



Your Silver Bullet Defines New Data Standards

~ Ground Breaking Standards Will Facilitate Integration Among Various Advisor Technology Software Programs

Portola Valley, CA. March 30, 2010. Your Silver Bullet, LCC, the industry's leading community of independent software companies, announced today the development of a new set of data standards for Portfolio Management and CRM software programs. The new data standards will provide a high-level definition and documentation that will allow technology companies to more efficiently and quickly integrate their software offerings.

"The objective behind the formation of Your Silver Bullet (YSB) all along has been to provide a community and venue for advisor technology firms to collaborate on integrations and provide advisors with a single reference resource," said YSB co-founder Greg Friedman. "With the development of these new data standards, we will have delivered on that vision and will drastically reduce the time and effort necessary to bring integrations to market."

YSB member companies worked together in a collaborative effort to develop the Portfolio Management and CRM data standards. The data standards provide a common language and file layout for software companies, both YSB members and non-members, to utilize as a starting point, and then build out the sharing method and details. These data standards can be leveraged in either a flat file or web-service format.

"For advisors, the benefits of establishing common data standards will mean a much more efficient use of their core back-office applications through a reduction in data input," noted Friedman. "Additionally, for software vendors, it will encourage all of us to continue to work closely together in finding integration opportunities and to advance our collective technology platforms to make them even more useful to advisors."

About Your Silver Bullet, LLC

Founded in 2007, Your Silver Bullet (YSB) is the financial advisor industry's leading software community for facilitating data standards and integrations. Committed to open architecture, YSB was established to provide a venue for independent software vendors to work together in creating data standards to facilitate integrated solutions as well as to provide advisors with a single reference resource. YSB is headquartered in the San Francisco Bay Area. www.YourSilverBullet.com

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