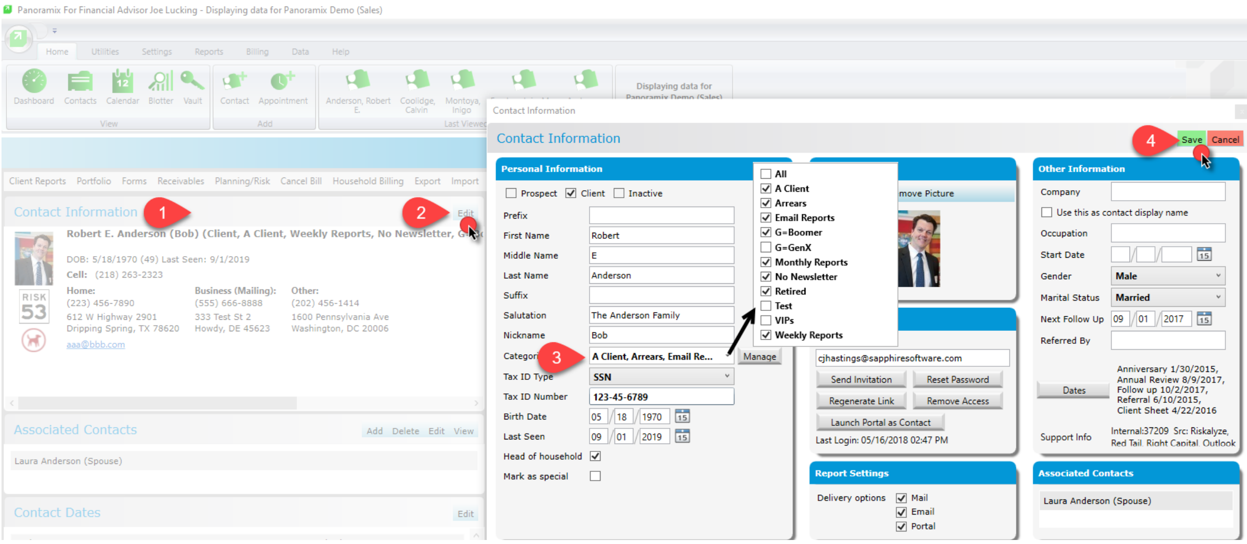


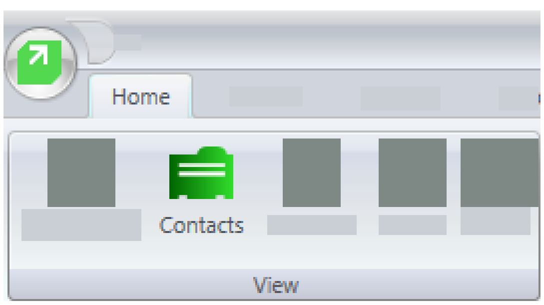
Figure 2: Editing Contact Categories by Individual Contact.

See figure 2, preceding.

1. Open the client dashboard.
2. Click **edit** in the Client Information tile.
3. In the Personal Information area, select the *Categories* drop down list and select as many as you desire.
4. **save** your changes.
5. Open another client.
6. Rinse and Repeat.

The enlightened method

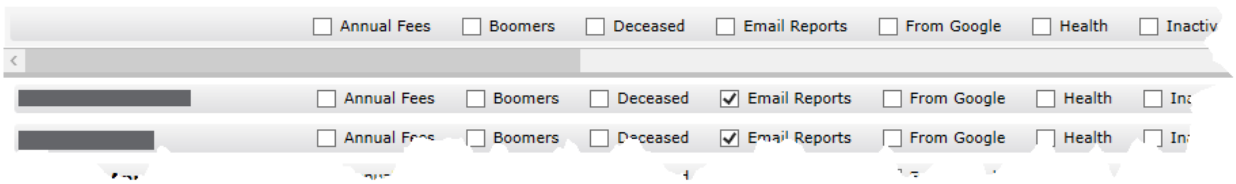
NOTE*: as of this writing there are plans to MOVE THIS FUNCTIONALITY to the Data menu as a new Edit Categories grid, so if you don't see this methodology available, check there. This could happen sometime in the May/June 2020 timeframe and I'll get to updating this doco at some point.*



From the Home tab, click CONTACTS (see image, left)

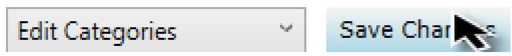
In the view drop down, select Edit Categories.

From the list that follows, check categories by client to your heart's content (keeping mind that you may have created mutually exclusive categories in your operational process, and Panoramix does not control for that.



NOTE: If you have a category to which most of your clients belong, with few exceptions, you may wish to select the check box at the top of the column. This will select all the items in that column, allowing you to go down the column and deselect only those exception clients.

save changes when done.



It's also a good idea to return the view to the list view when you are done, too, as it will show you (as a parenthetical enclosure such as this one) what categories you assigned for your clients, and it'll save searching time the next time you use Panoramix.

Three Uses for Categories

What follows are three examples for the use of client categories to get you thinking of how you might find these useful. The first example, limiting advisor access, is one of the most frequently requested features within Panoramix.

Limiting Advisor Access

Suppose you have multiple advisors and you do not want one advisor seeing the other advisor's clients. You can accomplish this in Panoramix by using the contact categories in combination with the **Manage Users** settings.

You must be logged on as your firm's master account to access this feature. This assumes you have also completed the following two steps. (The next two steps may be performed by any non-read-only Panoramix user.)

Prior step 1: Start by creating your categories. In this case, a category to identify each of your advisors: John, Jane, etc. for example. Use the procedure defined previously in this document.

Prior step 2: Assign these new categories to each client via the CONTACTS, *edit categories* method described above. For example, Fred Flintstone, Wilma Flintstone, and Pebbles Flintstone belong to John while Barney Rubble, Betty Rubble, and Bam-bam Rubble belong to Jane. Assign all clients to an advisor.

As the master account or another username with Admin privileges

1. Select **Settings**
2. Select **Mange Users**
3. Click the **ellipsis** button to the right of the Allow Contact Categories column
4. In the ensuing dialogue box, change from allow *All* to *Specified*
5. Select from 1 to *N* categories that the is allowed to access where *N* is the total number of categories less one
6. **Save**
7. **Save**

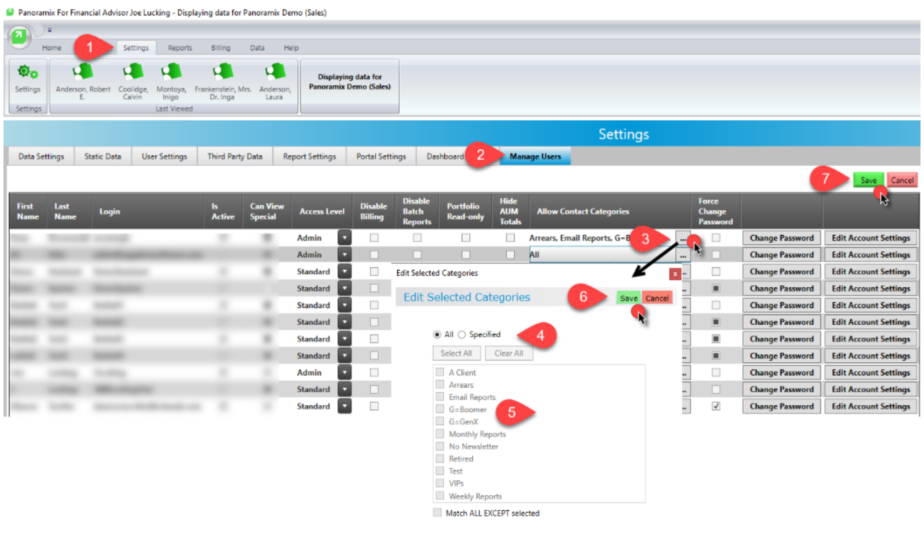


Figure 3: The Manage Users settings within the master account (or other Admin userID) showing Allow Contact Categories

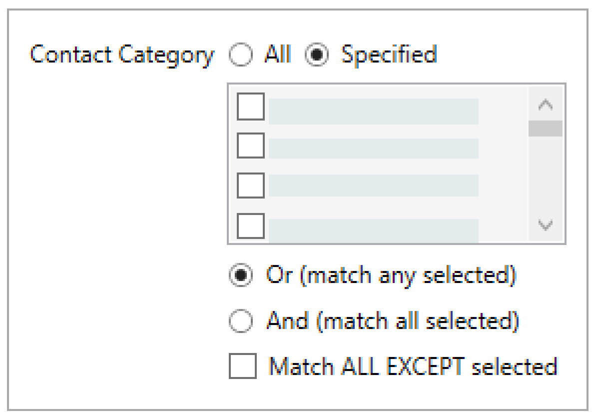
Each advisor will need to exit and restart Panoramix for these setting to be effective.

This completes client segregation by advisor.

Billing

The following also appears in more detail in the Panoramix Billing Manual.

When generating your fees, you may wish to complete different billing runs for different contact categories. Building on the previous example, you may wish to generate fees for only John's clients, or only Jane's.



This is easily accomplished on the Generate Fees screen—**Billing**, GENERATE FEES. Simply change the Contact Category selection from All to Specified and select which categories you wish to bill in this run.

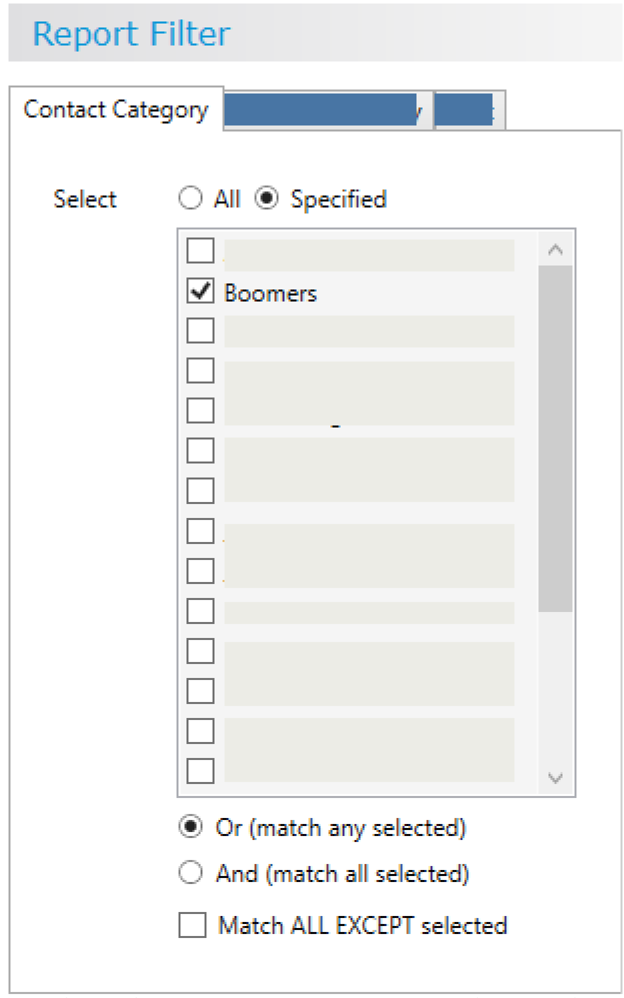
- *Or (match any selected)*—Selecting Or will match anyone who is in one or more of the selected contact categories. Assignment to one category in the list is as good as assignment to all of them. If all clients are assigned to an advisor, selecting one advisor plus another category plus OR will generate billing for that advisor, regardless of which other categories a client belongs to. It will also generate for all clients in the other category regardless of which advisor they belong to, which is likely quite contrary to what you want in this case.
- *And (match all selected)*—Selecting AND will send the group only to those who match all the criteria listed in the contact categories list. In this case, assignment to the group is exclusive. If all clients are assigned to an advisor, selecting that advisor plus another category plus AND will only generate billing for clients assigned to both categories, the advisor and the other item listed, thereby excluding clients for that advisor not belonging to the other category. In this case, you will likely need to complete multiple runs for each advisor in order to ensure all clients are properly billed.
- *Match ALL EXCEPT selected*—Performs the reverse of what is selected. In the case of the examples above, selecting all except would instruct Panoramix to generate billing for either all but those in the

advisor's or other selected category in the OR case; or all but the advisor's and the other category in the AND case.

Batch & Group Reporting

The following also appears in more detail in the Panoramix Group and Batch Reporting Manual.

Suppose you wish to attach a different newsletter as an addendum to your quarterly performance report distribution, and that you wish to accomplish that by general generation to which the client belongs based on their date of birth. Using the procedures above in this manual, you could create six new categories and then assign each client to one of those six, as follows



- Traditionalist—Those born 1945 and prior
- Boomer—Those born 1946 to 1964
- GenX—Those born 1965 to 1979
- Millennial—Those born 1980 to 1995
- GenZ—Those born 1996 to 2014
- GenAlpha—Those born 2015 to present (through approximately 2032)

Based on those generational tags, A GenZ client might need a "basic terminology guide," a millennial might need a "risk/rewards"" piece, and a boomer may need a "mistakes to avoid when taking distributions" primer. See the Group and Batch Reporting Manual for instructions on attaching a .PDF file to a report group to meet that desire.

When you generate a batch of reports, one of the options presented is to filter by contact category. Switching from the *All* default to *Specified* activates the selection list and matching options. This works in the same manner as previously described in the Billing example of this manual.

Appendix A

Document Change Control

Date	Version	Requester	Author(s)	Approver(s)	Notes
01/17/2019	1.0	Advisors	Joe Lucking	Chris Hastings	Initial publication through Panoramix release 1.1.0.65
3/21/2019	1.1	Sean Brzozowski	Joe Lucking	Chris Hastings	Style guide updates
4/11/2019	1.2	Sean Brzozowski	Joe Lucking	Chris Hastings	Image updates for UI changes through release 1.1.0.71
05/07/2020	1.3	Various	Joe Lucking	Chris Hastings	Updates through release 1.1.0.105