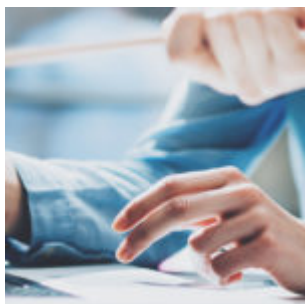


# No More Paper: Five Integrations to Help You Open New Accounts Digitally



Orion's innovative technology platform is designed to help financial advisors operationalize their vision for success by making their day-to-day work more efficient. This includes one of the most common tasks advisors complete: opening a new account.

Creating new accounts and submitting paperwork to custodians can also be one of the most tedious parts of an advisor's duties, which is why Orion is continually working to make the process smoother for both advisor and client. After all, the faster you can get new accounts up and running and with fewer errors, the more clients you can onboard.

Along with the many streamlined tools that advisors can use to open a new account, Orion also offers several partner integrations to make account opening quicker. For this week's Tech Tip, we look at five integrations that help expedite the account opening process within Orion Connect.

## Creating New Accounts from CRMs

Two of our customer relationship management (CRM) partners, Redtail and Salesforce, have the ability to push prospect data directly into the Orion New Account Wizard—reducing room for error and making the process that much simpler.

The screenshot displays the Orion New Accounts Center interface. On the left is a sidebar with navigation options: ACCOUNT STATUS (All New Accounts, Missing Information, Pending, Completed), TOOLS (New Account Wizard, Import New Accounts, Forms Library, Prospects, Master Client List Wizard), ACCOUNT AUDIT (Excluded Accounts, Accounts Removed From Exclusion), and OFAC REVIEW (Not Review). The main content area is titled 'Add Accounts' and shows a progress bar with six steps: 1 Household (active), 2 Registration, 3 Account/Billing, 4 Beneficiary, 5 Review Input, and 6 Paperwork. Below the progress bar, there are input fields for 'Use Existing Household' (YES/NO), 'Representative' (a dropdown menu showing '9: test 2, (4)'), and a 'General Info' section with fields for Household First Name, Household Last Name, Household Name, Household Email, Household SSN, Report Name, Salutation, and Statement Delivery (a dropdown menu showing 'Email'). Below this is a 'Mailing Address' section with fields for Address 1, Address 2, Address 3, City, State, and Zip. A legend at the bottom left indicates that an asterisk (\*) denotes a required field. A 'Next' button is located at the bottom right.

With both partners, you simply set up the integration and then push the prospect data into the Orion New Account Wizard. From there, you can complete the information on the household and account levels to create the shell account in Orion.

## Sending New Accounts to Custodians

Once the shell data is in Orion, we have three custodial integrations — TD Ameritrade, Schwab, and Fidelity — that will accept the data directly from Orion into their digital account opening processes.

Here are what the new account wizards look like for TD Ameritrade, Schwab, and Fidelity, respectively:

## Forms Wizard

Select the forms to add to this application envelope.

## New Account Forms

- ☒ Standard Account Application ☐ IRA/QRP Beneficiary Application ☐ Business Account Application
- ☐ IRA Application ☐ Personal Trust ☐ Coverdell Application
- ☐ Minor IRA Application ☐ Retirement Trust ☐ Third-Party Investment Management Program Account(TPIMA)

## Select Transfer Form

- ☐ Account Transfer Form

Note: To submit additional transfer requests for this account, select the Account Transfer Form. If you need to add three or more, you can do so from the next screen.

## Select Supplemental Forms

Enter the form name or select from the list below

- ☐ Account Re-Registration Application (Account Update Application)
- ☐ Account Transfer Form
- ☒ Advisor Authorizations (LPOA)
- ☐ AdvisorClient.com Access Form
- ☐ Asset Based Fee Program Addendum(Client)

How would you like to send the application package to your client?

- ☐ **Print**  
Please use this choice to obtain a physical signature from your client(s). Please note that all account information will be required when you select this.

[Cancel process](#)[Save & continue](#)

Account number:

Account title:

Client information:

## Account package

Standard Account Application

## Recent Contacts ⓘ

☰ Smurf, Eugene  
Lone Tree, CO

☰ Smurf, Eugene  
Lone Tree, CO

☰ Smurf, Eugene  
Lone Tree, CO

☰ Smurf, Baker  
Lone Tree, CO

☰ Test, Gargamel T ...  
Lone Tree, CO

☰ Test, Gargamel T ...  
Lone Tree, CO

## Select &amp; Assign Clients

[Help](#) ⓘ | [Save and Exit](#)

Select clients to assign to each new account.

## — Schwab One Individual

Select Account holder of the Schwab One Individual Account.

Primary

Name	Email	Address	Phone	
Smurf, Eugene	dutch1@Schwarzenger.com	Lone Tree, CO 80124	(720) 778-6465	<a href="#">Edit</a> ×

## Update Profile

## Personal Data

First Name

Eugene

Middle Name

Last Name

Smurf

Suffix (Optional)

SR

Other Names or Aliases (Optional)

Social Security Number

Date of Birth

01/01/1985



## Address

Home Address Line 1

9899 Schwab Way

Home Address Line 2 (Optional)

Fidelity
Account Header

G Number  
DTC

G12688638

Registration  
Funding Method  
Confirmation Number

Traditional IRA  
Account will be funded later  
CNF11392097071519

\* Required Field

Delete Draft
Save Draft

Account Permanent Address
Personal Information
Beneficiaries
Account Characteristics

### Account Permanent Address

Address Type\*
Domestic

Address Line 1\*
23 Melrose Pl

Address Line 2

City\*
Beverly Hills
State\*
CALIFORNIA
ZIP Code\*
90210

Mailing Address
☒ Use this address
☐ Add Personal Mailing Address

### Personal Information

Primary Owner

Entity Type\*
P - Person

First Name\*
Gisele

Middle Name

Last Name\*
Bundchen

☒ SSN
☐ TIN

Date of Birth\*

Citizenship\*
UNITED STATES

Tax Residence Status\*
01 - US. Citizen

Country of Tax Residence\*
UNITED STATES

#### Address

Permanent Address of Owner
☐ Same as Account Permanent Address

Address Type\*
Domestic

Address Line 1\*
23 Melrose Pl

Address Line 2

City\*
Beverly Hills
State\*
CALIFORNIA
ZIP Code\*
90210

This digital process prevents manual entry errors that are a leading cause of frustration and delays during the account creation process.

## More Resources

The aforementioned integrations are just a handful of the 100-plus integrations we offer within Orion Connect to help you build your tech stack.

Want more information about setting up integrations within Orion Connect? Contact our Integrations Team through the in-platform chat or by emailing [integrations@orion.com](mailto:integrations@orion.com).

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