



## Advyzon

Advyzon is an intuitive, cloud-based platform that combines portfolio management, flexible performance reporting and client portals, client relationship management (CRM), planning, and business intelligence. Designed with a focus on ease of use and user experience, Advyzon partners with investment advisors to help grow their businesses efficiently and profitably. Advyzon is a team of entrepreneurs with decades of experience serving financial advisors. Continuous innovation and providing superior value and support to clients are the principles Advyzon was founded on.

[www.advzyon.com](http://www.advzyon.com)



## Advyzon Integrates Laser App Software to Enhance Client Advisor Relationship

Ontario, California – March 30, 2016 – Laser App Software, the premier provider of forms automation and management software for the securities and insurance industries, has announced that Advyzon, an all in one cloud-based platform combining portfolio management, performance reporting, CRM, client portal and planning, integrated with Laser App Software to enhance its client dashboard.

Advyzon's dashboard is built to strengthen the relationship between advisor and client. By incorporating Laser App Software into the dashboard, Advyzon further develops that relationship with an emphasis on efficiency. Advyzon offers a comprehensive solution that meets many client needs. Laser App Software was brought into the dashboard, filled in the gaps, and completed the full circle solution Advyzon needed.

"This integration became a brand new operation for Laser App," said Robert Powell, Vice President of Sales & Marketing at Laser App. "Advyzon developed a system that brings clients into the whole process. Instead of giving into the fear of technology that could replace advisors, Advyzon built a dashboard that connects the advisor to the client so they are working side by side together."

Advyzon has quickly become known as a platform that serves as a one-stop shop for independent advisors. As former Morningstar employees are responsible for building the platform, the team members at Advyzon are a valued resource within the space.

"Advyzon's integration with Laser App creates a complete workflow for financial advisors," said John Mackowiak, Chief Business Development Officer at Advyzon. "Building out our client service options is a main focus for us at Advyzon. Integrating with Laser App has allowed us to fully enhance our current dashboard."

Adding Laser App to an already robust dashboard offered the opportunity for clients and advisors to build a new relationship working together.

Laser App's software is used by financial advisors and broker dealers to increase productivity and assist in building a secure and digital repository. Advyzon chose to partner with Laser App Anywhere in order to benefit their clients by offering them a securer option that adapts with the ever-changing digital world.

#### About Advyzon

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#### About Laser App Software

Laser App Software creates advisor friendly solutions that combine state-of-the-art forms-filling technology with a massive library of industry related forms. Forms are maintained by Laser App so representatives can focus on their clients, rather than filling out paperwork. Founded in 1995 by financial advisor Ed Beggs, Laser App has pioneered forms-filling in the financial services industry. For more information on Laser App, visit <http://www.laserapp.com>.

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