SCHWAB PERFORMANCE TECHNOLOGIES®

CLIENT PRESENTATIONS AND PRESENTATION STUDIO GETTING STARTED CHECKLIST

Presentation Studio provides tools to help you create branded, polished and cohesive client presentations you can use as an effective communication tool with your clients.

As with any tool, the first time you use it, there may be some settings, preferences and initial implementation tasks to undertake to ensure the client presentations provide the kind of information you and your clients need. You should also take this opportunity to evaluate cyclical reporting and data preparation processes and validate data for the best possible result.

This document provides some best practices, data check points and resources to help you transition to presentations.

☐ Check the PortfolioCenter version

Upgrade to the most current version of PortfolioCenter available to ensure you have all the tools and functionality available. If you are unsure of the version you are currently using, see Checking the Current Version of PortfolioCenter. If you need to upgrade, review the System Configurations to ensure you have the minimum system requirements for the new version, and then go to the upgrade page for the latest version.

☐ Check the PortfolioCenter Licenses

The Enhanced Reporting Module or PortfolioCenter Enhanced license is required to access Presentation Studio. See Do I Have the Enhanced Reporting Module for instructions on how to look for the license.

☐ Select the data and pages to include

Before setting up or printing client presentations, decide on the type of data you want to report to clients so you can be more efficient in how you prepare for the transition. Start by reviewing the available pre-defined pages in the Page Gallery on our website to understand what data is available.

☐ Make a list of data to update

Some of the pages may require data updates, such as portfolio details or asset category assignments. Take the time to learn tools like the Portfolio Data Manager and the Securities Data Manager to help you save time and update details efficiently.

☐ Segment your client base

Each client is unique and has different data needs. Manage presentation and data preparation by leveraging data management tools such as Custom Fields, Smart Sets and Default Values. Segment clients by reporting preferences so managing reporting – as well as report preparation - easier in the long run.

☐ Evaluate back-office procedures and workflows.

Because technologies change, it is a best practice to regularly evaluate processes to ensure you are doing them efficiently and leveraging PortfolioCenter tools effectively. If you do not have any processes in place, now is a good time to implement one, and we have many checklists and best practices to get you started on the Best Practices section of our website, such as the Daily Interface Checklist and Quarter-End Checklist.

☐ Reconcile and correct outstanding data issues

Client Presentations require the most up-to-date and accurate information possible to provide clear, accurate reports. Use troubleshooting tools like the Interface File Conversion Troubleshooting tool, Share Reconciliation Troubleshooting tool, and Performance Reporting Troubleshooting tool to help clear outstanding issues.

For more help with understanding or getting started with interface reconciliation, see the share reconciliation, cost basis reconciliation and Cost Basis resources.

☐ Run Analytical Reports to Validate the Data

Once you feel that your data is correct, run the reports you typically run for clients to verify the information. You can also use some of the PortfolioCenter Data Exports in the Export Wizard to verify and validate data quickly and efficiently.

☐ Select a Theme and Customize Colors

The Theme determines the appearance of the pages in terms of color, design, and type face and is applied to all pages in the client presentation to give the entire set a cohesive look. Review samples of the available themes in the Presentations Gallery. Also, see Working with Themes in Presentation Studio and Editing Theme Styles in Presentation Studio for information about customizing themes.

If you worked a graphic designer to create a logo and/or website, ask for the details of the color palette. You can Coordinate Custom Colors in Presentation Studio by using the hex or RBG color codes to match or coordinate with your logo or website's color palette.

☐ Review Asset Category Assignments

One of the benefits of client presentations is color coding of asset categories. Make sure all assets are in the correct categories. If you are new to using categories, see Categorizing Assets and Working with the Securities Data Manager for information about using and assigning categories. See Asset Class Details for information about assigning asset category colors.

☐ Learn Presentation Studio.

While the Presentation Studio is intuitive and easy to use, like anything new, there are parts to learn about to help you become more efficient when you are ready to start building presentations. Start with the Creating and Customizing Presentations in PortfolioCenter video and the overview documents Working with Presentation Studio and Understanding PortfolioCenter Presentations, Elements and Themes for a basic understanding of the tool. For information on various features and functionality within the tool, see the video library on our website. Use the Presentation Studio User's Reference for complete information about all the tool's features and functionality, settings, and details.

☐ Select the images.

You have two image options in Presentation Studio: a smaller page logo that appears at the top of each page and a larger photo that appears in the middle of a cover page. Select and obtain the files for the images you will use for either/both of these settings. See Working with Images in Presentation Studio for more information.

☐ Decide on text elements to use.

You have several customizable text options available in Presentation Studio, ranging from one-sentence disclaimers to full pages of text, as well as tools for formatting text in Presentation Studio. See Working with Text in Presentation Studio for more information.

☐ Create your presentation

Start by reviewing existing presentations in Presentation Studio; there may already be a presentation that will work for you as it is or with minor modifications. See Modifying Existing Presentations for tips and best practices for editing existing presentations, or see the Creating a Customized Page in Presentation Studio video, the Customizing Page Columns in Presentation Studio video, Best Practices for Building Client Presentations and Building Client Presentations for tips and best practices for creating your own presentation from the ground up.

☐ Review the Presentation

Run the presentation for a portfolio or group to verify the layout and options you selected for the presentation and pages. If you discover issues with the presentation, use the troubleshooting guide for tips and best practices to resolve those issues.

☐ Decide on delivery

Evaluate how you are going to deliver these presentations to clients. Depending on the resources available in your firm, you can print the presentations in your office, outsource your printing resources, or use an online distribution method. If you plan to print in your office, review the Checklist for First Batch Process and Working with Batch Jobs for Client Presentations for tips and best practices for printing. If you plan to offer web delivery to your clients, see the list of third-party providers on our website.

☐ Educate your clients.

Client presentations and analytical reports are client communication tools. As with any communication change, you should educate your clients on the change, set expectations and give them a transition period.