AccountView Customization Guide

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About this Guide

What this guide includes

This guide describes customization options to consider when implementing AccountView for your firm. Note that some information may not relate to your implementation. This guide:

- Provides examples of Firm customization options and limitations
- Explains how a Firm can customize outgoing investor email
- Includes document specification forms and signoff forms

Related documentation

For more information about AccountView, refer to the AccountView Documentation page at http://www.byallaccounts.net/manuals/accountview/. Documents available there include:

- *AccountView Single Sign-On Guide.* Explains how to enable single sign-on (SSO) capabilities for AccountView when it is embedded within a parent application. When SSO is enabled, users who log into a Firm's own application can seamlessly access AccountView without having to log in again. The guide explains how to manage configuration, user maintenance, and application integration.

INTRODUCTION TO ACCOUNTVIEW CUSTOMIZATION

This guide describes ways in which Firms can choose to have AccountView customized for their own users, and includes information about how ByAllAccounts will work with you to define and implement the customizations you want.

Customizable features

The possibilities for customization include:

Feature	**Possibilities**
Login URL	The Firm can have a customized login URL for AccountView
Logo	You can keep the ByAllAccounts logo within AccountView or: ▪ Use your Firm's logo ▪ Have no logo
Views	Remove any view (tab) from the user interface.
User types allowed	Decide whether: ▪ assistant users can be defined ▪ clients can be defined ▪ clients are allowed to log in if they are defined Additionally, determine whether any of these user types can use Single Sign On (SSO) capabilities. For more about SSO, refer to **Related documentation** on page 1.
User Agreement at first access	Require or not require users to accept the User Agreement before they can access AccountView for the first time.
User Agreement, Security Statement, Privacy Statement	Use the default content of each, or customize them for your Firm. The agreement and statements are each available through a link at the bottom of the user interface for AccountView. Note that the Thawte Secured content cannot be customized.
Email options	There are a number of email-related customizations that Firms can choose, including: ▪ determine whether or not to show the Email Technical Support button in the user interface. ▪ set the email address to use for the Contact Us link and for the Email Technical Support button (if it is enabled). ▪ customize a disclaimer to append to emails sent through AccountView. ▪ customize the sending (from) email address for email alerts.

	▪ set a blind carbon copy (BCC) email address to be sent copies of all emails sent to investors (logins and passwords are masked). ▪ customize the templates for subject line and content of outgoing investor email. See **Email Content Customization**, page 5.

Non-customizable features

The following list identifies AccountView features that cannot be customized:

- Colors
- Icons and buttons
- Terminology such as Advisor and Client
- Thawte content

Implementation process

ByAllAccounts will work collaboratively with you during the implementation. Each phase has a set of specifications, deliverable(s), and a signoff form.

The implementation process includes:

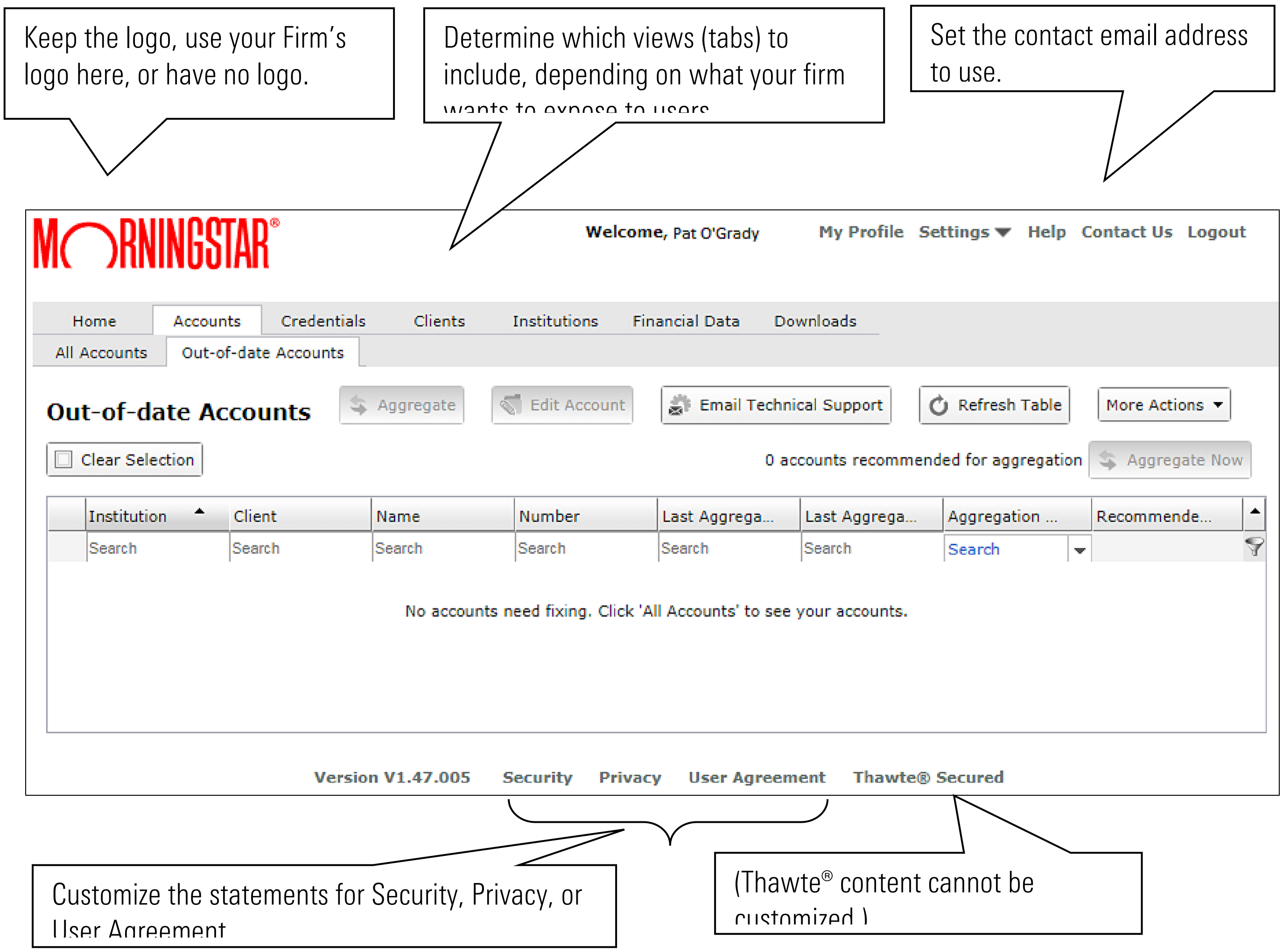
- **Interface Customization**, page 4
  Identifies the customizable content within AccountView. A list of customizable content is provided in Appendix A: Content Customization Forms, and the signoff form is included in Appendix B: Content Customization Approval Form.
- **Integration and Testing**, page 7
  Outlines the various tasks associated with the physical integration of AccountView into the Firm's website.
- **Customization Signoff and Training**, page 8
  Provides the customization signoff form to be completed by all parties (Firm and ByAllAccounts). The signoff signals the moving of information from the staging area to full production. Also outlines the tasks involved in the scheduling training for the Firm's technical support staff and other personnel who may require training.

INTERFACE CUSTOMIZATION

This illustrates some of the areas within the AccountView interface that can be customized.

Customization examples

Some of the information that can and cannot be customized is shown in this figure. Refer to **Appendix A: Content Customization Forms** for more items.



Logo

You may choose to have no logo appear in the user interface, or to use your Firm's logo. If you use your own logo, it must be Portable Network Graphics (PNG) format and must fit in a space of 55h by 180w. Note that the measurement is in pixels, and the filename should have the .png extension.

Views

The views (tabs) can be enabled or disabled, depending on what your Firm wants to expose to users.

Email options

Your Firm can supply an email address to be used for the places where a ByAllAccounts address is currently used. For example, you may want your Firm's email address to be used in the email sent about institution support and emails generated due to alerts.

AccountView may send email to users, such as for account status alerts. You may want the "from" and "reply-to" addresses of these emails to reflect your firm as the source of the email, and the destination for any reply. If passwords are required when using these email addresses, they must also be specified.

Because the institution support email must come to ByAllAccounts, not the Firm, the Firm must set up this email address so it will forward the mail to ByAllAccounts. For cases when ByAllAccounts must correspond with the end user, either the Firm must forward mail from ByAllAccounts to the customer, or a ByAllAccounts employee must set the Firm's email address as their from and reply-to addresses prior to emailing the end user. The address must forward email to byallaccounts-support@morningstar.com.

Email content can also be customized. Refer to **Email Content Customization**, page 5.

Privacy and Security statements

AccountView includes standard privacy and security statements. Links to them appear at the bottom of the user interface.

The Privacy Statement states that no personal data information will be shared, sold, or revealed unless authorized by the investor or required to do so by law.

The Privacy Statement and Security statements must stay in their current form, but can optionally be appended with customized information about your Firm. The standard content of these statements will be provided to you by ByAllAccounts. All customizations must be supplied for review and approval to ByAllAccounts in Microsoft Word format.

User Agreement

The user agreement must stay in its current form, but can optionally be appended with customized information for a Firm. The standard User Agreement will be provided to you by ByAllAccounts. All customizations must be supplied for review and approval to ByAllAccounts in Microsoft Word format.

EMAIL CONTENT CUSTOMIZATION

Firms can choose to customize the subject line and content of emails by editing the email templates. Firms can optionally request that ByAllAccounts lock the subject line and content of outgoing investor emails so that a user cannot edit them before sending.

Acquiring the template files

Firms can get copies of the email templates from ByAllAccounts here:
https://www.byallaccounts.net/WebPortfolio/emailTemplates.zip

Save backup copies, edit the files to customize them, and return them to ByAllAccounts to verify and deploy.

Investor email templates that can be customized

The following investor email templates can be customized by a Firm:

- newInvestorWelcome.ftlh
- editInvestorLoginInfo.ftlh
- editInvestorEmail.ftlh
- unsubscribeInvestor.ftlh

The templates reflect the actual default subject and message in each investor email.

About the files and customizations

Email templates were created using Apache FreeMarker and can be edited using text editors such as WordPad or Notepad.

At the top of each file there is a list of variables that may be available to use. Each file may have a combination of:

- **Boolean control variables that are always present**, such as the variable to control whether or not to include a link to the AccountView login in the body of the email or the variable to control whether to include the investor names in the subject line when an email is being carbon copied (cc'd) or blind carbon copied (bcc'd). Note that including the investor name in the subject line of cc'd and bcc'd email is helpful for clarity because they might not be included within the email.
- **Substitution variables that are always present**, which are system variables such as the advisor's firm name, client names, and client login name. Note that if the email is cc'd or bcc'd, then the client login name and client password are automatically masked.
- **Substitution variables that may be null or missing**, which may be used if they are available, such as the product URL.

The templates sent to you reflect the actual, default subject and message in each investor email. The templates show how some of the variables are used, but do not necessarily use all of the variables.

Among the changes you can make are:

- Customizing the subject line
- Changing the wording in the email
- Rearranging the content within the email
- Adjust use of the variables

Note that emails cannot have attachments.

Reviewing, testing, and implementing the files

Carefully review the content of your files then send them to ByAllAccounts to be tested. ByAllAccounts will test your files locally, review them with you if needed, and deploy them when they are ready.

Locking the emails

By default, users can edit the subject line and content of emails that the AccountView sends to investors. The Firm can request that ByAllAccounts lock the emails so that they cannot be edited by users. This setting applies to all outgoing investor emails, whether they are use default or custom templates.

INTEGRATION AND TESTING

This section outlines the various tasks associated with the physical integration of AccountView into a Firm's website. Integration and testing is the final phase in the process prior to obtaining the final signoff from all parties (Firm and ByAllAccounts) and moving the information from the staging area to full production.

Firm activities

- Determine where AccountView is accessed within the Firm's website and prepare a suitable framed HTML delivery space for AccountView.
- Provide a production-level staging area where all integration is performed and tested, including URL and authentication credentials for the staging area.
- Review and test the information in the staging area.
- You may also want to define and provide a technical support link in the HTML framing AccountView that includes a telephone number for the Firm and a list of Frequently Asked Questions (at a minimum) for first-line technical support.

ByAllAccounts activities

- Provide AccountView web link (URL) to the Firm.
- Provide links to AccountView documentation and training videos.
- Review and test the AccountView deployment in the Firm staging area.

Customization Signoff and Training

The Firm and ByAllAccounts complete Appendix D: Customization Signoff and Acceptance Form to confirm that all AccountView implementation activities are complete, all forms are completed and filed, and the implementation is satisfactory to all parties.

ByAllAccounts provides training for the Firm's technical support staff. Content and scheduling of the training session is coordinated by ByAllAccounts and the Firm.

Firm activities

- Complete and sign Appendix D: Customization Signoff and Acceptance Form.
- Transition files from the staging area to the production area.
- Schedule training for technical support staff with ByAllAccounts.

ByAllAccounts activities

- Complete and sign Appendix D: Customization Signoff and Acceptance Form.
- Give a copy to the Firm and retain the original copy for filing.
- Schedule training for technical support staff with the Firm. Topics covered in the training session(s) will vary depending upon Firm needs and may include:
    - Accessing AccountView
    - Setting up AccountView
    - Troubleshooting
    - Performing user maintenance
    - Contacting ByAllAccounts Technical Support

Appendix A: Content Customization Forms

Use this form to define the content customization requested, then submit this form to ByAllAccounts. After the modifications are reviewed with ByAllAccounts and accepted by the Firm, a representative from the Firm signs Appendix A: Appendix B: Content Customization Approval Form.

Logo	
Choose Logo	☐ ByAllAccounts (default)
	☐ Custom
	☐ None
If Custom, name of the logo file:	
If Custom, format and size of the logo file:	Portable Network Graphics (PNG) format. Must fit in a space of 55h x 180w. Note that the measurement is in pixels, and the filename must have the .png extension.

Views			
Choose the views (tabs) to include or exclude	**View**	**Include**	**Exclude**
	Home	☐	☐
	All Accounts	☐	☐
	Out-of-date Accounts	☐	☐
	All Credentials	☐	☐
	Credentials Needing Edits	☐	☐
	Clients	☐	☐
	Supported Institutions	☐	☐
	Requested Institutions	☐	☐
	Validations	☐	☐
	Financial Data	☐	☐

User Types		
Advisors and Assistants		
Assistants allowed?	☐ Yes	☐ No
Will advisors and assistants use single sign-on (SSO) to access the system? With SSO, the Firm manages logins and passwords. For information about implementing single sign-on (SSO), refer to the SSO guide described in **Related documentation** on page 1.	☐ Yes	☐ No
Clients		
Will clients be defined in the system? *****	☐ Yes	☐ No
Will clients be allowed to log into the system? *****	☐ Yes	☐ No
If yes, will clients use single sign-on (SSO) to access the system? With SSO, the Firm manages logins and passwords. For information about implementing single sign-on (SSO), refer to the SSO guide described in **Related documentation** on page 1.	☐ Yes	☐ No
***** If the Firm follows a compliance-based model, the system must be configured so that it supports clients, allows clients to log into the system, and allows those clients to edit their own financial institution credentials. That way, clients keep their passwords entirely confidential while providing the system with secure access to data in their held-away accounts. When the system is used this way, the advisor never has the client passwords, and cannot directly access the institution websites.		

Customized Content for Disclaimer Statement in Email		
Customize content of the disclaimer statement that shows in email?	☐ Yes	☐ No
If Yes, what is the Firm name to use?		
If Yes, name of file containing disclaimer customizations:		

User Agreement		
Require users to accept the User Agreement when accessing application for the first time?	☐ Yes	☐ No
Customize the User Agreement?	☐ Yes	☐ No
If Yes, name of file containing customizations:		

Customized Content for Security Statement		
Customize content of the security statement?	☐ Yes	☐ No
If Yes, name of file containing Security Statement customizations:		

Customized Content for Privacy Statement		
Customize content of the privacy statement?	☐ Yes	☐ No
If Yes, name of file containing Privacy Statement customizations:		

Single Sign On (SSO)		
Will Single-sign-on (SSO) be used? If so, the Firm sets the logins and passwords and passes them to the application. Refer to the *AccountView Single Sign-On Guide.* It explains how to embed AccountView within a parent application and enable single sign-on (SSO) capabilities. It is described in **Related documentation** on page 1.	☐ Yes	☐ No

Technical Support Email Customizations		
By default the system enables advisors and assistants to send email to technical support through the interface. Do you want to remove the email buttons for all users?	☐ Yes	☐ No
By default the system does not allow client users to contact technical support through the interface. Do you want to enable the button for them?	☐ Yes	☐ No
Customize Technical Support email address? (Address is used for Contact Us link and Email Technical Support button if it is enabled)	☐ Yes	☐ No
If Yes, Institution Support email address:		
Reply-to email address:		
Email password (if required):		

Alert Email Addresses		
Customize email addresses used for alerts?	☐ Yes	☐ No
If Yes, from email address:		
Reply-to email address:		
Email password (if required):		
AccountView login URL:		

Customized Templates and Other Settings for Email		
Lock subject lines and content so they cannot be edited by users?	☐ Yes	☐ No
Customize templates for investor email?	☐ Yes	☐ No
Blind Carbon Copy (BCC) all investor emails to a firm-specified address?	☐ Yes	☐ No
If yes, provide email address:		

Appendix B: Content Customization Approval Form

Use this form to finalize the modifications to AccountView content. Signing this form acknowledges that the Firm is in agreement with the modifications, that the necessary Firm privacy measures (Firm Privacy Statement accessible from the Firm website) are implemented and that the ByAllAccounts Security Statement is understood.

Firm Information	
Company Name:	
Website URL:	
Contact Name:	
Contact Phone:	
Contact Email:	
Contact FAX:	
Contact Address:	

Firm Authorization	
Firm Name (Printed):	
Firm Signature:	
Title:	
Date:	

Appendix C: Integration Approval Form

Use this form to acknowledge that the integration activities were performed and the information is available in the staging area for review and testing by ByAllAccounts. Return the completed form to ByAllAccounts.

Firm Authorization	
Company Name:	
Contact Name:	
Title:	
Date:	
Staging Area URL:	
If authentication is required, the username and password pair.	username: password:

Appendix D: Customization Signoff and Acceptance Form

Both the Firm and ByAllAccounts complete the Customization Signoff and Acceptance Form.

Checked If Required	Document/Activity	Provided by Firm (Initials)	Received by ByAllAccounts (ByAllAccounts Initials)
	Content Customization		
	Appendix A: Content Customization Forms		
	Appendix B: Content Customization Approval Form		
	Integration and Testing		
	Appendix C: Integration Approval Form		

Firm Authorization	
Company Name:	
Contact Name:	
Title:	
Date:	
ByAllAccounts Authorization	
ByAllAccounts Name:	
Title:	
Date:	