



Independent Advisor Solutions Integration Services

SEI Wealth Platform & Redtail CRM Integration Set-Up and Overview.

Summary

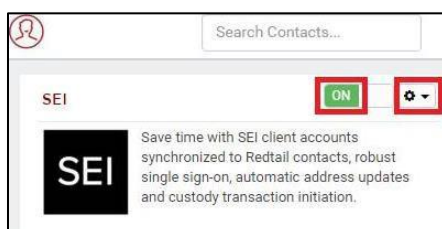
Type	Description
Set-up Procedure	Follow these one-time steps to complete the integration between Redtail and SEI
SEI Data	Ability to view all SEI accounts, address, phone number and holdings in Redtail through a daily data feed
Single Sign-On	Ability to navigate between SEI & Redtail without having to log back into either system
SEI Client Information Management	Ability to manage and report on SEI address, account and phone number information. Also, the ability to make address and phone number updates in Redtail and have them flow to SEI or vice versa.
Transaction	Ability to initiate transactions for your SEI accounts (e.g. a trade) from Redtail
Workflows (Only for clients in SEI's BusinessWise Program)	Ability to manage SEI transactions in Redtail through automated workflows and updates from SEI directly to those workflows

Set-Up Procedure

SEI just established your integration with Redtail, now what?

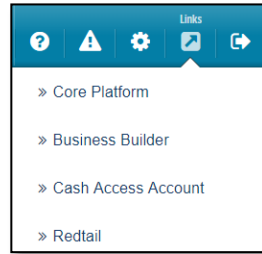
After SEI and Redtail establish the connection of data, there are a few one-time set-up steps that must be completed to enable the integration features. Follow the instructions below in order to complete the integration and verify functionality.

- › Click the arrow next to your name in the right-hand corner of Redtail to expose a dropdown menu.
- › Select *Manage Your Integrations* from the dropdown
- › Navigate to the SEI tile within the list of integration partners
- › Click on the *Settings* button, which looks like a cog
- › Select *Link with SEI Wealth Platform*



- › Log into SEI Advisor Center
- › When you log in be sure to check the *Remember Me* box. This allows you to keep the integration set without always having to reenter your password.
- › Complete the multi-factor authentication process.
 - NOTE: You will have to update your password every 90 days.

› Once logged into SEI Advisor Center, click the *Links* menu

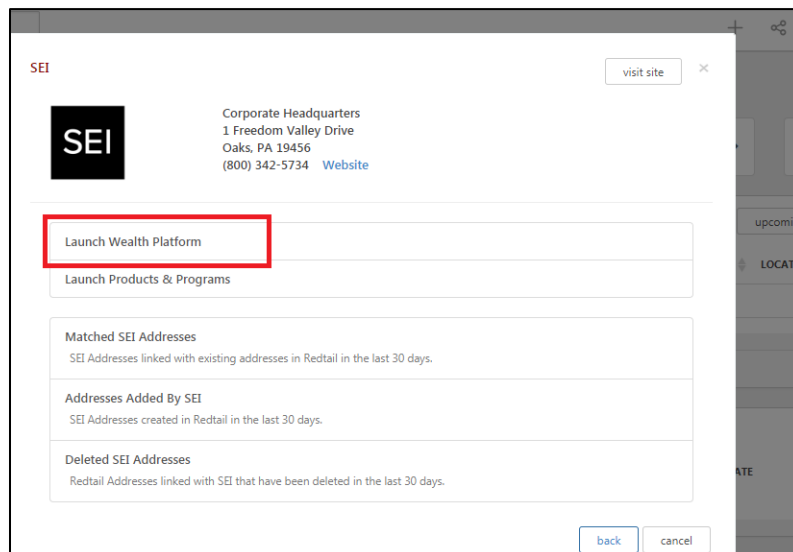
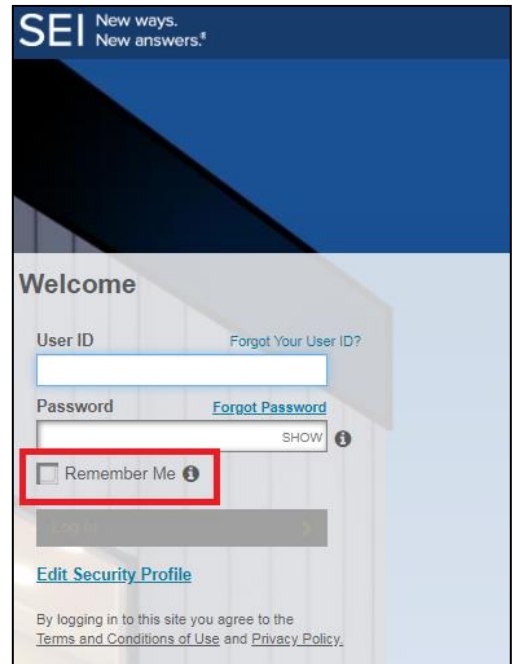


- › Select Redtail from the dropdown to confirm you're able to link to Redtail successfully
 - If the link doesn't populate automatically, wait a minute, refresh the page and the link will populate.

› Once you've successfully logged back into Redtail, log out of Redtail and close your web browser.

› Reopen your browser and log back into Redtail and from the Redtail home screen, select the integrations in the top menu bar.

› Click Launch Wealth Platform to confirm that you're able to link back to SEI successfully



Integration Features

SEI Data

This function gives you the ability to view all SEI account, holdings, address and phone number information within Redtail through a daily interface file.

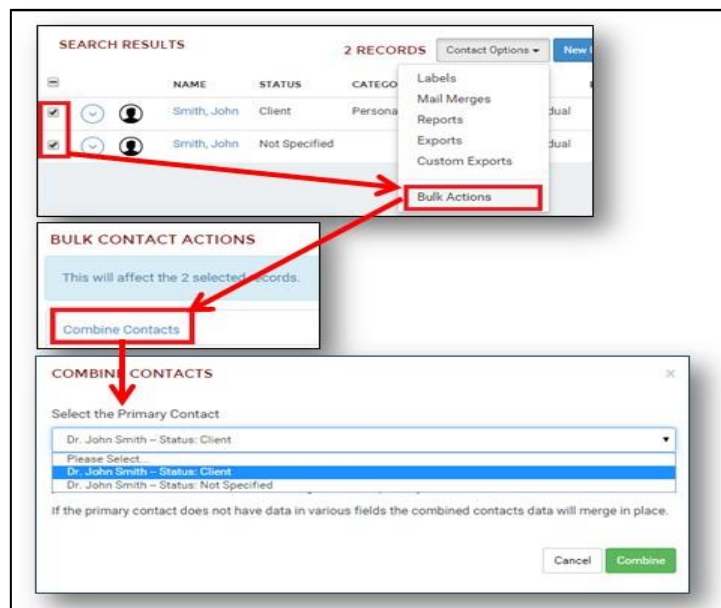
If you receive your holdings in Redtail from another provider (like Albridge) SEI has the ability to suppress holdings from being delivered to Redtail via the daily interface file.

When SEI initially delivers data to Redtail, there is the potential for an influx of SEI contact information in Redtail. In most cases, the SEI data integration will simply coexist with already created contact information; however, there are instances in which SEI addresses similar to existing addresses in Redtail will populate for a contact. SEI and Redtail have created methods to manage address and phone number information. This will be covered in a SEI Client Information Management portion.

Duplicate Contact Records in Redtail

During the SEI data syncing process with SEI, Redtail will attempt to match a SEI client to a Redtail contact by matching the client's tax Id and name. If the contact is not matched by the client's tax Id and name then a duplicate contact record will be created. Below are the steps to merge duplicate contacts.

- › From the **Contacts** page in Redtail, select the two contacts to be merged by checking the box to the left of their name.
- › Select **Bulk Actions** from the **Contact Options** dropdown menu
- › Select Combine Contacts
- › Choose the record that you want to keep.



Single Sign-On (SSO) Integration

This feature is the ability to navigate between SEI and Redtail (and vice versa) without having to log back into either system.

You can SSO from Redtail and SWP's home page. You can also Single Sign-On from a Redtail contact linked to SEI client and navigate to that client in SWP and vice versa. This is commonly referred to as contextual SSO.

To initiate SSO in Redtail to the SEI Advisor Center homepage, select the "integrations" icon at the top page. Then, select the SEI logo and select the "Launch Wealth Platform" bar. A new tab will open in your browser and bring you to SEI's homepage.

If you're first logged into SEI Advisor Center and want to SSO to Redtail's homepage, navigate to the "Links" dropdown menu in the top right corner of the page. Select the "Redtail" option. This will open a new tab in your browser bring you to Redtail's homepage.

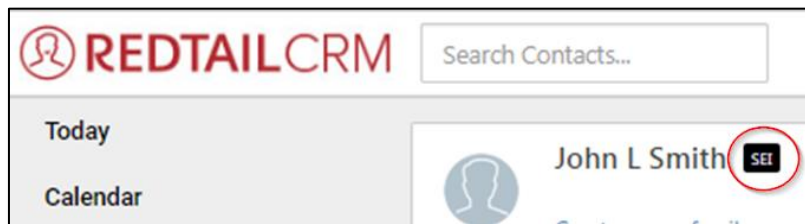
Similarly, to SSO between a Redtail contact and a client in SEI Advisor Center, in Redtail, while on a contact record, select the "integrations" icon at the top page. On the "integrations" screen, select the SEI logo and select the "Launch Wealth Platform" bar. A new tab will open and will bring you directly to the same client in SEI Advisor Center.

Conversely, if you want to SSO from a client in SEI's Advisor Center to the corresponding contact in Redtail, navigate to the "Links" dropdown menu in the top right corner of the client page. Select the "Redtail" option. This will bring you to the Redtail contact of the corresponding SEI client.

SEI Client Information Management

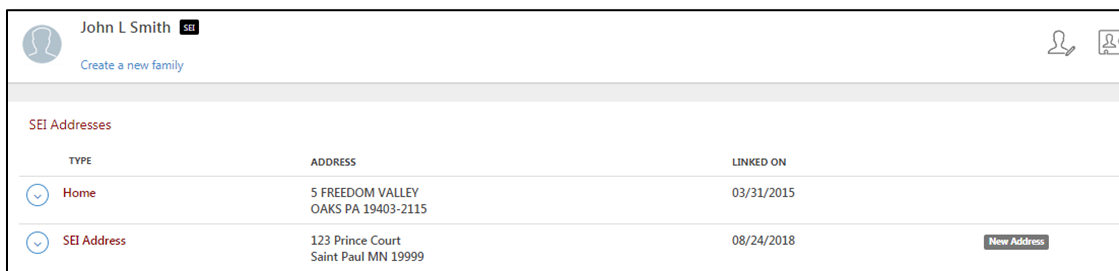
SEI Updated Contacts and Account Clarity

If a Redtail contact is linked to a SEI client record, the SEI logo directly to the right of a contact name in a contact record.



By selecting the logo, you will be brought to "Linked SEI Contact" page where you can view SEI addresses delivered via the SEI interface to Redtail, confirm two unmatched addresses, view your SEI phone numbers, email addresses as well as view SEI accounts and account balances.

NOTE: If you receive SEI account data from another source, such as Albridge, eMoney or Black Diamond you will not see data in the portion under SEI accounts.



SEI Addresses		
TYPE	ADDRESS	LINKED ON
Home	5 FREEDOM VALLEY OAKS PA 19403-2115	03/31/2015
SEI Address	123 Prince Court Saint Paul MN 19999	08/24/2018 New Address

SEI Phone Numbers		
TYPE	NUMBER	LINKED ON
Other	+1-610-676-4846	06/05/2017
Other	+1-610-676-9999	06/05/2017
Home	+1-484-676-4845	06/05/2017

SEI Email Addresses		
TYPE	ADDRESS	LINKED ON
Home	albusch@seic.com	05/03/2018
Other	msmith@seic.com	05/03/2018
Other	RBarker@seic.com	05/03/2018

SEI Accounts			
STATUS	NUMBER	BALANCE	LINKED ON
Open	505050	\$42,656.18	03/31/2015
Open	606061	\$0.00	04/28/2017

Address Updates

When an address is delivered to your Redtail database from SEI, there is the chance that the address from SEI will not automatically “link” with a previously created Redtail address if there are discrepancies in the two addresses. This could sometimes create two very similar addresses which a user would need to maintain. You have the ability to choose which address you want to keep, be it the SEI address, Redtail address or both. Below are the steps and functions to merge two addresses:

- › In a contact record in Redtail, select the SEI logo to the right of the contact’s name.
- › This will bring you to the *Linked SEI Contact* page.
- › Once on the *Linked SEI Contact* page, select the dropdown menu to the left of the SEI address you want to merge and select “Merge Address”.

The screenshot shows the Redtail CRM interface for a contact named John L. Smith. The 'SEI Addresses' section is active, displaying a table with the following data:

TYPE	ADDRESS	LINKED ON
Home	5 FREEDOM VALLEY OAKS PA 19403-2115	03/31/2015
Mailing	123 Prince Court St. Paul MN 19999	08/15/2018

A dropdown menu is open over the 'Mailing' address, showing the following options: 'Merge Address', 'View SEI History', and 'Timeline'. A 'New Address' button is visible to the right of the 'Mailing' address row.

- › The *Merge SEI Address* box with both the SEI delivered and the Redtail generated address will populate. The SEI address will be at the top of the page under the heading “SEI address to be merged” and the Redtail address(es) will be at the bottom under the heading “Select the Redtail address to be merged”.

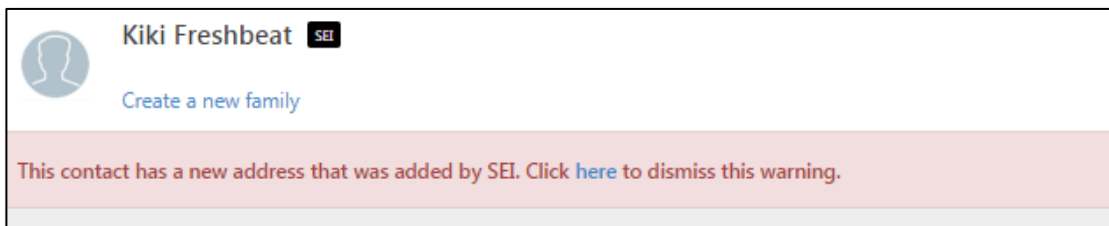
- › Choose which address you want to keep.
 - If you choose to merge the Redtail generated address into the SEI address (overwriting the SEI address), you will have the choice to update the address at SEI. Complete this by selecting the “Use the Redtail address” radio button and selecting the Redtail address you want to overwrite the SEI address. To proceed, select the *merge address* button at the bottom left corner of the page
 - Overwriting the SEI address with the Redtail address and having the update flow to SEI will generate a letter to the client stating that their address has changed. You can choose not to update an address at SEI so that a letter to a client is not generated by unselecting the check box “Notify SEI for this update.” This would be in situations when there are non-material changes made to an address; i.e., updating “St. Paul” to “Saint Paul” in the city portion of an address.
 - If you choose to update SEI a notification box will populate asking if you want to proceed. If you select the *merge address* button, the address will update at SEI. If you select the *cancel* button, you will be brought back the *Merge SEI Address* page.
 - NOTE: By selecting the check box “Don’t ask me again.” You will never be asked again for that contact if you want to proceed with updating the address at SEI

- If you choose to merge the SEI address into the Redtail address (overwriting the Redtail address), the Redtail generated address will be removed and will not repopulate in Redtail unless a subsequent update to the address is made. Complete this by selecting the Redtail address you want to overwrite and then select the “Use SEI address” radio button. To proceed, select the *merge address* button at the bottom left corner of the page.
- › You can also look at the history on an address by selecting *View SEI History* from the dropdown to the right of an address on the *Linked SEI Contact* page. This will bring you to a page that shows you the history of address updates made from Redtail to SEI.
- › By selecting the Timeline option from the dropdown, you can view any updates made to the address previously.

SEI Addresses		
TYPE	ADDRESS	LINKED ON
Home	5 FREEDOM VALLEY OAKS PA 19403-2115	03/31/2015
Saint Paul Test	123 Prince Court Saint Paul MN 19999	08/16/2018

Merge Address
 View SEI History
 Timeline

- › If a new SEI address is delivered, there will be a banner on the contact page notifying you that there is a new address.



You can update addresses “linked” to SEI or add an address and have the change flow to SEI from the Contact Card.

- › On the contact card, select the address you want to update by selecting the “Edit” option from the dropdown menu to the right of the address. Or, select the Add button to create a new address.

Contact Card add ▾

- 📞 Home (610) 676-2743 ▾
- 📞 Home (484) 101-1612 ▾
- @ Home chobbs@seic.com ▾
- @ Other mdidura@seic.com ▾
- 📍 Home 2 Drummer Way
Hermosa Beach CA 90254 ▾
- 📍 Mailing 1600 Pennsylvania Avenue
Washington Test DC 12345 ▾
- 📍 Home 1111 S Figueroa St
Los Angeles CA 90015 ▾
- 📍 Other 3601 S Broad St
Philadelphia PA 19148 ▾
- 📍 Mailing 100 Legends Way
Boston MA 02114 ▾

Edit
 Make Primary ...
 Map
 Weather
 View on Zillow
 Timeline
 Delete

- › Make the update or add as needed
 - NOTE: A blue box with text “Updates to this address will reflect at SEI” will populate at the bottom of the *Address* box.
 - Updating an address will create a letter to the investor stating that the address has been changed.
 - Deleting the legal address or an address with a purpose in Redtail will NOT delete the address at SEI.
 - If an address is modified to make an address their primary address Redtail, it will not change their state residency.
- › When updating or adding a new address or adding you can choose to not send the address to SEI from Redtail by unselecting the “Notify SEI of this change” checkbox at the bottom left hand of the *Update Address* or *Add Address* box:

ADD ADDRESS

Address Type

Country
United States

Address line 1
Street address, P.O. box, company name, c/o

Address line 2
Apartment, suite, unit, building, floor, etc.

City

State/Province/Region
Please select

Zip

Custom Title

Long Description

Is Primary?
 Is Preferred?

This contact is linked with SEI. If you notify SEI of this change, a notification will be sent to the client.

Please note: The following fields must be complete for address to be sent to SEI.

- Address
- City
- State(US Only)

Notify SEI of this change?

cancel add address

Phone Number Updates

For a linked contact, on the Redtail contact card, you can update a phone number or create a new phone number and have that phone number update at SEI. Conversely, if you update a phone number at SEI, that phone number update will flow to Redtail via the nightly interface file.

ADD PHONE NUMBER [X]

Phone Type
Home

Phone Number: [US] (201) 555-0123 Extension: [] Speed Dial: []

Custom Title: []

Long Description: []

Is Primary? Is Preferred?

If you choose to notify SEI, updates to this phone number will be reflected at SEI.

Notify SEI of this change?

cancel add phone number

- › Update the phone number by selecting the “Edit” option from the dropdown to the right of the phone number. Or to add a new phone number, select the Add button.
 - A blue box will populate at the bottom of the Update Phone Number box “Updates to this phone number will be reflected at SEI.”
 - Just like address updates, you can choose to not send the phone number to SEI from Redtail by unselecting the “Notify SEI of this change” checkbox in the bottom left corner of the *Add Phone Number* or *Update Phone Number* box.

You can also update a phone number when on the Linked SEI Contact page by selecting the Contact Card button on the top right corner of the page and then selecting the phone number you’d like to update.



Email Updates

Similar to phone number updates, on the Redtail contact card, you can update or create a new email address and have the email address flow to SEI. Conversely, if you or an end investor updates or adds an email address at SEI, that email address update will flow to Redtail via the nightly interface file.

- › NOTE: There are restrictions to updating or deleting an email address in Redtail. A client email cannot be removed if the email address has an assigned purpose such as electronic delivery notifications for statements or proxies. All email address updates, where the client has elected for electronic delivery of statements, must be maintained by the client within AccessMyPortfolio.com.
- › Update the email address by selecting the “Edit” option from the dropdown to the right of the email. Or to add a new email, select the “Add” button.
 - A blue box will populate at the bottom of the *Update Email Address* or *Add Email Address* box “Updates to this email address will be reflected at SEI.”
 - Just like address updates, you can choose to not send the email address to SEI from Redtail by unselecting the “Notify SEI of this change” checkbox in the bottom left corner of the *Add Email address* or *Update Email address* box.

UPDATE EMAIL ADDRESS

Email Type: Home | Email Address: []

Custom Title: []

Long Description: []

Is Primary? Is Preferred?

If you choose to notify SEI, updates to this email address will be reflected at SEI.

Notify SEI of this change?

cancel | update email address

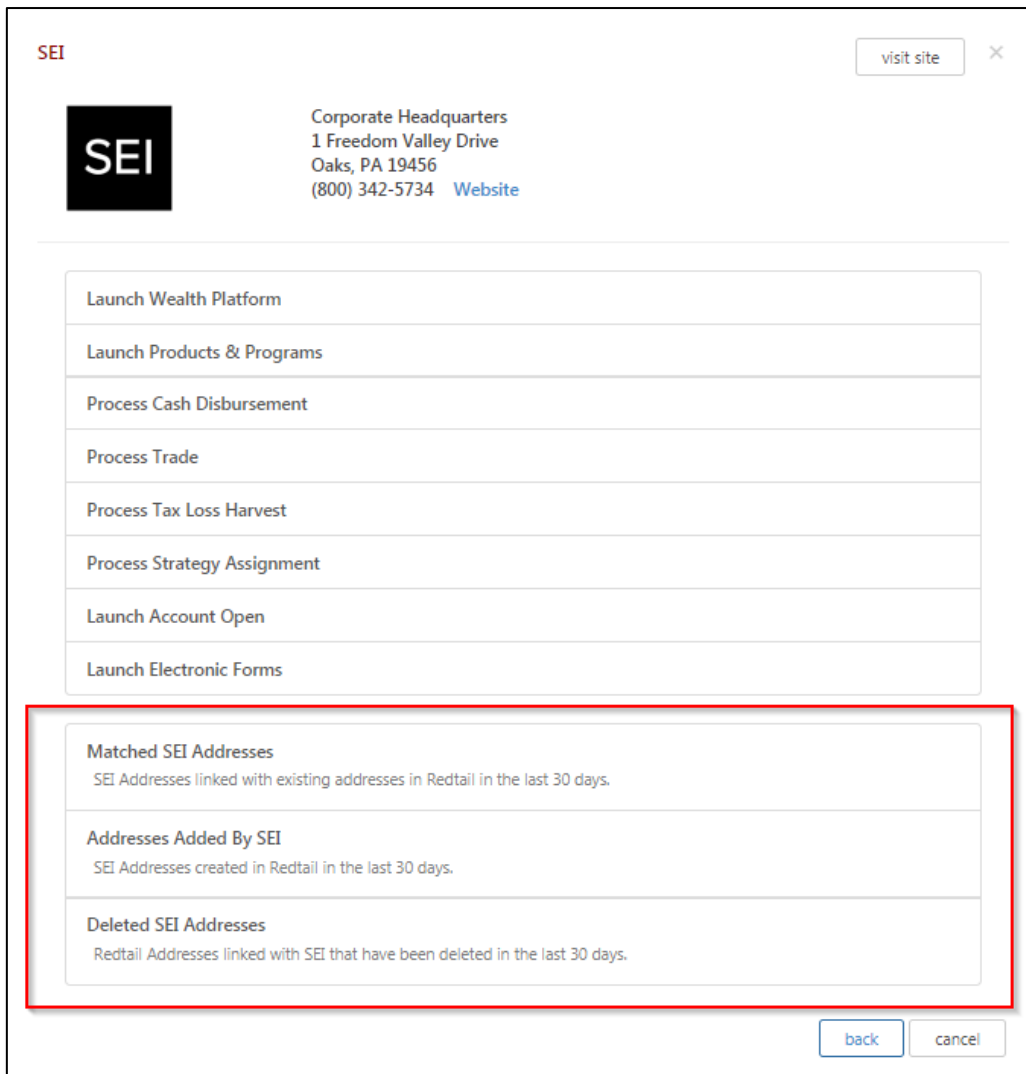
Additionally, on the *Linked SEI Contact* page, you can view all emails that are linked between SEI and Redtail.

SEI Email Addresses		
TYPE	ADDRESS	LINKED ON
Home	albusch@seic.com	05/03/2018
Other	msmith@seic.com	05/03/2018
Other	RBarker@seic.com	05/03/2018

You can also update an email when on the *Linked SEI Contact* page by selecting the *Contact Card* button on the top right corner of the page and then selecting the email you'd like to update.

Address Reporting

There is reporting in Redtail on the addresses SEI delivers. These reports can be accessed through the SEI integrations button on either the contact record or through the Redtail homepage. All reports are at the database level even if accessed while on a contact record. Once on SEI integrations page, you may select one of the following reports:

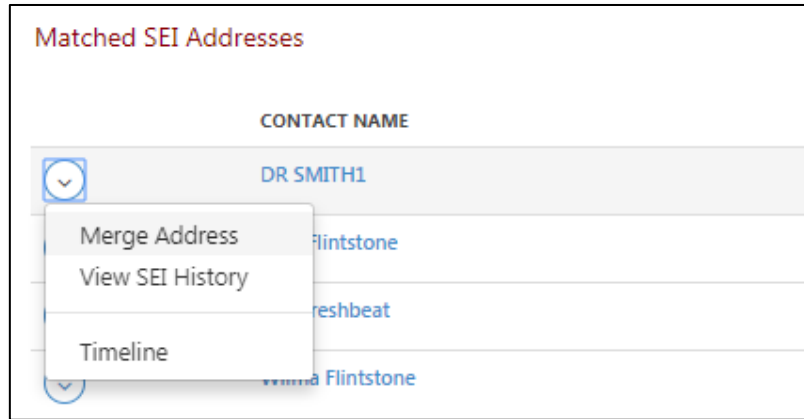


The screenshot shows a web interface for SEI integrations. At the top left is the SEI logo. To its right is the corporate headquarters information: "Corporate Headquarters, 1 Freedom Valley Drive, Oaks, PA 19456, (800) 342-5734, Website". A "visit site" button is in the top right corner. Below this is a list of reports: "Launch Wealth Platform", "Launch Products & Programs", "Process Cash Disbursement", "Process Trade", "Process Tax Loss Harvest", "Process Strategy Assignment", "Launch Account Open", and "Launch Electronic Forms". A red box highlights a section titled "Matched SEI Addresses" which contains three sub-sections: "Matched SEI Addresses" (SEI Addresses linked with existing addresses in Redtail in the last 30 days), "Addresses Added By SEI" (SEI Addresses created in Redtail in the last 30 days), and "Deleted SEI Addresses" (Redtail Addresses linked with SEI that have been deleted in the last 30 days). At the bottom right are "back" and "cancel" buttons.

- › **Matched SEI Addresses** – This report contains a list of contacts and addresses that have been updated between Redtail and SEI in the past 30 days; that is, addresses that are a one to one match between a SEI client and a Redtail contact. An address will populate on this report if:
 - The address has been delivered through the SEI integration
 - The address has been updated through the merging process on the *Linked SEI Contact* page.

By selecting a contact on the *Matched SEI Addresses* report, you will be brought to the *Linked SEI Contact* page.

On this report, in the dropdown menu to the left of the contact name, you will have the ability to merge an address just like you would if you were on the *Linked SEI Contact* page.



- › Addresses Added by SEI – This report contains a list of contacts updated between SEI and Redtail in which the addresses did not match, or where there wasn't a corresponding address previously within Redtail. An address will populate on this report if:
 - The address doesn't automatically match through the Redtail integration.
 - The address is a brand new address in a Redtail contact card that was delivered from SEI

By selecting a contact on this report you will be routed to the *Linked SEI Contact* page. Just like the *Matched SEI Address* report, in the dropdown menu to the left of the contact name, you will have the ability to merge an address just like you would if you were on the *Linked SEI Contact* page.

- › Deleted SEI Address - This report contains a list of SEI addresses that have been deleted on a contact card or an SEI address that has been removed by the address merging process. By selecting a contact on this report you will be routed to the *Linked SEI Contact* page.

Transaction Integration

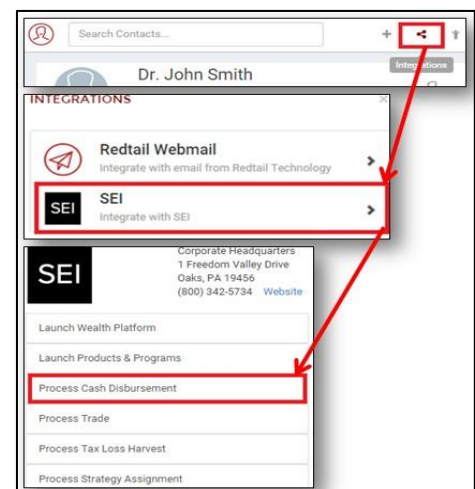
This function gives you the ability to initiate certain transaction transactions for your SEI accounts from Redtail

You can initiate the following transactions when in a contact or account record in Redtail: Process Cash Disbursement, Process Cash Receipt, Trade, Tax Loss Harvest, Strategy Assignment, Process Fee Assignment, Launch Account Application and Launch Electronic Forms.

You can even open an account for a contact that is not associated with a SEI client.

To launch any of these transactions, select the integrations icon in Redtail, select SEI from your integrations and select the transaction you want to launch.

If you have a prospect in Redtail, you can open an account for that prospect via the same transaction functionality.



Workflow Integration

Workflow integration is only applicable to clients who participate in SEI's BusinessWise Program

This feature offers the ability to manage SEI transactions within Redtail through automated workflows and updates from SEI to BusinessWise workflows. This includes workflows for cash disbursement processing, launching a trade, tax loss harvesting, strategy and fee assignments derived from Redtail.

How to set the workflow integration

Once you establish the integration to Redtail, you will then turn on automation templates within Redtail. These automation templates are what launch a workflow every time you initiate one of the transactions noted above.

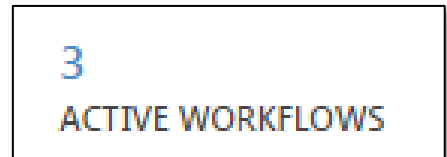
- › Click the **arrow next to your name** in the right-hand corner of Redtail to expose a dropdown menu
- › Select **Manage Your Integrations** from the dropdown
- › Click on **Automation Templates** under "Manage Templates"
- › Identify which automation templates are marked inactive
- › Click the down arrow next to the first inactive template on the left-hand side
- › Select **Activate** from the dropdown
- › Complete this for all inactive automation templates

Testing Instructions and Workflow Experience

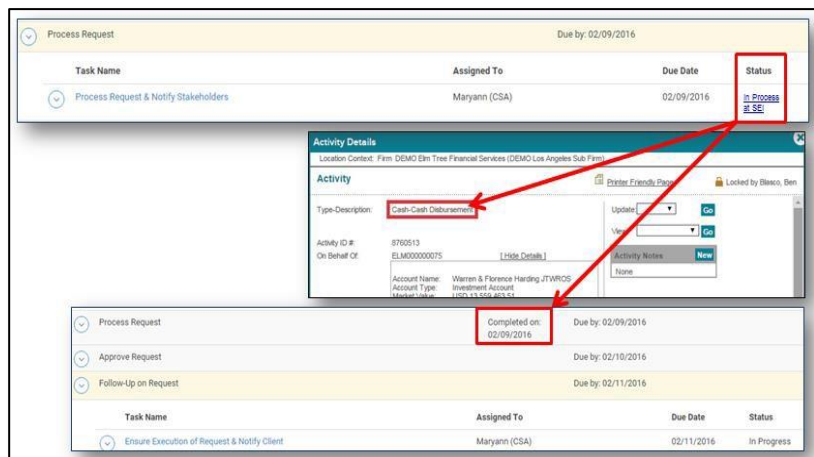
In order to test the workflow automation, you must execute one of the transactions from Redtail. The explanation below will describe your experience using the workflow integration.

As an example, we'll use cash disbursement workflow, but know that this same outcome will occur if you process any of the other transactions that will initiate a workflow from Redtail to SEI.

- › In Redtail, navigate into the client record with SEI accounts
- › Click the Integrations button in the top menu bar
- › Navigate to **SEI** within the list of integration partners
- › Select **Process Cash Disbursement** which will open up SEI's disbursement screen
- › Complete the information and **submit the disbursement** on the SEI Wealth Platform
- › Click the hyperlinked **number above "Active Workflows"** on the client menu at the top



- › A new **Money Movement Out** workflow should have automatically launched
- › The status of the workflow step will automatically update to **In Process at SEI** within a few minutes of launching that workflow
- › The workflow step will continue to **automatically update with future statuses**
- › At any time you can **click on the hyperlinked status** to get more detail about the transaction at SEI
- › **SEI automatically completes the first workflow step** once the transaction is successfully executed
- › You then **complete the last workflow step manually** in Redtail



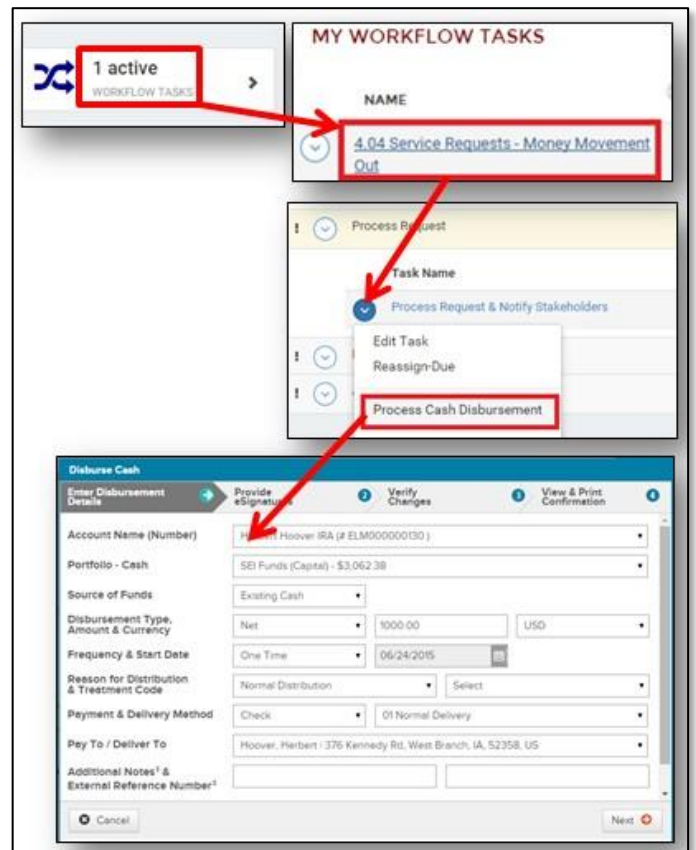
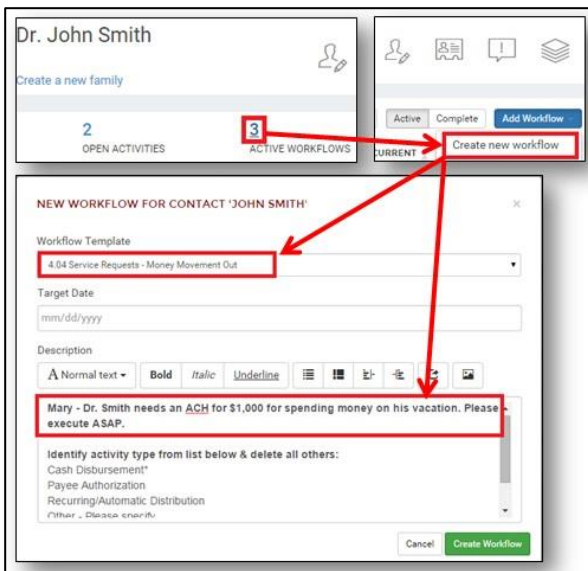
The screenshot displays a workflow management interface. At the top, a 'Process Request' table lists tasks with columns for Task Name, Assigned To, Due Date, and Status. The first task, 'Process Request & Notify Stakeholders', is assigned to Maryann (CSA) and has a due date of 02/09/2016. Its status is 'In Process at SEI', which is highlighted with a red box. Below this, an 'Activity Details' window is open, showing information for a 'Cash-Cash Disbursement' activity. It includes fields for Activity ID, On Behalf Of, Account Name, and Account Type. A red box highlights the 'Completed on' date of 02/09/2016. At the bottom, another 'Process Request' table shows subsequent tasks: 'Approve Request' (due 02/10/2016), 'Follow-Up on Request' (due 02/11/2016), and 'Ensure Execution of Request & Notify Client' (due 02/11/2016, status 'In Progress').

NOTE: you can also use the workflow integration to delegate tasks to other team members.

Delegate Testing Instructions and Workflow Experience

Continuing with the cash disbursement example, below are the steps to delegate a task to another member of your team.

- > From Redtail, navigate into the client record with SEI accounts
- > Click the **“+” quick add button** in the top menu bar
- > Click on the **workflow option** in the list
- > From the **Workflow Template dropdown** choose the **Money Movement Out** workflow
- > **Under description, type instructions** for the team member assigned to the task
- > The team member will be notified that they have this **new task on their My Workflow Task** dashboard
- > The team member assigned would **view the task and your instruction**
- > The team member assigned can select the **down arrow to the left** of the step
- > When the team member assigned selects **Process Cash Disbursement** it will open SEI’s disbursement screen
- > The team member assigned would then fill out the information and **submit the disbursement** on SWP



Information presented by SEI Advisor Network, a strategic business unit of SEI Investments Company (SEI). Services provided by SEI Investments Management Corporation, a wholly owned subsidiary of SEI. Redtail is not affiliated with SEI or its subsidiaries.

For Financial Intermediary Use Only. Not for Public Distribution.