

# Morningstar Demo Site — Content Specification

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

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## 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.

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## 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

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## 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

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### 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

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## 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%	—
<b>Total</b>	<b>\$804.8M</b>	<b>\$780.0M</b>	<b>+\$24.8M</b>	<b>+3.2%</b>	—

### 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

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## 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*