




# BACKSTOP

Backstop Solutions Group – a leading provider of cloud-based solutions purpose-built to help the institutional investment industry save time, increase productivity and make better investment decisions – has a new interface for the company’s award-winning CRM platform. The enhanced website design offers users faster navigation, improved features and functionality, and full browser and tablet support.

## Backstop UI Features



### FULLY INTEGRATED SEARCH

Search across all of your data, email, activity and documents as well as industry databases\* using one integrated search bar.



### IMPROVED NAVIGATION

Quickly access any detail in the site from the fully integrated single navigation. Build your own links to custom pages and reports.



### REINVENTED REPORT BUILDER

The interface for generating, retrieving and comparing all of the data housed in the CRM has been fully overhauled with a focus on an easy user experience.



### TABLET INTEGRATION

The Backstop solutions app now supports every major browser, tablet and mobile device.



### SAVE TIME AND MONEY

We are providing our clients with an even more streamlined platform so they can spend less time inputting and searching for information, and more time making business decisions.



### DATA SECURITY

Users must have a Backstop username and password in order to log-in to the app, so data stored in Backstop Mobile is always secure.

**LEARN MORE**

To schedule a demo, contact a Backstop Sales Representative at +1 (312) 277-7701 or email [info@backstopsolutions.com](mailto:info@backstopsolutions.com)