

Training Services

COMPREHENSIVE LEARNING SOLUTIONS DESIGNED TO MEET YOUR NEEDS



Your Business Without Limits™

Pershing®

AN AFFILIATE OF THE BANK OF NEW YORK MELLON





Training Services

Firms rely on state-of-the-art technology and vast resources to deliver leading financial products and services—but in today’s evolving business environment, that may not be enough.

Competition is ever-present and the pace of change is fierce. Ensuring your firm has the knowledge and expertise to conduct business efficiently and effectively can be crucial to your success. Proficiency in key areas—including technology, policies, and procedures—and the ability to leverage best practices can help you stay ahead of your competitors and grow your business without limits.

> Blended Learning Approach

Pershing is dedicated to educating the professionals at your firm in ways that facilitate learning.

Take advantage of our training services to receive personalized and turnkey solutions that empower you, your professionals, and your support staff to perform even better. Pershing's blended learning approach is key to helping you increase efficiencies within your firm and achieve your desired outcome. Choose from onsite training demonstrations, classroom-style programs on your premises or ours, offsite workshops, e-Learning solutions, and our Train-the-Trainer program depending on the level of support best suited to your financial organization.

Dedicated Professionals Sensitive to Your Needs

Committed to providing your firm with comprehensive value-added services, Pershing's experienced trainers are regionally located throughout the United States. As part of a stringent qualification process, our trainers are required to complete an intensive learning program for certification in both platform and technical skills. They attend monthly product and service forums, and complete ongoing certifications for newly developed applications, to ensure that they continuously refine their skills. Pershing is committed to delivering training services that meet your firm's specific needs, resulting in greater effectiveness and customer satisfaction.

Customized Support and Service to Maximize Learning Potential

Pershing makes it easy for your firm to incorporate training services when, where, and how it is most convenient for you, your professionals, and support staff. Depending on the type of program you require, our trainers are equipped to conduct general training sessions for small or large groups onsite at your firm's offices, or offsite in one of our regional training rooms.

To further enhance your learning experience, our trainers utilize a task-oriented approach. By defining the tasks your professionals perform on a daily basis—and breaking them down into a step-by-step process—our trainers can facilitate sessions tailored to their specific needs.

Available Training Services include a comprehensive array of onsite and offsite learning opportunities, e-Learning solutions, and our premier Train-the-Trainer program

> Onsite Learning Solutions

Since all firms do not have the same learning requirements, you and your professionals can take advantage of these dedicated, training services on-location at your office:

> **Demonstration-Style Programs**, conducive to onsite group training, are held in an interactive conference room setting. These programs enable your professionals to learn how to view and process client transactions in a safe, demonstration-based environment

> **Classroom-Style Programs**, which facilitate group learning, are held in a designated training location with personal computers available. This hands-on setting allows the participants to practice in Pershing's demonstration region—a safe, non-production environment

> **Training Tours** are coordinated regionally for firms in a specific geographical location. These tours allow your firm to receive the personalized attention of an onsite visit for hands-on training in a classroom setting, demonstration-style training in a conference-room setting, or informal training on an individual or group basis



> Offsite Learning Solutions

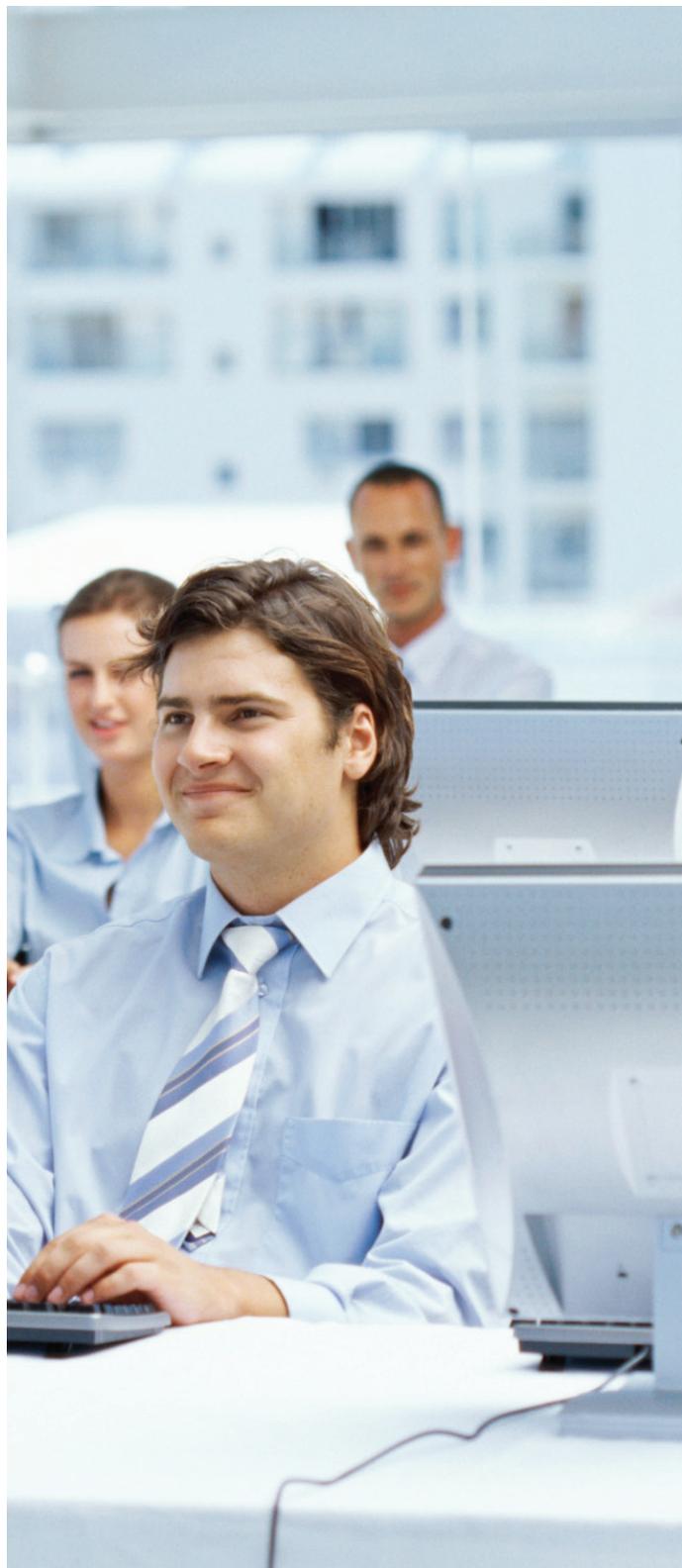
Your professionals can access Pershing-hosted training sessions on a variety of topics at a convenient offsite location.

- > **Workshops**, offered in a training room with hands-on access to Pershing's demonstration region, enable participants to practice new tasks in a safe, non-production environment. Topics include new application and process discussions, process enhancements, subject matter expert presentations, networking opportunities, practical applications, and interactive assessments.
- > **Classroom-Style Programs**, held at one of our dedicated training facilities in Florida, Illinois, or New Jersey, enable your professionals to benefit from hands-on training sessions.

Access Pershing's e-Learning Calendar of Training Events available to all customers:

- > Daily events on a variety of topics
- > Professionals can participate at their convenience
- > No advanced registration is required

Visit The Learning Center on The Source through NetExchange Pro® for the complete calendar of events.





> e-Learning Solutions

Using various technologies, your firm can benefit from the flexibility and convenience e-Learning alternatives afford.

You'll have the opportunity to determine a single focus or combine applications to create the ultimate training session for your firm. e-Learning can support one-on-one or group sessions, as well as training from a single location or multiple venues. e-Learning is an ideal approach for those who learn best when working in their own environment—directly from their desktops, or at a controlled pace. Our e-Learning solutions include:

- > **On-Demand Training**, where your professionals can launch, listen and learn a specific task through a media-rich presentation, complete with step-by-step audio instruction and a video demonstration.
- > **Interactive Training Sessions**, which use an Internet-based software tool that allows your professionals to participate in online technology training while following along with a trainer. This approach makes it easier to learn new functionality in a safe, non-production environment. Interactive training options include:
 - Daily Training Sessions available to all Pershing customers, created to help your professionals learn a specific topic in under an hour—from their desktops. We offer two curriculums: one for investment professionals, and the other for the specific needs of support associates.
 - Customized Solutions that focus on firm-specific preferences, giving your firm the opportunity to incorporate targeted interactive sessions into your training curriculum.



Train-the-Trainer Program

Aimed at enhancing your long-range success, Pershing's Train-the-Trainer Program is a strategic partnership developed between your firm and ours to facilitate an important transfer of knowledge of Pershing applications, policies, and procedures to understand our business-building tools completely—and from the ground up. We team a dedicated Pershing Trainer with an associate appointed by your firm to act as a Training Liaison. Together they assess your firm's training needs, and implement a plan that optimizes training results and benefits. Through effective cross-training, Pershing will help you establish a qualified support team that is readily accessible within your firm—empowering you with resident experts.

Training Documentation

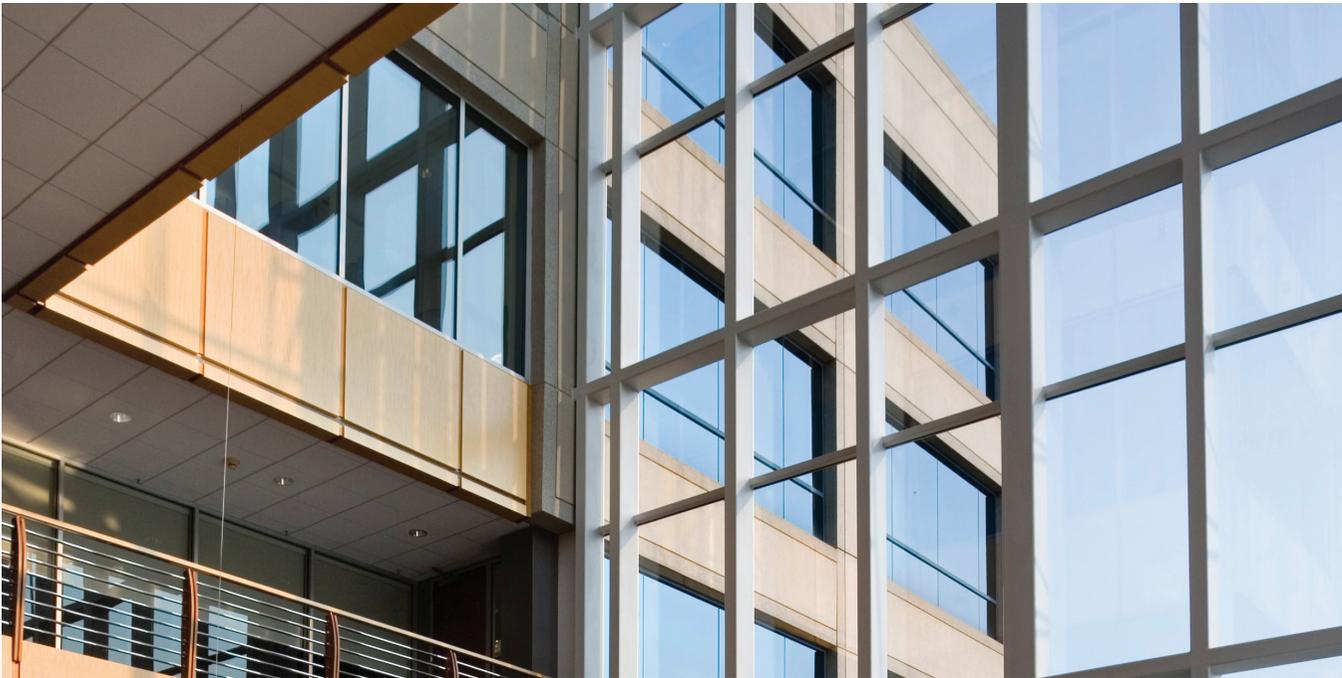
As a supplement to all training sessions, Task References and Participant Guides are available to enhance and reinforce each learning experience.

- > Task References highlight the steps and procedures required to perform specific tasks as well as related policies, procedures, and contact information
- > Participant Guides focus on individual system applications and provide a step-by-step approach for how to use each of our applications, as well as how to incorporate related policies, procedures, and contact information

> Leverage the Learning Power Pershing Can Provide

In an era where information is everything, you cannot afford to be even one step behind your competitors.

Pershing offers a full assortment of training solutions that are designed to educate and empower the professionals at your firm, helping you to remain on the cutting edge. Learn more today by visiting **The Learning Center**, available on The Source through NetExchange Pro—the one-stop resource to access Task References, Participant Guides, a comprehensive calendar of daily training sessions available to all customers, and On-Demand Training.



Leverage the power of Pershing's Training Services any way you choose.

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Your Business Without Limits™

Visit pershing.com today to learn more about how our Training Services can help you grow your business.

About Us

Pershing LLC is a leading global provider of financial business solutions to more than 1,150 institutional and retail financial organizations and independent registered investment advisors who collectively represent over five million active investors. Financial organizations, investment professionals and independent registered investment advisors depend on Pershing's depth of experience and consultative approach to provide them with forward-thinking solutions that help them to grow their businesses. Located in 19 offices worldwide, Pershing is committed to service excellence and to providing dependable operational support, robust trading services, flexible technology, an expansive array of investment solutions and practice management support. Pershing (member FINRA/NYSE/SIPC) is a member of every major U.S. securities exchange and its international affiliates are members of the Deutsche Borse, the Irish Stock Exchange and the London Stock Exchange. Pershing LLC is a subsidiary of The Bank of New York Mellon Corporation. Additional information is available at pershing.com.

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