

# Interactive Financial Expert Advice Web Systems

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Interactive financial knowledge based systems enable firms to deliver a wide range of online advice to employees, independent advisors, valued customers, and prospective clients using the Web as a distribution medium.

The implementation of a successful e-businesses strategy requires that established financial service firms explore ways to differentiate themselves in the online world. Just providing “me too” content and transactional services is not enough. E-brokerage firms today offer their clients full transactional capabilities and access to research information at levels unimagined just a few years ago.

The provision of sophisticated advisory services to every investor coupled with the capitalization of “brand names” will allow prestigious investment firms to extend their market reach and bypass the already-commoditized offerings of lower transaction fees and the inundation of investment research.

The current business model offered online, requires a substantial level of training and research skills to effectively utilize the mountains of research available. In addition to this required skill set, individuals require significant amounts of time to read and digest the information provided and then must perform the necessary analysis to make informed decisions.

EXSYS's expert system paradigm is more comparable to allowing a customer to walk into a room full of financial advisors, product specialists and experts in various domains. The advisory system will ask ONLY the relevant questions that are needed to reach the users desired result (e.g. an investment plan, trade recommendation, suggestions for other appropriate products worthy of consideration).

Using EXSYS Inc's state-of-the-art technology and services, many of the leading financial services firms and half of the Fortune 100 companies have built online advisory systems. They enable users to interact with their Web sites in much the same way they would consult one-on-one with a human advisor. Based on the individual's *unique* responses, the system recommends the best selection, or course of action – as specified by a firm's financial experts.

The result is a customized and personalized interactive experience for the user that is available 24 hours a day.

Advisory systems can range from areas such as financial planning, tax strategy, asset allocation, estate planning, and regulatory compliance, to the execution of complex financial transactions using employee stock options, restricted stock, and applying options strategies. The information gleaned from this process also has proven invaluable in identifying and exploiting cross-selling opportunities.

## Interactive Advisory Expert Systems:

- ◆ Serve as "virtual" consultants to support financial advisors and their clients
- ◆ Empower appropriate staff with knowledge about many complex product lines
- ◆ Ensure that consistent advice is always provided
- ◆ Increase the ability for cross-selling products
- ◆ Provide for better customer service and support
- ◆ Help attract and qualify prospects in an intelligent and cost effective manner
- ◆ Ensure that compliance guidelines are being met
- ◆ Shorten training time for financial advisors
- ◆ Enhance operational productivity and cut maintenance costs, enterprise-wide

Working with our tools, the expertise is elicited from your key business decision-makers and strategists. This process allows you to encapsulate the firm's advisory knowledge and quickly develop interactive expert solutions that support your client's e-business strategies.

**EXSYS Inc.**  
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