

iPipeline's Strategic Partnership with Pershing

Who is Pershing?

Formal Description

Pershing is a BNY Mellon company that provides global financial business solutions to advisors, asset managers, broker-dealers, family offices, fund managers and registered investment advisory firms. Pershing LLC provides a broad suite of financial business solutions so advisors and broker-dealers can drive their business forward in a dynamic industry and regulatory environment. Pershing is the #1 clearing firm in the U.S.* and their clients range from full service, institutional and independent firms to self-directed and bank-affiliated broker-dealers. Pershing focuses on delivering dependable operational support, robust trading services, flexible technology, an expansive array of investment solutions, practice management support and service excellence. Their solutions help advisors and firms manage their businesses efficiently and serve their clients effectively.

**Investment News, August 2013*

Informal Description

Pershing provides a software platform to brokers called NetX360. NetX360 is comparable to an IX experience for its users in financial institutions. It allows users to do everything from track clients, to execute trading and conduct research, to access an impressive array of industry-leading information and solution providers to enhance their business.

For more information on NetX360, visit: <http://www.pershing.com/netx360.html>

What Our Agreement Says

The agreement with Pershing gives NetX360 users access to iGO e-App and LifePipe. Financial institutions using Pershing's NetX360 now have the ability to add iGO and LifePipe buttons to the NetX360 interface, giving brokers the means to quickly and easily sell life insurance to their clients. For the first time, they have the ability to access to multi-carrier quotes, drop a ticket, or do a full e-App.

With this agreement, Pershing is essentially a reseller of iGO and LifePipe for their NetX360 customers. Interested Pershing customers will pay a monthly subscription fee for access to iGO and LifePipe. iPipeline is entitled to 50% of that monthly subscription fee.

Value-Add for Carriers

The Pershing agreement is a huge value-add for our iGO and LifePipe carriers. It gives their products exposure in a new market with expanded visibility in financial organizations. Brokers now have the ability to directly send carriers business through a Drop Ticket or iGO e-App.

Value-Add for Distributors

iPipeline's partnership with Pershing is a benefit to BGAs because it allows them to easily work with financial institutions, allowing them to go after more business.