

SCHWAB ADVISOR MOBILE CONNECT: ADVISOR CUSTOMIZATION PORTAL USER GUIDE

The Schwab Advisor Mobile Connect Advisor Customization Portal is a tool that you can use to manage your app's features, content, and users. You can conveniently update your firm's information and publish your insights on-demand to keep your app fresh and engaging.

Your service team at Schwab Performance Technologies® (SPT) will provide your login credentials to the Advisor Customization Portal after you first purchase Schwab Advisor Mobile Connect. You can access the portal on the SPT website at <https://schwabpt.com/products/mobile>.

This guide walks you through the functionality within the Advisor Customization Portal, including:

- Creating and Customizing the App
 - Initial Setup
 - Customize App
 - About Us
 - Our Insights
 - Offices and Employees
 - Enrollment Email
- Managing Client Access
 - Connect to Schwab
 - User Management

CREATING AND CUSTOMIZING THE APP

An important step of creating your app is providing SPT your firm's information and logo that will be used to publish your app in the Google Play™ and the Apple® App StoreSM. For your convenience, you can provide all of the required data in the customization portal.

For more information about the setup process, refer to the [Setting Up Your Schwab Advisor Mobile Connect App](#) document.

INITIAL SETUP

The Initial Setup page contains all the information needed to create and publish your app. The following sections cover each of the segments, why every field is necessary to create your app, as well as some restrictions to be aware of.



Important

Once all fields in the Initial Setup page have been completed and the information submitted to SPT for review, the fields will be locked down and this page can only be used to reference information.

APP STORE REQUIRED DATA FIELDS

In order for your app to be published in the Google Play and the Apple App Store, it must have standard information that will be displayed to users. In addition, when people search for the app on their devices, the use of categories and keywords can help them easily find your app.

When you fill in and submit the initial setup information, SPT will review all the fields and let you know if there are any issues that prevent you from using certain data (e.g. if the chosen name already exists in the app stores). All fields within this section, excluding the privacy notice, are required.

Step 1: App Store Required Data Fields

These fields are required in the App Stores for publishing.

Firm Name
Studebaker Financial

Application Name
Studebaker Financial

Icon Name
Studebaker

Application Keywords
Studebaker Financial

Contact Name
Studebaker Advisor

Contact Phone
(720) 785-1612

Support Email Address
test@testing.com

Support Website Address
http://www.google.com

Privacy Notice (Optional)

Application Category — The default for the app category will be fixed at Finance.
Finance

Copyright Text — The copyright information remains fixed.
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The screenshot shows a mobile app store interface. At the top, it says 'Verizon Carrier' and '12:00 PM'. Below that is a green 'App Icon' placeholder. To the right, the 'Application Name' is 'Advisor Firm Name' with a '4+' rating and a '100' review count. An 'INSTALL' button is visible. Below the app name are tabs for 'Details', 'Reviews', and 'Related'. The bottom of the screen shows a navigation bar with four icons.

SUBMIT LOGO AND COLOR

Your company's logo is featured throughout the app. You can upload and submit your logo and brand RGB color code values, preferably in a vector graphic file format that contains an extension of EPS. A transparent PNG or TIFF file can also be used if the long edge is 1024 pixels wide or tall.

CUSTOMIZE APP

Once your app is created and published, you can use this section to:

- Elect to show or hide Schwab Market Updates in the mobile app.
- Provide a link to your firm's blog on the app menu.

ABOUT US

The About Us section allows you to tell your story. You are able to add:

- A banner image to display at the top of the page.
- A description up to 40,000 characters with Rich Text support.
- Social Media Links such as LinkedIn, Facebook and Twitter.

OUR INSIGHTS

The Our Insights section enables you to deliver timely communications, such as newsletter articles and market commentary. Once users open the Our Insights section from the app menu, they will see your article's headline, date, and body text.

In addition, you can include a link out to the article if it's published on a website. Once you click the Save button, the Insights content is immediately pushed to your app for users to read.



Tip

You can publish up to 100 insights to be displayed in the app. Older insights can be archived as newer insights become more relevant.

OFFICES AND EMPLOYEES

This section gives you the ability to feature your office locations and key staff. Add your office locations first and then associate employee records with those locations. Users of the mobile app will be able to select favorite employees, favorite locations and be auto-guided by their device. Use the More About Me section to feature employee expertise and certs.

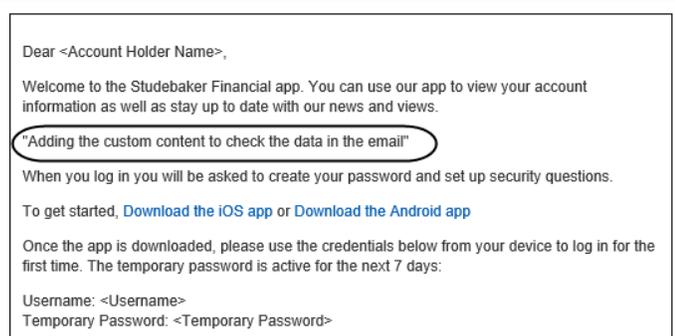
ENROLLMENT EMAIL

Your app features a user credentialing system that allows you to create and manage your clients' usernames and passwords. These credentials allow your clients to view their Schwab brokerage account information securely on their mobile device.

The customization portal provides an enrollment email template that you use to deliver your clients' login credentials. The template includes a section (after the initial welcome paragraph) where you can add your own custom text to help introduce your app.

To customize the email, enter your text into the Enrollment Email Additional Text section and click the Save button. Your text will then appear in the sample email for you to review.

When you are ready to send the email to your clients, go to the Users page of the portal.



Note

App users who do not have a Schwab brokerage account that you advise do not need login credentials. They can access your contact information and news content within the app without a login.



Tip

If you are introducing your mobile app for the first time to your firm's existing clients, you may choose to talk about the app as a new feature. Once all your existing clients have been enrolled, the text can be updated to welcome your firm's new clients and explain how the app is part of the service you provide.

MANAGING CLIENT ACCESS

The customization portal features client service tools to help you create and manage user accounts for your mobile app. We've made it easy for you to access your client list by importing it from Schwab Advisor Center®. Once imported, you can search for your clients, enroll them in the app by sending login credentials, and manage or revoke users.

CONNECT TO SCHWAB

If you're setting up your mobile app for the first time, use the Connect to Schwab page to import your client list from Schwab Advisor Center to the portal. Follow the instructions onscreen to connect to Schwab using your Schwab Advisor Center login credentials and retrieve your clients' information.

After your client list is downloaded, you will see your clients' names, primary email addresses, and primary phone numbers under the Users page of the portal. Every time you log in to the portal, your client list from Schwab will update to reflect any changes to existing clients' contact information, as well as show any new clients who have been added recently.



Important

The Firm Security Administrator for Schwab Advisor Center should complete the connection to Schwab to ensure that all clients are downloaded into the Users page. Otherwise, some clients may not be imported and they will not be able to view their Schwab account data within the mobile app.

USERS

Once your client list has been populated, you can begin enrolling clients to receive their login credentials. The enrollment process provides your clients who have a Schwab brokerage account a username and temporary password for your mobile app. Your clients will use these credentials to log in, update their password, and set up security questions to verify their identity so that they can access their account information.

ACTIVATING CLIENT ACCESS



Tip

Review your enrollment email template on the Enrollment Email page of the portal to make sure you have the content you want to appear.

To enroll a client, select the checkbox next to the client's name and then click the Send Activation Email button at the bottom of the page. The enrollment email will be sent immediately to the client's address on file.

- Clients who have not been sent the enrollment email will have the status of **Not Enrolled**.
- When you send the enrollment email, the client's status will change from Not Enrolled to **Activation Sent**.
- When the client logs in, the status will change from Activation Sent to **Enrolled**.
- When the client sets up security questions to verify his/her identity, the status will change from Enrolled to **Enrolled-Verified**.

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<input type="checkbox"/>	Last Name	First Name	Email	Source	Status
<input checked="" type="checkbox"/>	[REDACTED]	[REDACTED]	[REDACTED]	Schwab	Activation Sent
<input type="checkbox"/>	[REDACTED]	[REDACTED]	[REDACTED]	Schwab	Activation Sent
<input type="checkbox"/>	[REDACTED]	[REDACTED]	[REDACTED]	Schwab	Activation Sent
<input type="checkbox"/>	[REDACTED]	[REDACTED]	[REDACTED]	Non-Schwab	Activation Sent
<input type="checkbox"/>	[REDACTED]	[REDACTED]	[REDACTED]	Non-Schwab	Activation Sent
<input type="checkbox"/>	[REDACTED]	[REDACTED]	[REDACTED]	Non-Schwab	Activation Sent

Previous Showing 1 to 6 of 6 entries Next

or



Important

If a client's email appears incorrectly on the Users page you will have an opportunity to update it when you select the user to activate. Clicking the Send Activation Email button will present you with a list of selected users. Simply update the email address field to the desired value. The activation email and credentials will be created based on the new value.

DEACTIVATING CLIENT ACCESS

To deactivate access for a client, select their last name in the user list to open their user profile, and then select the Deactivate User button. The client's status will now appear as Deactivated in the user list.

User Profile

User Information

First Name [REDACTED]
 Last Name [REDACTED]
 Email Address [REDACTED]
 User ID [REDACTED]
 Phone [REDACTED]
 Current Status Activation Sent - Activation Email sent on 11/14/2014

Account Setup

- ✘ User has set password
- ✘ User has accepted terms and conditions
- ✘ User has set challenge questions

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