

MORNINGSTAR® BYALLACCOUNTS® • SOLUTION BRIEF

# Holistic Reporting Solution for Multi-Custodied Advisors

Unleash the Full Potential of Multi-Custodied Advisory Practices with Book of Business Data Aggregation

Today's wealthtech and service providers have to be a lot of things to a lot of stakeholders. One critically important stakeholder group includes registered independent advisors (RIAs) and hybrid advisors who manage investments for their clients across multiple custodians. The rapid growth of these multi-custodied advisors makes meeting their needs key to the success of wealthtech, service providers, and broker-dealers.

Multi-custodial advisors' biggest technology need is deceptively simple: the ability to view all of their clients' accounts in one place. Finding a solution that can achieve that goal—in an investment-focused way that also ensures scalability, reliability, accuracy, and security—can be a challenge. But providers who find the right solution will enjoy the ability to scale their practices while differentiating themselves to a group of advisors who control an increasingly large share of assets.

## Data Challenges Faced by Multi-custodied Advisors

The ability to work with multiple custodians allows RIAs to offer flexible, personalized financial planning to their clients. But it also brings a variety of challenges, including:

- **Data Access:** One of the biggest challenges is integrating data from multiple custodians into a single platform. Access to this data varies greatly, and formats aren't inherently consistent. This presents a problem for the unique requirements of each receiving platform.
- **Accuracy:** The quality and completeness of data varies by custodian, introducing a high risk of inaccurate data. Advisors can't afford to spend their time correcting data errors and need uniform, accurate data to support their client reporting and analysis.
- **Platform Scalability:** To best suit the needs of their practices and their clients, advisors need the freedom to work with any of the 1,000+ book of business financial institutions. The technology platform they use must offer easy, seamless connections to these institutions as a core competency.

Give advisors access to their complete books of business in a single view.

## What to Look for in a Book of Business Aggregation Solution

There are many data aggregation providers in the market today, but their capabilities can vary significantly. When looking for a book of business solution, keep these requirements in mind:

- **Extensive Data Source Support:** The solution should support all 1,000+ book of business data sources. Held-away banking and investment account connections should also be provided so advisors can deliver true holistic reporting and advice to their clients.
- **Single Point of Connection:** For optimal scalability and efficiency, the solution should enable the aggregation of an advisor's entire book of business through a single connection—including automatic account management to ensure that newly opened accounts are included in overnight aggregation without any intervention required from the advisor.
- **Reliable Data Access:** Data must be reliable, so look for a solution that supports various aggregation methods, including direct feeds and OAuth (open banking).
- **Data Consistency and Enrichment:** Data should be organized into a consistent format and enriched to meet the high bar of portfolio accounting and performance reporting use cases.

- **Seamless Integration:** Off-the-shelf integration with most top wealth management platforms is key to ensuring streamlined workflows for performance reporting, portfolio accounting, rebalancing, planning, and proposal generation.
- **Customized Data Output:** Look for a solution that can tailor business rules, logic, formatting control, and ad-hoc transformation of aggregated data to the unique needs of your organization and your advisors.
- **Security and Compliance:** The highest security and compliance measures are non-negotiable and should include data encryption, secure data storage, and adherence to industry regulations.

Deliver a single point of access to more than 1,200 custodied data sources and 15,000+ held-away banking and investment accounts.

## The Morningstar ByAllAccounts Difference

Morningstar ByAllAccounts has supported multi-custodied advisors for more than 23 years. Our leading-edge solution seamlessly enables advisors to access their complete books of business from different institutions, allowing their data to be uniformly delivered into the platform of their choice. This empowers advisors to deliver comprehensive reporting to their clients with ease.

### Single Point of Secure Access to Thousands of Data Sources

We support a single point of access to more than 1,200 custodied (book of business) data sources, as well as 15,000+ held-away banking and investment data sources. Through these data sources, multi-custodied advisors can collect data that they manage from custodians, brokerages, insurance providers, asset managers, fund companies, digital asset providers, and other wealthtech platforms.

To ensure reliable access to this data, ByAllAccounts supports a variety of aggregation methods, including direct feeds and OAuth (open banking). We also place great importance on security and privacy and adhere to industry-leading financial practices. We maintain the highest standards of third-party risk management in the highly regulated financial industry.

Our automated account management capabilities ensure that newly opened accounts are automatically included in the overnight aggregation. No intervention is required from the advisor.

## Enriched, Investment-Focused Data

Once aggregated, data is transformed into a consistent format, and then leveraging the Morningstar Security Master, we can map millions of positions and transactions to their accurate names, symbols, and share class. This process eliminates inconsistencies and the need for manual interventions while enabling seamless integration with Morningstar's entire ecosystem of solutions. With the premium Portfolio Analytics feature holdings can be enriched by Morningstar Licensed Data—including asset allocation, sector breakdown, and style box. Transactions are expertly prepared for portfolio accounting and performance reporting, while the data is organized to meet the specific requirements of the receiving platform.

### Benefits at a Glance

#### For Wealthtechs, Broker-Dealers, and Service Providers

- Meet the needs of a rapidly growing market segment.
- Differentiate your offerings from competitors.
- Streamline integration and reduce integration costs.
- Scale practices to support advisors and investors with a broad range of financial data requirements.
- Adapt to the rapidly evolving wealth management landscape.

#### For Advisors

- Efficiently manage clients' assets regardless of custodian or reporting platform.
- Ensure consistency and accuracy of data.

#### For Investors

- Feel confident in the accuracy of financial data.
- See a complete view of your financial picture.

### Seamless Integrations

ByAllAccounts offers customization tools for proprietary integrations. This allows technology platforms serving advisors to feel confident in essential reporting and investment workflows, such as performance reporting, portfolio accounting, rebalancing, planning, and proposal generation.

At the same time, we recognize the significance of data adaptability in reducing integration costs for our customers. That's why we provide a unique data output that offers customized business rules and logic, formatting control, and ad-hoc transformation of aggregated data tailored to the unique needs of our customer.

## Unleash the Full Potential of Multi-Custodied Advisory Practices

Find out how upgrading to Morningstar ByAllAccounts Book of Business Aggregation Solution can take your business to the next level. Contact the Morningstar ByAllAccounts sales team to learn more or request a demo.

 +1 312 384-4000

 [baa-sales@morningstar.com](mailto:baa-sales@morningstar.com)

 [morningstar.com/products/byallaccounts](https://morningstar.com/products/byallaccounts)