

Morningstar Demo Site — Content Specification

Format reference: kemperaplatform.com (screenshots attached) **Footer text:**
Prepared for Morningstar by the Glean team **Greeting name:** Good
afternoon, Sam (Sam Castano — IT lead and key champion)

Global Config

Welcome Modal

- **Tagline:** Prepared for Morningstar by the Glean team
- **Logos:** Glean × Morningstar
- **Heading:** See what Glean could look like for Morningstar
- **Bullets:**
 - 🔍 One place to search and chat across all your company's tools — Salesforce, Confluence, SharePoint, ServiceNow, Jira, and more
 - ⚡ Answers grounded in your actual documents, with citations so you can verify every claim
 - 🔒 Enterprise-grade security — Glean respects existing permissions, so people only see what they're allowed to
- **CTA:** Show me how it works →
- **Sub-CTA:** This is a personalized demo – no login required

Sidebar (RECENT section — rotates per flow)

Each flow should have its own set of 6 sidebar items. The "TODAY" item is the active flow's title.

Flow 1: Sales / GTM

Target Persona: Strategic Account Executive, Institutional Sales

Sidebar

Section	Items
TODAY	Account 360 — Fidelity...

Section	Items
RECENT	Q1 Territory Planning — ...
	PitchBook Cross-Sell An...
	Gong Call Insights — Inst...
	Renewal Forecast Q2 20...
	Seismic Content Tracker...
	Competitive Intel — Bloo...

Pre-loaded Query

None

Give me a full account overview for Fidelity Investments including contract status, recent Gong call themes, open Salesforce opportunities, and cross-sell potential into PitchBook or Sustainalytics

Show Work

Searching company knowledge Q Fidelity Investments account contract opportunities call themes 2025

- Fidelity Investments – Salesforce Ac... (Salesforce icon)
- Gong Call Summary – Fidelity Q4... (Gong icon)
- +8 more

Reading documents

- Fidelity Investments – Salesforce Ac... (Salesforce icon)
- FI Renewal Playbook – 2025... (SharePoint icon)
- Fidelity QBR Prep – Inst. Sales... (Confluence icon)

Synthesizing answer

- Account 360 Summary (Confluence icon)

Cross-referencing 5 primary sources across Salesforce, Gong, SharePoint, and Tableau to compile a comprehensive account overview.

Output (Markdown)

Here's your **Account 360 overview** for **Fidelity Investments**:

1. Contract & Revenue Summary Fidelity holds a **\$2.4M annual contract** across Morningstar Direct (\$1.8M, renewed Jan 2025) and Morningstar Data (\$620K, up for renewal June 2025). The account has grown **18% YoY**, driven by expanded Direct seat count from 85 to 112 analysts in their equity research group. [1](#)

2. Recent Engagement Activity Over the past 90 days, there have been **14 logged Gong calls** with Fidelity stakeholders. Key themes include: concerns about **historical data accuracy for alternative asset classes**, interest in **ESG integration via Sustainalytics**, and a request from their Head of Fixed Income for a **PitchBook private credit dataset demo**. The most recent call (Feb 12) flagged a potential churn risk — their data ops team is evaluating a Bloomberg terminal expansion for equity analytics. [2](#) [3](#)

3. Open Salesforce Opportunities

- **Sustainalytics ESG Data Feed** — \$340K, Stage 3 (Proposal), close date March 2025
- **PitchBook LCD Add-On** — \$180K, Stage 2 (Discovery), close date Q2 2025
- **Direct Enterprise Renewal** — \$1.8M, Stage 4 (Negotiation), close date June 2025 [1](#)

4. Cross-Sell Recommendations Based on similar accounts (T. Rowe Price, Wellington), Fidelity's equity research usage pattern suggests strong fit for:

- **Morningstar Indexes** licensing for internal benchmark creation (avg. deal at comparable firms: \$400K)
- **Sustainalytics EU Taxonomy module** given their SFDR reporting obligations [4](#)

Would you like me to draft a QBR agenda for the Fidelity renewal, or generate a competitive positioning brief against the Bloomberg evaluation?

Source Cards (4 sources)

Icon	Title	Subtext
Salesforce	Fidelity Investments — Account Record...	Salesforce · Institutional Sales
Gong	Gong Call Summary — Fidelity Q4 Review...	Gong · Institutional Sales

Icon	Title	Subtext
SharePoint	Fidelity Engagement Tracker — 2025...	SharePoint · CSM Team
Tableau	Cross-Sell Benchmarking — Inst. Accounts...	Tableau · Revenue Ops

Flow 2: Customer Support

Target Persona: Morningstar Direct Customer Support Representative (L1)

Sidebar

Section	Items
TODAY	Portfolio Data Mismatch...
RECENT	Morningstar Direct API D...
	Case Escalation Workflo...
	Historical Data Retrieval...
	Custom Benchmark Conf...
	L2 Handoff Procedures...
	Known Issues Tracker — ...

Pre-loaded Query

None

A Morningstar Direct client says their portfolio holdings and performance look wrong compared to their internal system. What are the likely root causes and what troubleshooting steps should I follow?

Show Work

Searching company knowledge Q Morningstar Direct portfolio data mismatch troubleshooting 2025

- [Direct Support – Portfolio Reco...](#) (Confluence icon)
- [Data Reconciliation SOP – Q1...](#) (SharePoint icon)
- [+6 more](#)

Reading documents

- [Direct Support – Portfolio Reco...](#) (Confluence icon)
- [Portfolio Data Quality Checkl...](#) (SharePoint icon)
- [Known Issues – Direct v4.2...](#) (Jira icon)

Synthesizing answer

- [Support Resolution Guide](#) (Confluence icon)

Cross-referencing 4 primary sources across Confluence, SharePoint, and Jira to compile a comprehensive troubleshooting guide.

Output (Markdown)

Here's a structured troubleshooting guide for **portfolio data mismatch issues** in Morningstar Direct:

1. Verify Data Feed Timing The most common root cause is a **timing discrepancy between the client's custodian feed and Morningstar's data refresh cycle**. Morningstar Direct refreshes portfolio holdings data at 6:00 AM CT for US equities and 11:00 PM CT for international securities. If the client is comparing mid-day, the data may not yet reflect overnight transactions. Ask the client when they last ran their internal reconciliation. [1](#)

2. Check Portfolio Import Configuration Confirm the client's portfolio is using the correct **data feed mapping**. Navigate to Portfolio → Settings → Import Configuration and verify:

- **Custodian ID mapping** matches their internal system
- **Pricing source hierarchy** is set correctly (default: Morningstar Pricing → Client Override → Custodian)
- **Corporate actions processing** is enabled — missed stock splits or dividends are the **#2 cause of performance drift** [2](#) [1](#)

3. Run Reconciliation Run the **Holdings Reconciliation Report** (Portfolio → Reports → Reconciliation) to identify specific securities with variances. Cross-reference against the **Known Data Issues log** — there is a currently tracked issue (JIRA DQ-4821) affecting **historical NAV data for certain money market funds** posted after the Jan 2025 data migration. If variances exceed 1bp on performance, escalate to L2 with the reconciliation export attached. [3](#)

4. Root Causes by Frequency

- **Timing lag on custodian feeds** — 42% of cases
- **Incorrect benchmark assignment** — 23% of cases
- **Missing corporate actions** — 18% of cases
- **Calculation methodology differences** (gross vs. net, geometric vs. arithmetic) — 12%

4

Would you like me to draft a client-facing email explaining the data refresh schedule, or escalate this to the Data Quality team?

Source Cards (4 sources)

Icon	Title	Subtext
Confluence	Direct Support — Portfolio Reconciliation SOP	Confluence · Product Support
SharePoint	Portfolio Import Config Guide v4.2	SharePoint · Client Services
Jira	Known Data Issues — Q1 2025 Tracker	Jira · Data Quality
ServiceNow	Support Case Analytics — Root Cause Report	ServiceNow · Support Ops

Flow 3: Product / Developer

Target Persona: Data Collections Analyst / Product Engineer in Investment Services

Sidebar

Section	Items
TODAY	Special Case Prospectus...
RECENT	Data Collections SOP Mi...
	Prospectus Parsing Pipeli...
	AWS Data Lake Schema D...

Section	Items
	API Rate Limiting — Portfo...
	Jira Sprint Retro — DC Te...
	Fee Structure Exceptions...

Pre-loaded Query

None

What is the documented SOP for handling special case prospectuses in Data Collections, specifically for multi-share-class mutual funds with non-standard fee structures?

Show Work

Searching company knowledge Q Data Collections SOP special case prospectus multi-share-class fee

- Data Collections – Special Ca... (Confluence icon)
- Prospectus Processing SOP –... (Confluence icon)
- +5 more

Reading documents

- Data Collections – Special Ca... (Confluence icon)
- Multi-Class Fund Handling Pr... (SharePoint icon)
- Fee Structure Exception Log... (Jira icon)

Synthesizing answer

- SOP Documentation (Confluence icon)

Cross-referencing 3 primary sources across Confluence and Jira to compile the relevant SOP documentation.

Output (Markdown)

Here's the documented SOP for **special case prospectuses** in Data Collections, focused on **multi-share-class mutual funds with non-standard fee structures**:

1. Initial Classification When a prospectus is received for a multi-share-class fund, check the **Fund Classification Matrix** (DC-SOP-2024-041) to determine if it qualifies as "special case." A prospectus is special-case if any of the following apply:

- More than **6 share classes** with distinct fee schedules
- Contains **contingent deferred sales charges (CDSC)** with variable decay schedules
- Includes **performance-based fee adjustments** (fulcrum fees)
- Has **institutional share classes with negotiated management fees** not published in the prospectus [1](#)

2. Data Entry Workflow For qualifying special-case prospectuses:

- Tag the document in the intake queue with label [SC-MULTICLASS](#)
- Pull the **fee schedule template** from SharePoint (Templates → Fee Structures → Multi-Class) and populate each share class row independently
- Cross-validate fee data against the **SEC EDGAR N-1A filing** — internal QA found a **14% discrepancy rate** between prospectus PDFs and EDGAR filings in Q3 2024
- If the CDSC schedule uses a non-standard decay period (anything other than 1/3/5/7-year), flag in Jira under [DQ-FeeException](#) with severity "Medium" [2](#) [3](#)

3. Known Exceptions The **Exception Handling Guide** (DC-EXC-2024-009) documents 23 active fund families with recurring special-case patterns:

- **American Funds** — Class R shares have 6 sub-variants (R-1 through R-6) each requiring independent fee entry
- **PIMCO Institutional** — Negotiated fee waivers require manual override of the standard fee import pipeline
- **Vanguard Admiral/Investor** — Minimum investment thresholds impact fee tier assignment logic [1](#) [3](#)

If the fund family is not in the exception guide, escalate to the **Senior Data Analyst** on rotation via the [#data-collections-escalation](#) Teams channel.

Source Cards (3 sources)

Icon	Title	Subtext
Confluence	Data Collections — Special Case SOP	Confluence · Data Collections
SharePoint	Fee Structure QA Audit — Q3 2024	SharePoint · Data Quality

Icon	Title	Subtext
Jira	Exception Handling Guide — Fund Families	Jira · Data Collections

Flow 4: Finance

Target Persona: FP&A Analyst / Finance Business Partner

Sidebar

Section	Items
TODAY	Q4 Revenue Variance A...
RECENT	Segment P&L Rollup — F...
	License Revenue Recogni...
	PitchBook ARR Tracking...
	FY2025 Budget vs Actual...
	Cost Allocation Model — ...
	Board Deck — Prelim FY...

Pre-loaded Query

None

Summarize our Q4 2025 revenue performance by business segment and flag any material variances against the operating plan that exceed 5%

Show Work

Searching company knowledge Q Q4 2025 revenue segment performance variance operating plan

- Q4 2025 Revenue Summary –... (SharePoint icon)
- FY2025 Operating Plan – Seg... (SharePoint icon)
- +7 more

Reading documents

- [Q4 2025 Revenue Summary –...](#) (SharePoint icon)
- [Segment P&L – Q4 Close...](#) (Tableau icon)
- [Board Deck – FY2025 Prelim...](#) (SharePoint icon)

Synthesizing answer

- [Revenue Performance Summary](#) (SharePoint icon)

Cross-referencing 4 primary sources across SharePoint, Tableau, and Workday to compile a comprehensive revenue performance summary.

Output (Markdown)

Here's the **Q4 2025 revenue performance summary** by business segment with variances against the operating plan:

Segment	Q4 Actual	Q4 Plan	Variance	Var %	Flag
Morningstar Data & Analytics	\$412.3M	\$398.0M	+\$14.3M	+3.6%	—
PitchBook	\$189.7M	\$176.5M	+\$13.2M	+7.5%	⚠️
Morningstar Wealth	\$54.1M	\$61.8M	-\$7.7M	-12.5%	🔴
Morningstar Retirement	\$31.2M	\$29.4M	+\$1.8M	+6.1%	⚠️
Morningstar Indexes	\$68.9M	\$64.2M	+\$4.7M	+7.3%	⚠️
Sustainalytics	\$48.6M	\$50.1M	-\$1.5M	-3.0%	—
Total	\$804.8M	\$780.0M	+\$24.8M	+3.2%	—

Material Variances (>5%):

1. PitchBook (+7.5% / +\$13.2M) Driven by accelerated enterprise license adoption in private equity. **38 new enterprise logos** closed in Q4 vs. 26 planned, with average deal size increasing

12% to \$142K ARR. The LCD (Leveraged Commentary & Data) add-on contributed \$4.1M above plan. ¹ ²

2. Morningstar Wealth (-12.5% / -\$7.7M) Primary driver is **lower-than-expected AUM-linked fee revenue** due to net outflows of \$2.8B from turnkey asset management portfolios (TAMP) in October–November, concentrated in the advisor channel. The Q4 market correction also compressed basis-point revenue by approximately \$3.2M. Investment management is revising Q1 2026 forecast downward by 8%. ³ ²

3. Morningstar Retirement (+6.1% / +\$1.8M) Positive variance from higher-than-expected plan participant growth (+4.2% QoQ) in the mid-market managed accounts segment. ²

4. Morningstar Indexes (+7.3% / +\$4.7M) Strong index licensing fees — \$2.9M from new ETF product launches by third-party issuers tracking Morningstar-proprietary indexes, and \$1.8M from expanded Morningstar US Market Index licensing with a major asset manager. ¹ ⁴

Would you like me to pull the full segment P&L detail, or generate a variance commentary draft for the board presentation?

Source Cards (4 sources)

Icon	Title	Subtext
SharePoint	Q4 2025 Revenue Summary — Consolidated	SharePoint · FP&A
SharePoint	FY2025 Operating Plan — Segment Targets	SharePoint · Finance
Tableau	Wealth Segment AUM Report — Q4 2025	Tableau · Investment Mgmt
Salesforce	Index Licensing Pipeline — Q4 Close	Salesforce · Index Solutions

Implementation Notes for Cursor

Citation Numbers

- Render as small, colored, superscript-style badges (blue circles with white numbers), matching the Kemper screenshot style

- Numbers correspond to the source cards at the bottom of the response

Source Card Icons

Use distinct app-colored icons for each source system:

- **Salesforce** — blue cloud icon
- **Gong** — purple/green Gong icon
- **SharePoint** — teal SharePoint icon
- **Confluence** — blue Confluence icon
- **Jira** — blue Jira icon
- **Tableau** — orange/blue Tableau icon
- **ServiceNow** — green ServiceNow icon

"Show Work" Section

- Collapsible by default (toggled via "Show work ▼")
- Three stages: Searching → Reading → Synthesizing
- Each stage shows document pill/badges with app icons
- Italic summary line at the bottom

Tooltip on Source Cards

Include a small tooltip: *In a live environment, these open directly in Confluence, Jira, SharePoint – wherever the doc lives. with a Got it → dismiss link (matching Kemper demo).*

Left Sidebar

- Chat history items should be truncated with ellipsis (matching Kemper)
- "TODAY" section header for active conversation
- "RECENT" section header for historical items

Systems referenced across all flows

Salesforce, Confluence, SharePoint, Jira, Gong, ServiceNow, Tableau, Teams, Seismic — these are all confirmed Morningstar systems from our discovery calls.

Written with Glean Assistant