Matrix Solutions FS:Web

User Guide

Matrix Solutions FS:Web

Document History and Control

Document Owner:	Claire Pullinger	Email:	customerservices@matrixsolutions.co.uk
Department:	Customer Services	Confidentiality Level:	External General
Document ID:	MDMS-117-2150	Date Issued:	26/01/2012
Version:	1.0	Version Status:	Draft
Description:	User Guide for FS: Web		

Amendment History

Version	Date Issued	Original/Modifier	Version Comments
1.0	26/01/2012	Original	Original Version

Issued by:

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1. Welcome to FS:Web

This user manual aims to give an overview of FS:Web and act as a guide to making searches, using the available filters to build selections and exporting marketing lists. This easy-to-use guide will take you through how to navigate the system, including a detailed look at every aspect of the product.

Matrix FS:Web has been developed by Matrix Solutions to provide you with unique and comprehensive access to the Financial Services Intermediary Market, enabling you to target your marketing activities more effectively. This powerful and flexible marketing system enables you to improve your customer management of the intermediary market.

The Matrix Financial Intermediary Database is the most comprehensive database of the financial intermediary market. It contains over 13 000 head offices, 2 000 branches, over 30 000 individual contact names and almost 18 000 personal email addresses. The data we hold is continually refreshed and updated, including monthly cross-referencing with the FS Register, to ensure a constant and current ‘universe’ at both company and contact level. The data is further enriched with additional information from specialist sources, including:

- Matrix Solutions research
- www.mylocaladviser.co.uk
- Centaur Publications
- Trade organisations

This thorough and comprehensive process ensures that the dataset you access is as accurate, up-to-date and clean as possible, enabling you to maximise the penetration of your marketing budget.

1.1 Adviser Connect

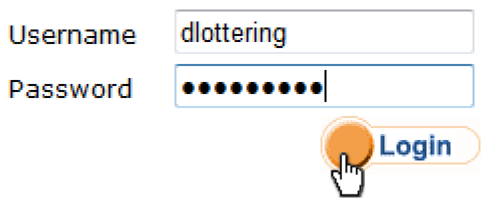
Our new website Adviser Connect website (www.adviserconnectonline.com) has been created for the benefit of Sales and Marketing professionals in the Financial Services sector. All of our FS:Web and MFID annual licence-holders will automatically receive a regular newsletter containing highlights from AdviserConnect. This website is a convenient place to access all of the latest news, content and views about what’s happening in the industry.

2. Login and Access

FS:Web is an online system and therefore is not restricted to a single computer or subject to IT installation. The login portal can be found at https://fsweb.matrixsolutions.co.uk/.

FS:web can only be accessed using the Internet Explorer browser. Browsers such as Firefox, Google Chrome and Safari are not compatable.

Once at the login screen, enter your username and password into their corresponding fields. Please note that usernames and passwords are case sensitive. If you have any difficulties logging in or require new details, please contact support@matrixsolutions.co.uk. A link to this address is also available on the login homepage.



2.1 Changing your password

Once logged in, you can change your password to something more memorable by clicking on Admin followed by Change Password. Please note that passwords must be over 8 characters in length, contain both upper and lower case letters, as well as at least one number.

2.2 Forgotten Password

If you have forgotten your password the customer services team can send you a new one; just email the support team at support@matrixsoutions.co.uk or call us on **0800 074 0574**.

If you enter the wrong password 3 times your account will be locked for security reasons and the account can only be unlocked by the FS:web support team.

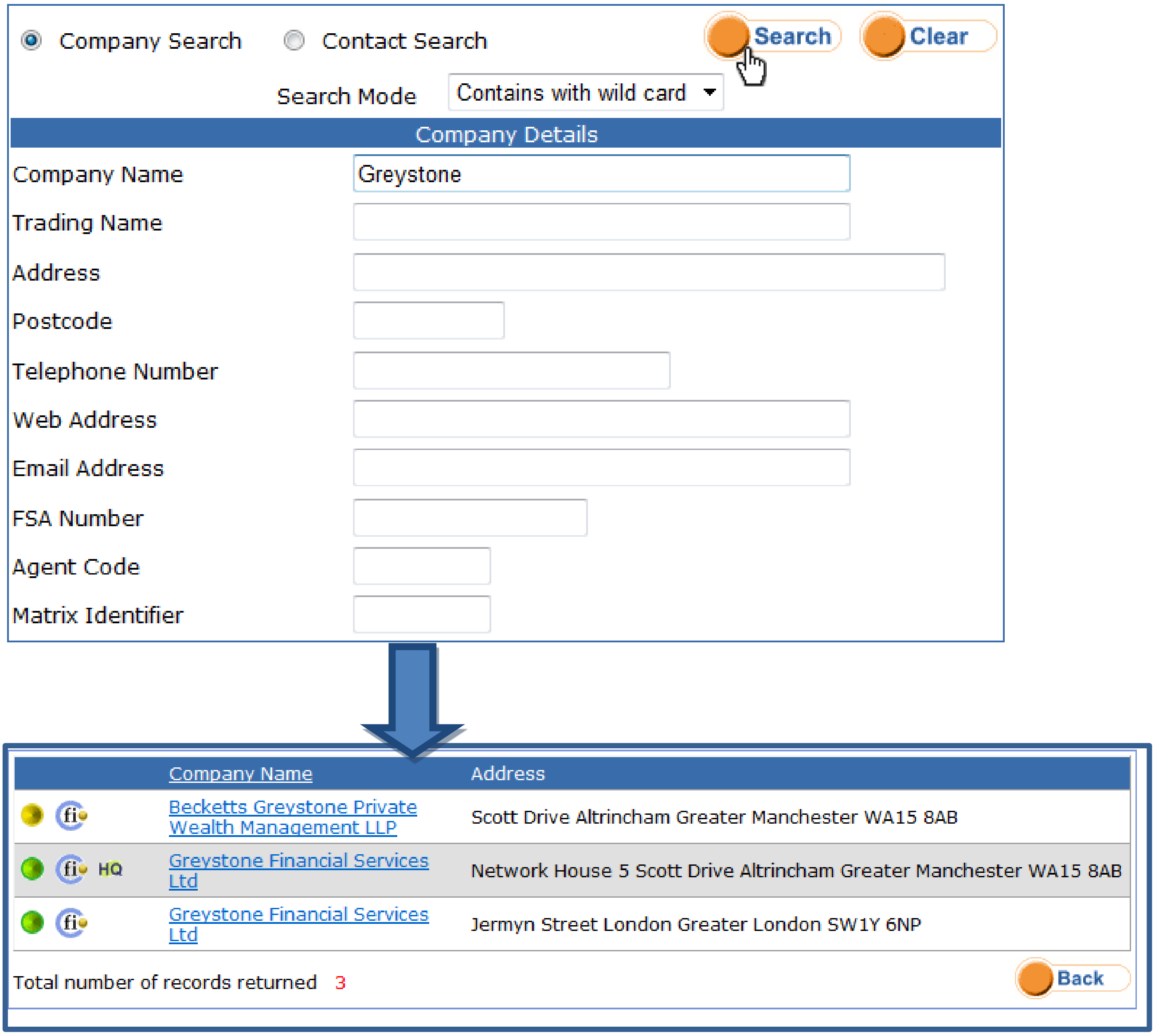
For security reasons you can only be logged into one computer at a time. You should always logout of the website rather than closing the browser. Otherwise you may receive an "Account in use" message if you attempt to log back in shortly afterwards.

3. Simple Search and Lookup

Following a successful login, you will be directed to the FS:Web homepage. Here, users will be presented with a choice to run either a simple or an advanced search.

Simple search is recommended for looking up one particular firm or individual. The fields that can be searched on include firm/contact name, firm/contact FSA number and outlet postcode.

Once you have filled in your required fields, click search and you will be directed to the results page.



FS:Web will return however many records match your chosen criteria, and so in this example it has brought back all firms with 'Greystone' in their company name.

The symbols on the left hand side give some additional at-a-glance information about your returned records. Hovering your cursor over symbols will also tell you their meaning.

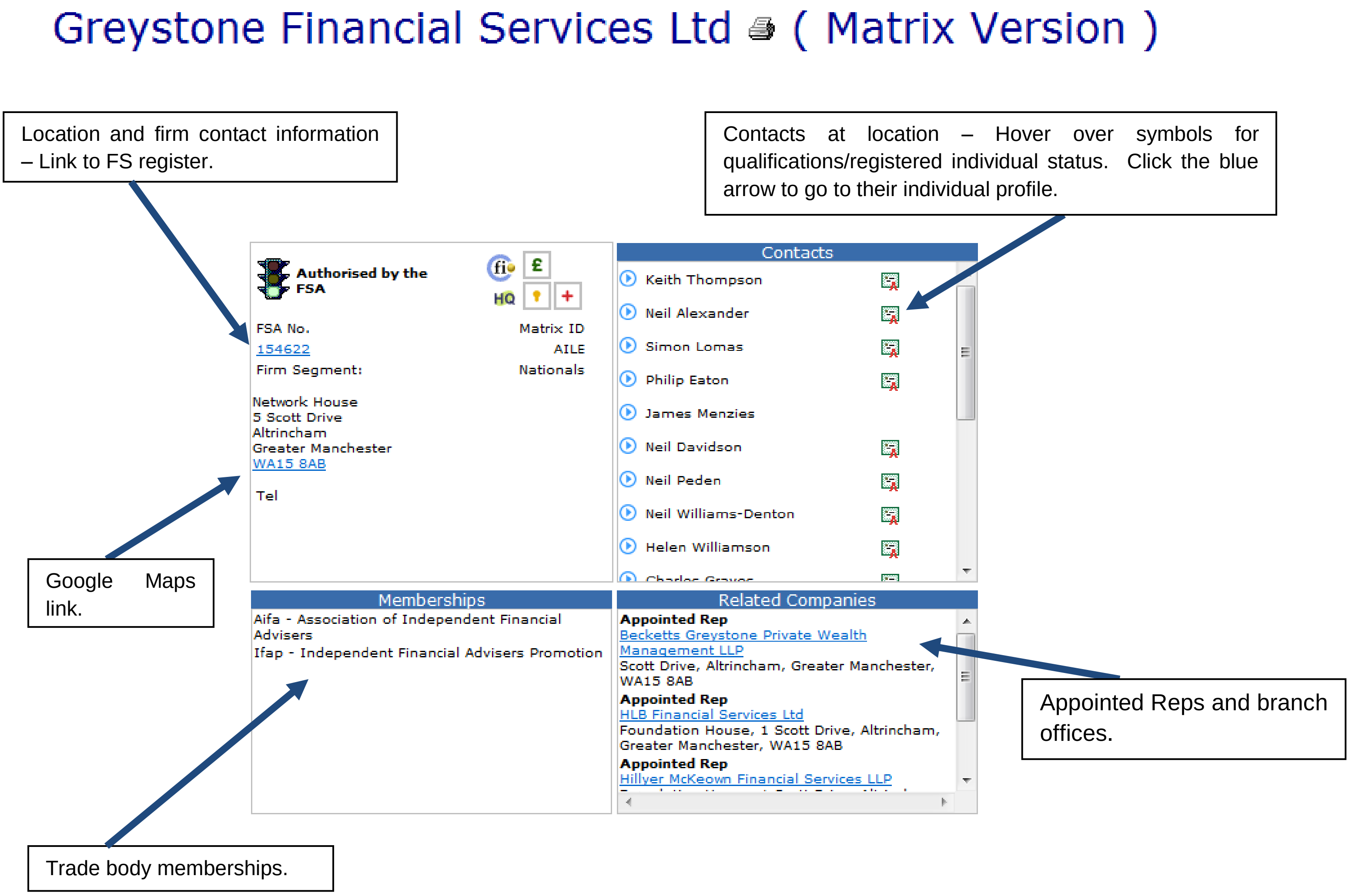
- Directly Authorised

- Appointed Representative

- Matrix Intermediary (Verified on our database)

HQ - Head Office

Clicking on a returned record will take you to that company or individual's profile;



Business Profile | Activities | Permissions | Description

Information tabs – Navigate through the tabs to display business profile, firm activities, permissions and a brief description of the firm.

Member of the Top 100

Firm Size

Number of Appointed Reps	3
Number of branches	2
Turnover	£5,000,000
% Fee-based	6%
Firm staff size	23
Firm sales size	13
Firm number of Registered Individuals	19
Outlet number of Registered Individuals	17
Outlet number of CF30s	14

Business Structure

Investments	40%
Pensions	40%
Mortgages	10%
Protection	5%
Insurance	5%

Business Split

Other

FSA Effective Date	01/12/2001

Clicking on the blue arrow next to a contact name will bring up their personal profile;

Details

Name	**Mr Stephen Paul Heap**
Company	Greystone Financial Services Ltd
Qualifications	
Position	Consultant
Registered Individual	✓
Compliance Officer	
Tel	0161 927 7222
Fax	0161 929 1940
Email	pheap@greystonefs.co.uk
FSA Individual Ref	SPH00018

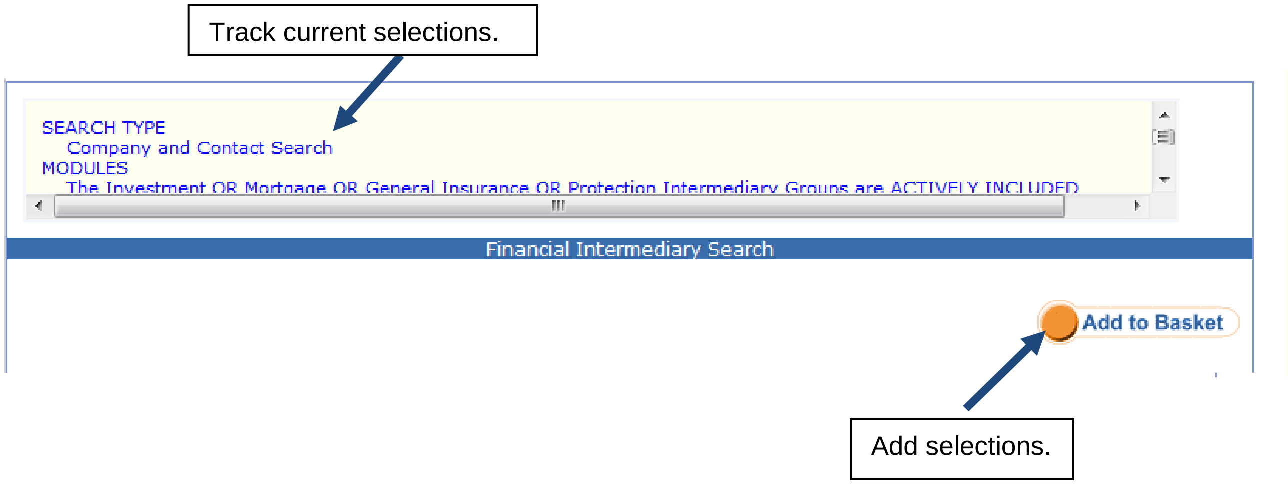
Controlled Functions Information:	With	Since
CF1 Director	Greystone Financial Services Ltd	09-JUL-08
CF30 Customer	Greystone Financial Services Ltd	01-NOV-07

Activities

Pensions:	
Personal Pensions:	Advises on
Group Pensions:	Advises on
SIPPs:	Advises on
Investments:	
Investment Bonds:	Advises on
ISA's:	Advises on
Unit Trusts and OEICS:	Advises on
Investment Trusts:	Advises on
Management of Investments:	Advises on
Offshore Investments:	Advises on
Structured Products:	Advises on
Protection:	
Personal Protection:	Advises on

4. Advanced Search and Segmentation

Use this function to create a mailing list or a file of contact / company data based on a set of defined criteria. The ‘Add to basket’ button confirms your selections as you progress through Advanced Search. Confirmed selections can be tracked in the text box above the ‘Add to basket’ button.



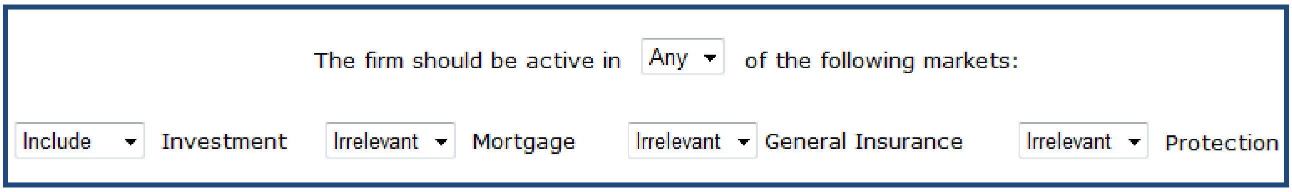
The selections you can make to filter your searches have been split into six sections;

4.1 Modules

Our entire database has been split into four categories: £ Investment, Mortgages, General Insurance, and Protection. It is likely that you will not subscribe to all four modules of the database and so as a default, any modules you do subscribe to will be marked as ‘Include’ and those that you do not have access to will be ‘Irrelevant’.

For clients who only subscribe to one module, i.e Investment, you will not need to make any changes within this section.

Firms that advise on more than one of these modules will be returned in searches that include one of their relevant areas. For example, a company that advises on mortgages as well as investments will be returned as long as at least either Investment or Mortgage is marked as ‘Include’, even if all others are marked ‘Irrelevant’. However, marking a module as ‘Exclude’ will eliminate ALL firms that fit in that module, even if they also advise in another area.



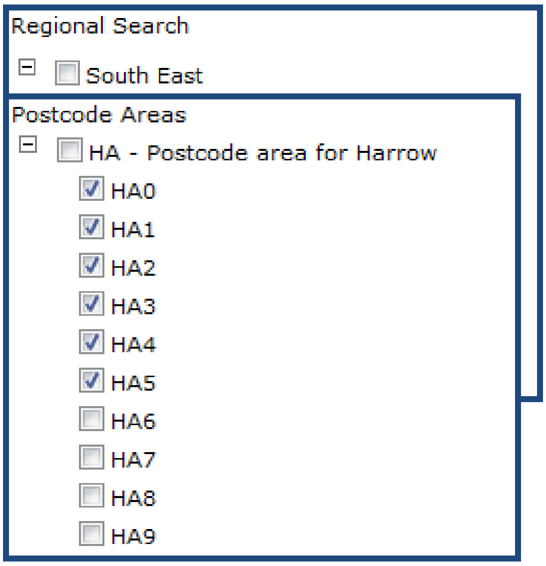
The default selection for clients subscribing to just the Investment module.

4.2 Location

Within this section, firms can be filtered by region, county and postcode area by selecting the relevant tick boxes and adding them to basket.

Note: If location (or any other section) is irrelevant to your search parameters, then you do not need to select anything – i.e the system will assume 'All'.

To select a whole region, simply select its corresponding box, i.e 'South East'. In order to drill down to a county level, expand the region and select from the counties that will drop down below;

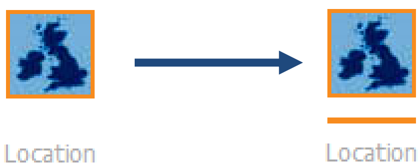


Similarly, postcode areas can be expanded to reveal postcode districts;

The region/county and postcode selectors can be used either separately or in conjunction with each other. If you select a region, there is no need to go through and tick all the corresponding postcode areas. However, the postcode selector can be used to add additional specific areas or districts to your regional/county level search.

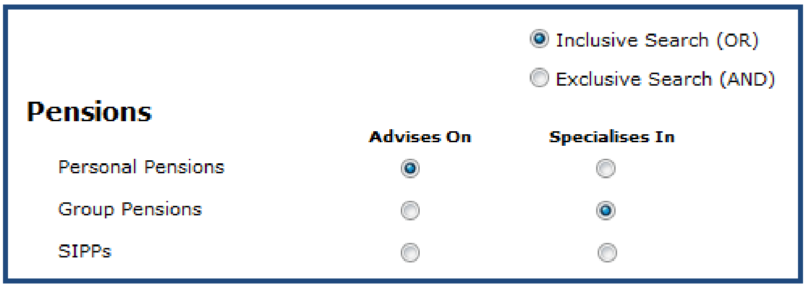
Once you're happy with your selection, hit 'Add to basket' and a orange line will appear above the section heading, confirming that this had been added to your search criteria.

Note: The orange line to confirm selections have been added works in the same way for all other sections.



4.3 Activity

For each of the listed activities you can search for firms who 'Advise on' or 'Specialise in' that area. There is also an option to make your search 'Inclusive' (OR) or 'Exclusive' (AND).



The example selection will bring back all firms that advise on personal pensions OR specialise in group pensions.

The same selections in an exclusive search will return only firms that advise on personal pensions AND specialise in group pensions.

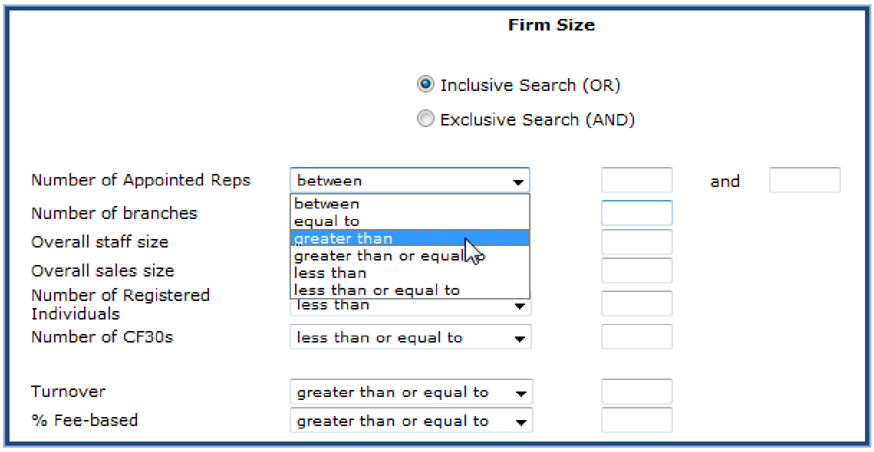
Once all your required activities have been selected, add this to basket.

4.4 Business Profile

Within business profile there are a number of subsections available to navigate through. Similar to the Activity section, there is the option to make AND/OR selections;

4.4.1. Firm Size

Here you can add a specific criteria to your search in terms of firm size. The dropdown menus give a choice of how you want to define the values.

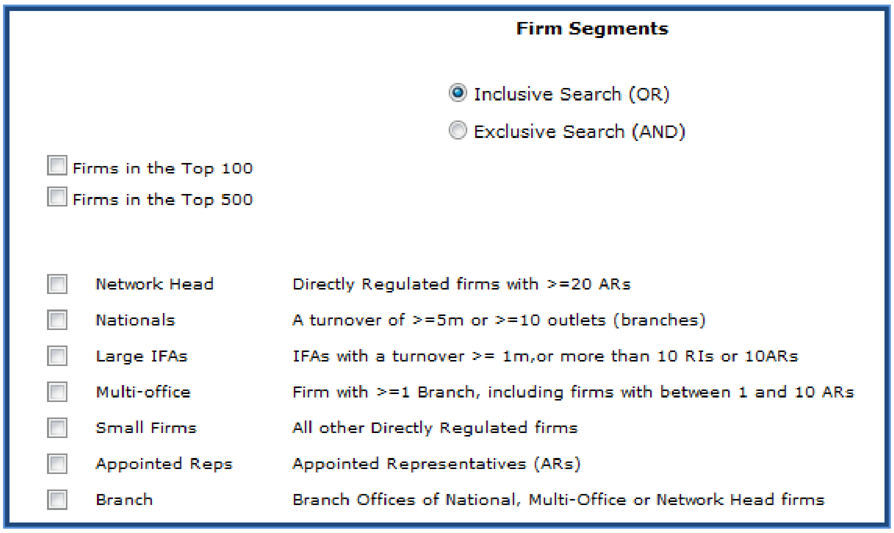


4.4.2. Business Structure (%)

The dropdown menus for specifying your range of values are also available in business structure, where you can select firms by the percentage makeup of their business.

4.4.3. Firm Segment

Here we have split our database into a number of defined groups (definitions appear alongside each segment). Make selections by ticking the relevant boxes and adding to basket.



The Top 100 and Top 500 segments are based on primary research conducted by our research team. The Top 100 is published annually in FT's Financial Adviser and our compilation of this ranking table is generally regarded as the industry's most accurate indicator of the largest firms in the UK Financial Adviser market.

4.5 Membership

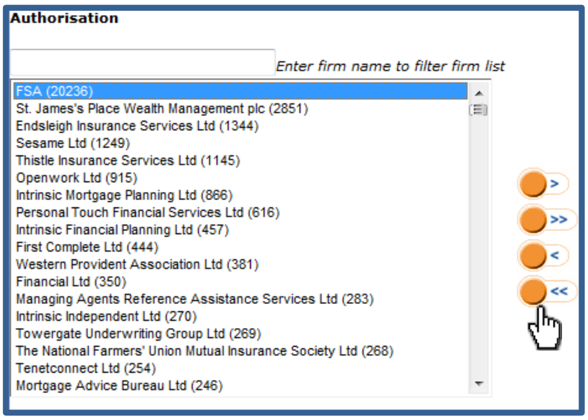
The membership section displays professional bodies and trade associations which the company is a member of or affiliated to. It is divided into 2 subsections; 'Authorisation' (a list of principals and network heads and directly authorised firms) and 'Trade Organisations' (unions and trade bodies).

4.5.1. Authorisation

This section behaves much like a shopping basket in that you select the relevant authorisation or networks and add them to your current selections using the chevron (>) buttons.

Similarly to Location, if authorisation or trade membership is irrelevant to your search and you make no selections, the system will again assume 'all'.

To select just firms that are directly authorised by the FCA, highlight 'FSA' and use the single chevron (>) to pull it across to the right –hand side.



To exclude a group (directly authorised firms, for example), use the double chevron (>>) to pull everything to the right, then highlight 'FSA' and remove it by using the reverse single chevron (<).

To the right hand side of each network is their total number of appointed representatives. To the right of FSA is the total number of directly authorised firms on our database.

4.5.2. Membership

The membership subsection works in exactly the same way as authorisation but with trade organisations and professional bodies instead.

4.6 Filters

Depending on whether you are conducting a contact and firm or just a firm search, here you will be presented with either firm filters or firm and contact filters.

4.6.1. Firm Filters

Office Type 'Branches' – The default is 'Make no distinction between office type'. This means that if branches naturally occur in the results set, according to the rest of your criteria, they will not be excluded. 'Remove all branch offices' will exclude all branch offices from the results set. 'Add all branch offices' will add to the result set all branches of firms which naturally appear in your results, even if they do not follow your chosen criteria.

Office Type 'Subsidiaries' – The default here is also 'Make no distinction between office type' and so subsidiaries will be included if they fall within your selection parameters. 'Remove all subsidiaries' will cause all subsidiaries to be removed from the results set. 'Add all subsidiaries' will add to the result set all subsidiaries of firms that match your selection criteria.

Exclude Firm from Mailing/Emailing/Telephone calls – Use this filter to exclude firms that have been flagged as not to mail/email/telephone.

Note: If you are creating a marketing list for an email campaign you should exclude 'do not email' firms. However, you can include 'do not mail' and 'do not telephone' firms in your final list as you will be contacting them by email and not one of the means of communication they have indicated they would like to be excluded from.

4.6.2. Contact Filters

General – 'Always return a contact for a firm (most senior/generate)' is the default. This signifies that if a firm is part of your results set but we have no contacts for them, then the system will generate a contact salutation as specified.

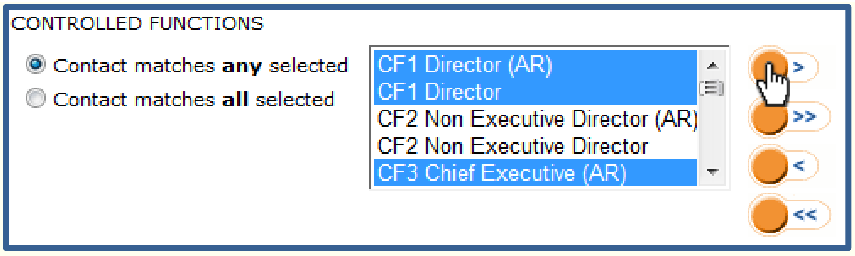
Also, if a firm has named contacts, the system will return the most relevant contact(s) (according to activities selected) or the most senior where there are no 'relevant' contact. 'Only return names contacts' will cause the system to bring back only named contacts.

Number – If you want to set a maximum number of contacts per firm to be returned, click on the check box and enter the maximum number required.

Relevance/Seniority – 'Return only relevant contacts' is the default. This will cause contacts to be returned according to their relevance to your selected business activities. 'Return most senior contacts' returns contacts according to their seniority rather than how they match to your selected criteria.

Registered Individual/Compliance Officer Status – The default here is 'status is irrelevant'. The alternative is 'Only include registered individuals/compliance officers'.

Controlled Functions – Highlight the CF permissions you would like to include (You can highlight multiple in one go by holding Ctrl on your keyboard as you select). Drag these over to the right-hand side using the chevron arrow.

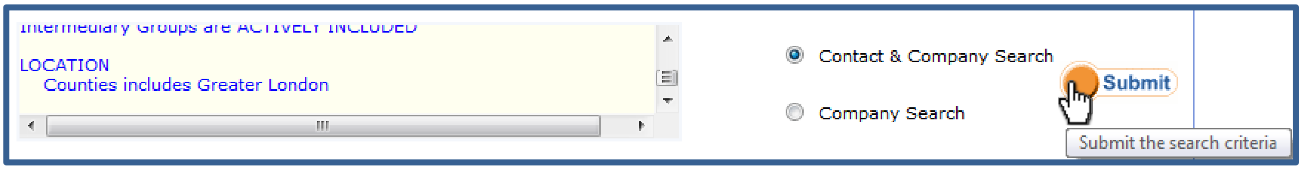


Rank/Job Title – Make your selections in the same way as you would for Controlled Functions. Ensure that 'Only specified job titles' is selected to restrict your search to just contacts with these job titles.

Exclude Contact from Mailing/Emailing/Telephone calls – Works in the same way as the Firm data protection filters but at a contact level.

4.6.3. Submitting Your Criteria

Once you have added your chosen filters to the basket, check the selection box to check that you are happy with the criteria you have put together. Once this has been checked click 'Submit' and you will be redirected to a page displaying your returned results.



5. Save and Export

5.1 Save a search

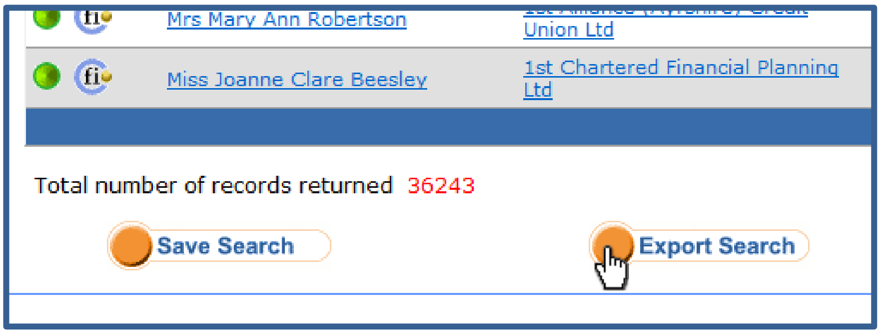
On the results page you can save your search for quick access at a later date. Click on ‘Save Search’ and name your query so the search can be identified easily.

5.2 Accessing Saved Searches

In order to open a saved search, go to ‘Search’, which is located along the main toolbar, followed by ‘Retrieve’ and ‘Saved Query’. Your library of saved searches will then appear.

Note: After retrieving a saved query, you will need to resubmit your search. In doing so, your search will also be refreshed to return the latest data.

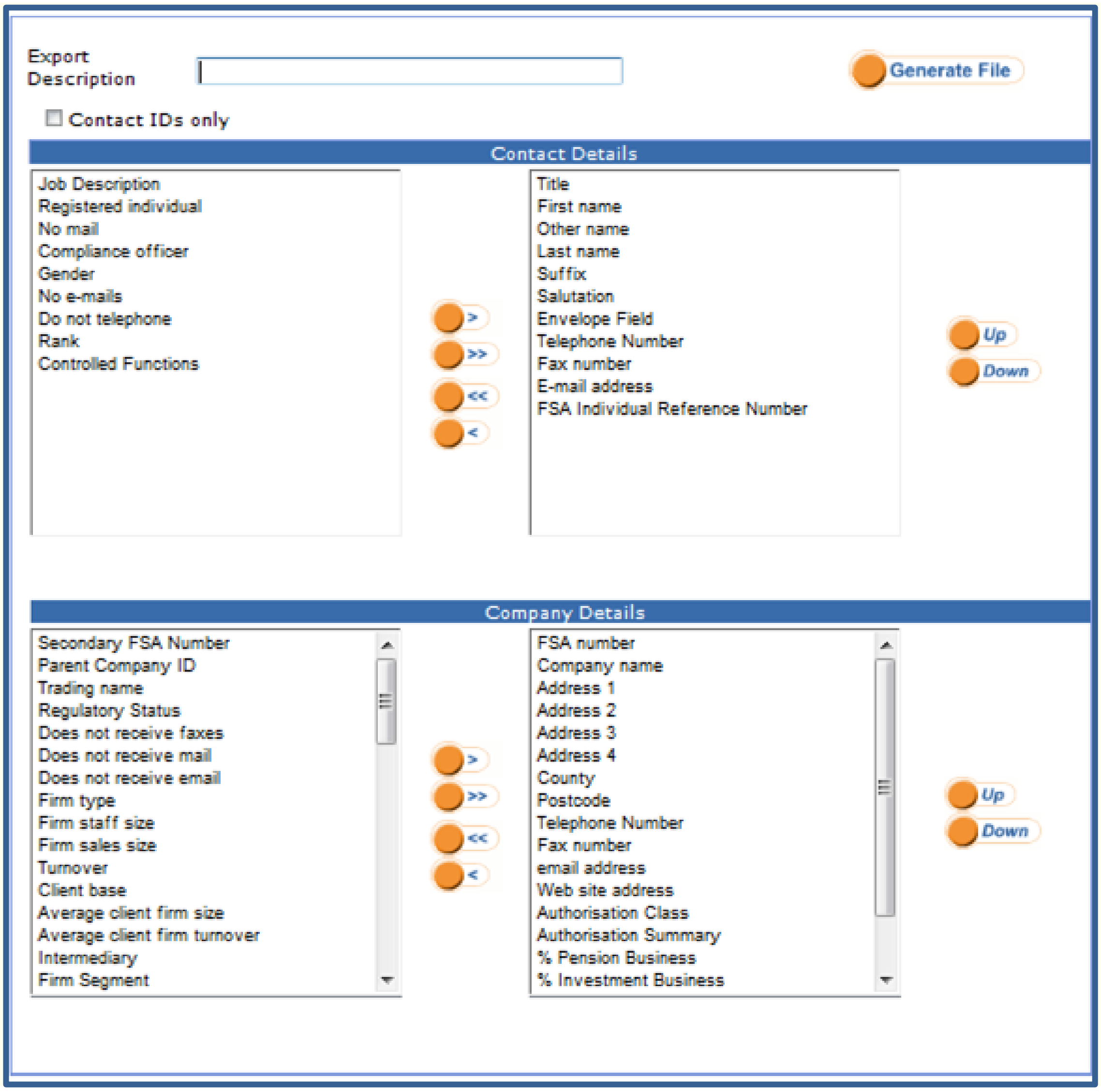
5.3 Exporting a Search



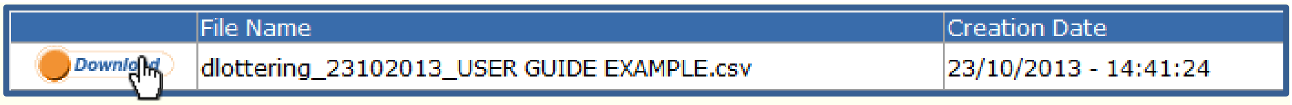
To export your search into an Excel spreadsheet, click on the ‘Export Search’ button at the bottom of the results page.

You will then be asked to enter a description of your export for future ease of access. Below this are the fields that will populate your finished file.

On the left-hand side are fields that you can add to your export by highlighting them and dragging across using the ‘>’ icon. All fields that appear on the right-hand side will populate your export.



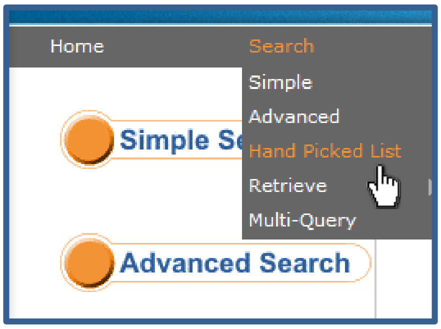
If you have selected just a 'Company Search', there will be no Contact Details fields available. Once happy that you have chosen the appropriate fields, click 'Generate File'. Once the file is generated you will be taken to a screen where you can download the file to your PC.

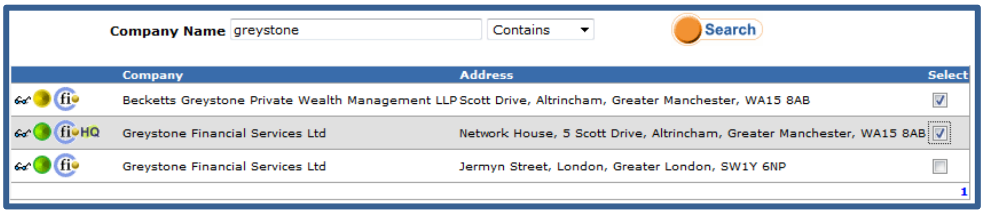


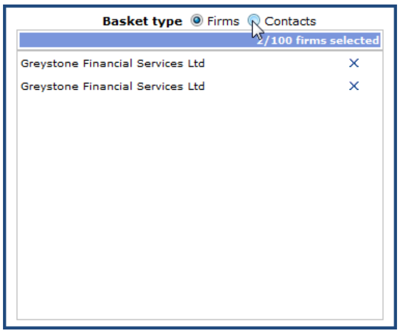
Having exported your search into an Excel spreadsheet, the field headings will look slightly different from those you selected before generating your file. The Data Dictionary describes what each field is showing and defines the values within these.

6. Hand Picked List

This function can used to put together fully customised lists of firms or contacts. Simply search by firm name and select the relevant results to add them to your list;

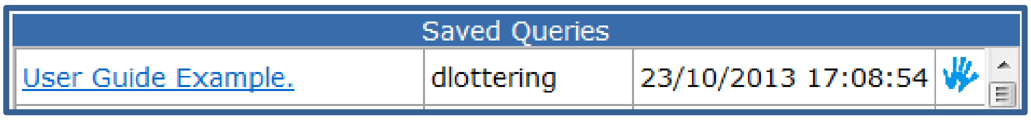






Your search can be retrieved/edited another time by saving the selection. In order to further filter your list of firms/contacts or export it into Excel, select ‘Send to Advance Search’.

Saved handpicked lists will be stored in your list of saved queries. Click on the name of the saved list in order to send it to advanced search. Select the  symbol to edit your list.



7. Support

The customer service team are here to provide support to our users, and we also provide training sessions for FS:Web so users can get the most out of our product.

If you are interested in booking a training session or have any queries about the FS:web system please contact us through any of the following methods:

email us at support@matrixsolutions.co.uk or customerservices@matrixsolutions.co.uk

call the customer services team on 0800 074 0574

8. Data Dictionary

Field Heading	Description	Typical Values
CON_ID	Matrix identifier of contact	$XXXX
CON_FIRST_NAME	First name of contact	
CON_TITLE	Title of contact	
CON_OTHER_NAME	Other names of contact	
CON_LAST_NAME	Last name of contact	
CON_SUFFIX	Suffix of contact (Qualifications)	
CON_SALUTATION	Salutation	
CON_ENVELOPE	Title and full name of contact	
CON_TELEPHONE	Contact telephone number	
CON_FACSIMILE	Contact fax number	
CON_E_MAIL	Contact email address	
FSA_INDIVID_REF	FSA reference of contact	
CON_JOB_DESC	Job title of contact	
CON_REGISTERED_INDIVIDUAL	FSA registration status of contact	Y=Registered with FSA, N=Not Registered with FSA
CON_NO_MAIL	Communication preference of contact	N'=Contactable by communication channel, Y'=Not contactable by communication channel
CON_NO_E_MAILS		
CON_RECEIVES_NO_TELEPHONE		
CON_COMPLIANCE_OFFICER	Compliance officer status of contact	Y'=FSA registered compliance officer, N'=Not registered with FSA as a compliance officer
CON_GENDER	Gender of contact	M'=Male, F'=Female
CON_RANK	Rank of contact	1'=Highest job rank, 99='lowest job rank
CF_1	FSA registered controlled functions of contact	
CF_2		
CF_3		
CF_4		
CF_5		
CF_6		
FRM_ID	Matrix identifier of firm	^XXXX
FRM_SIB_NUMBER	FSA reference of firm	
FRM_COMPANY_NAME	FSA registered name of firm	
FRM_ADDRESS_1	Address details of outlet	
FRM_ADDRESS_2		
FRM_ADDRESS_3		
FRM_ADDRESS_4		
FRM_COUNTY		
FRM_POSTCODE		
FRM_TELEPHONE	Telephone number of outlet	
FRM_FACSIMILE	Fax number of outlet	
FRM_E_MAIL	Email address of outlet	
FRM_WEB_SITE	Web address of firm	

FRM_AUTHORISATION_CLASS	FSA authorisation of firm	Directly Authorised, Branch, Appointed Representative
FRM_AUTHORISATION_SUMMARY	Regulatory status of firm	FSA, Appointed Rep of XXXX, Not authorised
P_PENSION_BUSINESS		
P_INVESTMENT_BUSINESS		
P_MORTGAGE_BUSINESS		
P_PROTECTION_BUSINESS		
P_INSURANCE_BUSINESS	Percentage split of business areas	-1'=We do not hold this information, 0'=This outlet does not advise on this area
FRM_PARENT_COMPANY_ID	Matrix identifier of parent company	^XXXX
FRM_TRADING_NAME	Trading name of outlet	
FRM_REGULATORY_STATUS	Outlet regulatory status	Active firm, indirectly authorised
FRM_NO_TELEPHONE		
FRM_RECEIVES_NO_FAXES		
FRM_RECEIVES_NO_MAIL		
FRM_RECEVICES_NO_E_MAILS	Communication preference of outlet	N'=Contactable by communication channel, Y'=Not contactable by communication channel
FRM_FIRM_TYPE	Firm Type	L'=Limited company, S'=Sole trader, P'=Partnership, B'=Branch, U'=Unknown
FRM_FIRM_SIZE	Firm number of staff	
FRM_SALES_SIZE	Firm number of CF30 (client-facing) staff	
FRM_TURNOVER		
FRM_CLIENT_BASE		
FRM_AVG_CLIENT_FIRM_SIZE		
FRM_AVG_CLIENT_FIRM_TURNOVER		
FRM_FIRM_SEGMENT	Firm size category	
INTERMEDIARY		Y'=An intermediary, N'=Not an intermediary
FRM_L3A_LIFE_ASSURANCE		
FRM_L3A_PERSONAL_PENSIONS		
FRM_L3A_GROUP_PENSIONS		
FRM_L3A_SIPP		
FRM_L3A_RETIREMENT_PLANNING		
FRM_L3A_INVESTMENT_BONDS		
FRM_L3A_TAX_EFFICIENT_INVEST		
FRM_L3A_ISAS		
FRM_L3A_ANNUITIES		
FRM_L3A_UNIT_TRUSTS		
FRM_L3A_INVESTMENT_TRUSTS	Activity areas of outlet	Y'=Engages in advisory area, S'=Specialist in advisory area, N'=Does not engage in advisory area, U'=Unknown

FRM_L3A_MAN_OF_INVESTMENTS		
FRM_L3A_DIRECT_INVESTMENTS		
FRM_L3A_CORPORATE_FINANCE		
FRM_L3A_TRADED_ENDOWMENTS		
FRM_L3A_OFFSHORE_INVESTMENTS		
FRM_L3A_ETHICAL_INVESTMENTS		
FRM_L3A_PROPERTY_INVESTMENTS		
FRM_L3A_VCT		
FRM_L3A_EIS		
FRM_L3A_COMMERCIAL_MORTGAGES		
FRM_L3A_RESIDENTIAL_MORTGAGES		
FRM_L3A_EQUITY_RELEASE		
FRM_L3A_PERSONAL_PROTECTION		
FRM_L3A_GRP_PROTECTION		
L3A_LONGTERM_CARE		
FRM_L3A_COMMERCIAL_LINES		
FRM_L3A_PERSONAL_LINES	Activity areas of outlet	Y'=Engages in advisory area, S'=Specialist in advisory area, N'=Does not engage in advisory area, U'=Unknown
FRM_NUM_AR	Firm number of Appointed representatives	
N_BRANCHES	Firm number of branch offices	
NUM_CFTHIRTIES	Count of CF30 permissions of contacts at outlet	
FRM_NUM_RI	Firm number of Registered Individuals	
NUM_REGISTERED_INDIVIUDALS	Outlet number of Registered Individuals	
FRM_FSA_EFFECTIVE_DATE	Date of last status update	dd/mm/yyyy
TOP500_FLAG	Top 500 status	Y'=Is in top 500, N'=Not in top 500
TOP100_FLAG	Top 100 status	Y'=Is in top 100, N'=Not in top 100