PRODUCT MANAGEMENT

Apex Ascend Workstation

Final Portfolio

PREPARED BY

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SEMESTER

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SECTION 01

01

Business Model Canvas

A one-page strategic snapshot mapping how the product creates, delivers, and captures value. Establishes the commercial foundation for the Apex Ascend Workstation.

Business Model Canvas:

Designed for: Apex Ascend Workstation

Designed by: Maddy McEnery

Date: 2/3/2026

Iteration: 1

Key Partners

- Custodians & Clearing Firms (data feeds)
- CRM and Portfolio Management Vendors
- Compliance Technology Providers
- Market Data Providers (for pricing, performance benchmarks)
- RIAs/Enterprise Clients (for beta testing)

Key Activities

- Product Development/Enhancement
- Data Aggregation
- UX Research
- Compliance Monitoring
- Enterprise onboarding/training
- Ongoing customer support

Key Resources

- Proprietary UX design
- Integration architecture across client, portfolio, and firm
- Engineering/Product Design Teams
- Advisor usage data
- Apex AscendOS platform infrastructure

Value Propositions

For Advisors

- Single dashboard for core daily workflows
- Reduced Manual Work, Less Tab Hopping
- Faster Access to Client Data & Insights

For Firms (RIAs)

- Increased Advisor productivity and scalability
- Improved data consistency
- Stronger advisor retention due to better tools

Customer Relationships

- Long-term enterprise SaaS relationships
- Onboarding/Implementation Support
- Ongoing training, enablement, and product release communications

Channels

- Direct to RIAs and Wealth Management Firms
- Inclusion with broader Apex AscendOS platform offering
- Product Demos/Pilots accessible by request via website

Customer Segments

Primary:

- RIAs
- Independent WM Firms

Secondary

- Financial Advisors
- Client Service Associates
- Ops & Compliance Teams
- Firm Leadership/Management

Cost Structure

- Product Development/Engineering Costs
- Cloud Infrastructure/Data Storage
- Security/Compliance
- Platform Maintenance/ Integrations
- Sales/Marketing/Finance Other Personnel Costs

Revenue Streams

- Enterprise SaaS licensing (per advisor or per firm)
- Platform Subscription
- Long-Term Contracts with RIAs
- Existing Relationship revenue through product add-ons or additional advisor seats

SECTION 02

02

Value Proposition Canvas

Aligns customer pains, gains, and jobs-to-be-done with the product's pain relievers and gain creators. Validates that AAW solves the right advisor problems.

Value Proposition Canvas:

Designed for: RIAs

Designed by: Maddy McEnery

Date: 2/11/2026

Iteration: 1

- Unified advisor dashboard consolidating CRM, portfolio data, trading, and client documents
- Client overview page (holdings, performance, risk profile, notes, tasks)
- Workflow automation engine for onboarding, account maintenance, compliance tracking
- Integrated task management system with reminders and SLA tracking
- Embedded reporting and performance analytics

Gain creators

- Enables advisors to spend more time on high-value client engagement
- Increases advisor capacity (more clients per advisor without adding headcount)Drives higher AUM growth through proactive alerts and opportunity surfacing
- Enhances client experience with faster response times and better preparation
- Elevates advisor professionalism with polished, real-time reporting
- Creates confidence through visibility into client health and pipeline
- Supports scalable growth for RIAs expanding their practice

Pain relievers

- Eliminates tab-hopping across CRM, planning tools, and spreadsheets
- Reduces manual data entry through auto-sync integrations
- Cuts onboarding time via automated workflows and templated checklists
- Minimizes compliance risk with built-in guardrails and documentation prompts
- Decreases administrative workload, freeing advisors for revenue-generating work
- Prevents missed follow-ups with automated task reminders

Gains

- Single Source of Truth for Client DataSignificantly More Client-Facing Time
- Ability to Scale Without Adding Headcount
- Faster, Higher-Quality Meeting Preparation
- Reduced Compliance Risk and Operational Stress
- Improved Client Retention and AUM Growth

Pains

- Constant tab-switching between CRM, custodian platforms, and planning tools
- Manual data entry across multiple systems
- Inconsistent or outdated client data
- Time-consuming onboarding processes
- Compliance anxiety and fear of audit findings
- Missed follow-ups due to disorganized task tracking

Job-to-be-done

- Prepare for and conduct high-quality client meetings
- Monitor client portfolios and proactively manage risk
- Onboard new clients efficiently and compliantly
- Execute trades and rebalance portfolios
- Track follow-ups, tasks, and pipeline opportunities
- Generate accurate performance and planning reports

SECTION 03

03

Product Vision Board

Articulates the long-term vision, target users, core needs, product, and business goals on a single page. Sets the north star that guides every downstream decision.

The Product Vision Board

Vision

What is your purpose for creating the product?

Which positive change should it bring about?

Apex Ascend Workstation
Redefine how independent financial advisors work by eliminating operational friction and replacing it with intelligent, seamless workflows. Advisors move from "system managers" to "relationship builders," increasing productivity, client satisfaction, and practice growth.

Target Group

Which market or market segment does the product address?

Who are the target customers and users?

Users: Independent RIAs, financial advisors at mid-sized wealth management firms, operations and client service associates

Buyers: RIA firm owners, COO/Head of Operations, enterprise platform decision-makers

Segment: Growth-oriented RIAs ($250M–$5B AUM) with fragmented tech systems seeking operational efficiencies

Needs

What problem does the product solve?

Which benefit does it provide?

Unified real-time view of client data across custodians, CRM, planning, and reporting tools. Reduction in manual data entry, reconciliation, and system logins. Automated workflows for onboarding, reporting, compliance, and follow-ups.

Core problem: Advisors lose 25–40% of their day to low-value admin work due to disconnected systems.

Core benefit: Time reclaimed leads to more client engagement and; therefore, higher retention, referrals, and revenue per advisor.

Product

What product is it?

What makes it stand out?

Is it feasible to develop the product?

Centralized intelligent advisor dashboard within the Apex AscendOS ecosystem. Provides unified client profiles, workflow automation, real-time analytics, smart alerts, and AI-driven task prioritization.

Differentiator: Native AscendOS integration designed around advisor workflows which reduces system sprawl instead of adding to it.

Feasibility: Leverages existing Apex AscendOS integrations and data infrastructure, incremental build on existing APIs.

Business Goals

How is the product going to benefit the company?

What are the business goals?

Increase advisor productivity (revenue per advisor), reduce cost-to-serve per client, improve platform "stickiness" and reduce churn, increase cross-sell of other AscendOS modules, and become the primary daily entry point into the Apex ecosystem.

Key Metrics: % reduction in admin time, Advisor NPS, platform adoption rate, AUM per advisor growth, retention rate improvement.

* Credit Roman Pichler - https://www.youtube.com/watch?v=rtbWVxYEgNA&t=341s

SECTION 04

04

JTBD Stories

Translates advisor goals into structured "When / I want to / So I can" job stories. Anchors product decisions in real user jobs rather than features.

10 Proposed Features

Apex Ascend Workstation — Part 0: the candidate feature set evaluated for prioritization.

1. **AI-Powered Client Insights Engine**
   next-best action, risk flags, opportunities
2. **Unified Client Timeline**
   aggregates all interactions, transactions, notes
3. **Automated Meeting Prep & Summary Generator**
4. **Smart Task Automation & Workflow Builder**
5. **Cross-Platform Data Sync & Integration Hub**
6. **Real-Time Alerts & Notifications Dashboard**
7. **Client Segmentation & Personalization Engine**
8. **Voice-to-CRM Note Capture**
   AI Transcription
9. **Performance & KPI Dashboard for Advisors**
10. **Compliance & Audit Automation Tool**

Jobs to Be Done

1 AI-Powered Client Insights

When I am preparing for a client interaction,
I want to receive AI-driven insights and recommendations,
So I can proactively address client needs and identify growth opportunities.

2 Unified Client Timeline

When I need to understand a client's full history,
I want to view all interactions, transactions, and notes in one place,
So I can quickly get context without switching between systems.

3 Automated Meeting Prep

When I have an upcoming client meeting,
I want to automatically generate a briefing with key updates and talking points,
So I can save time and deliver a more personalized experience.

4 Smart Task Automation

When I complete a client interaction,
I want to trigger automated follow-ups and workflows,
So I can reduce manual administrative work and ensure nothing falls through the cracks.

5 Integration Hub

When I use multiple financial tools and platforms,
I want to have all systems seamlessly integrated,
So I can eliminate duplicate work and reduce data inconsistencies.

6 Real-Time Alerts

When there are significant changes in a client's portfolio or life events,
I want to receive real-time alerts,
So I can take timely action and provide proactive advice.

Jobs to Be Done (continued)

7 Client Segmentation

When I manage a large book of clients,
I want to segment clients dynamically based on behavior and value,
So I can tailor my outreach and prioritize high-impact relationships.

8 Voice-to-CRM Capture

When I finish a client call,
I want to dictate notes that are automatically transcribed and logged,
So I can save time and maintain accurate records.

9 Advisor Performance Dashboard

When I want to evaluate my performance,
I want to see real-time KPIs and productivity metrics,
So I can identify areas for improvement and track progress.

10 Compliance Automation

When I document client interactions,
I want to automatically ensure compliance requirements are met,
So I can reduce risk and avoid manual compliance checks.

SECTION 05

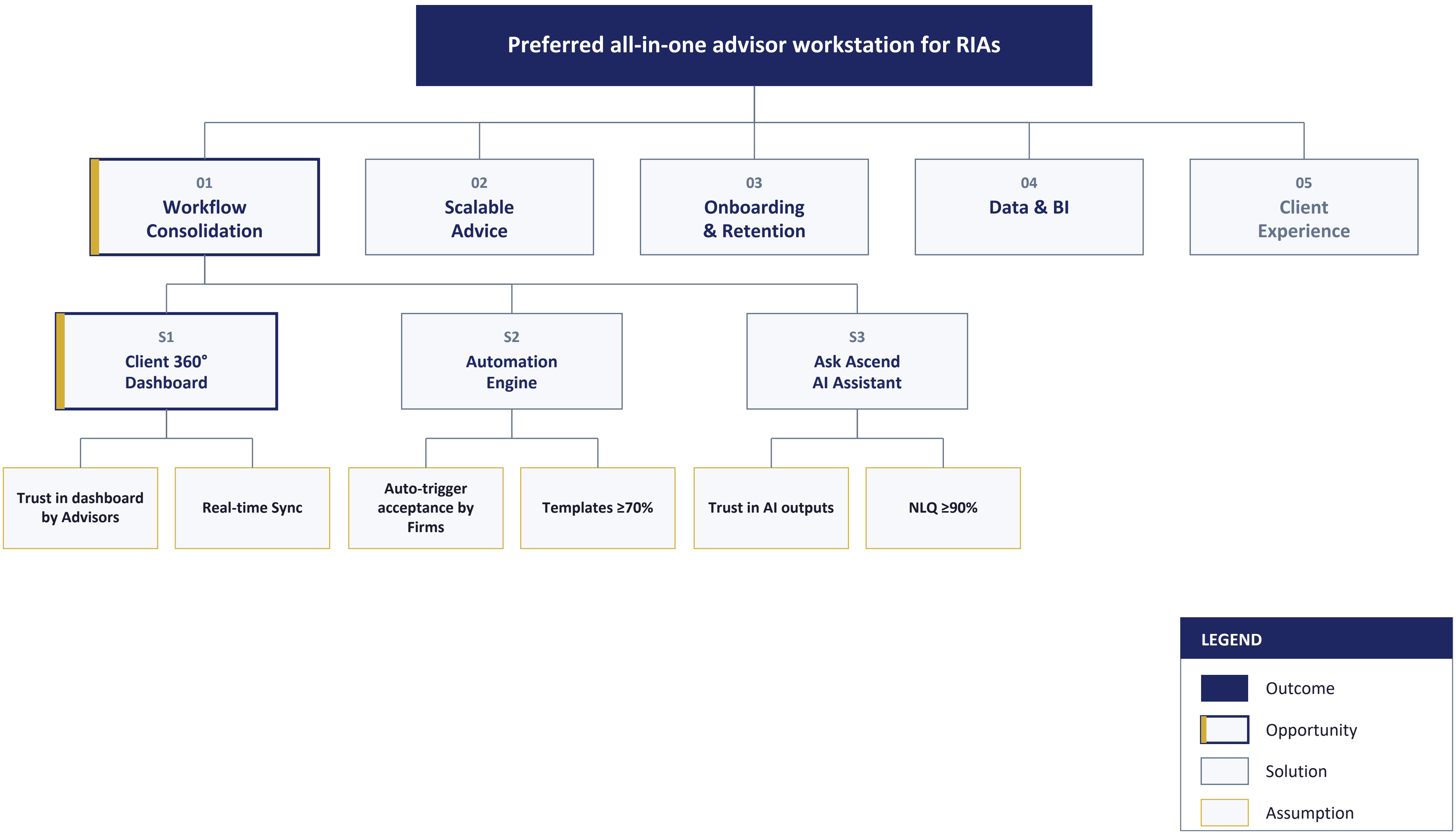
05

Opportunity Solution Tree

Visualizes the path from a desired outcome down through opportunities to candidate solutions. Makes discovery decisions defensible and traceable.

Full Opportunity Solution Tree Map

Outcome → Opportunities → Solutions → Assumptions. Bolded path is the prioritized branch carried into RICE.



06

SECTION 06

RICE Prioritization

Scores features on Reach, Impact, Confidence, and Effort to compare them on a common scale. Used to defend what AAW builds first vs. defers.

01 | FRAMEWORK

The RICE Framework

Four inputs combine into one comparable score per feature.

R

REACH

How many advisors impacted per quarter?

Scale: 1 (niche) → 10 (all advisors)

I

IMPACT

Effect on advisor productivity & revenue

Scale: 0.25 (low) → 3 (massive)

C

CONFIDENCE

Certainty in our estimates & assumptions

Scale: 50% (low) → 100% (high)

E

EFFORT

Engineering effort required in person-months

Scale: 1 (low) → 8 (very high)

RICE Score = (Reach × Impact × Confidence) ÷ Effort

10 Features Evaluated

The candidate feature set carried into RICE scoring.

1. **Unified Client Dashboard (360° View)**
2. **AI-Powered Next Best Action Recommendations**
3. **Automated Meeting Notes + CRM Sync**
4. **Cross-Platform Data Integration Layer**
5. **Smart Task & Workflow Automation**
6. **Client Risk Monitoring Alerts**
7. **Revenue Opportunity Insights Engine**
8. **Natural Language Search (Ask Your Data)**
9. **Advisor Performance Analytics Dashboard**
10. **Secure Client Document Hub**

RICE Scoring Table

Each feature scored on Reach × Impact × Confidence ÷ Effort.

#	FEATURE	REACH (R)	IMPACT (I)	CONFIDENCE (C)	EFFORT (E)	RICE SCORE
1	**Unified Client Dashboard**	10	3	90%	6	**4.50**
2	**AI Next Best Action**	8	3	75%	7	**2.57**
3	**Auto Meeting Notes + CRM Sync**	9	2	85%	4	**3.83**
4	**Data Integration Layer**	10	3	80%	8	**3.00**
5	**Workflow Automation Tools**	9	2.5	85%	5	**3.83**
6	**Client Risk Monitoring Alerts**	7	2	80%	4	**2.80**
7	**Revenue Opportunity Engine**	6	2.5	70%	6	**1.75**
8	**Natural Language Search**	8	2	75%	5	**2.40**
9	**Performance Analytics Dashboard**	7	1.5	90%	3	**3.15**
10	**Secure Client Document Hub**	9	1.5	95%	3	**4.28**

PRIORITY KEY

High Priority (4+) · Medium Priority (2.8–3.9) · Strategic (2.4–2.8) · Defer (< 2)

Prioritized Feature Ranking

Three tiers grouped by RICE-driven sequencing.

TIER 1
Build First – Highest ROI

#1	Unified Client Dashboard	4.50
#2	Secure Client Document Hub	4.28
#3	Auto Meeting Notes + CRM Sync	3.83
#4	Workflow Automation Tools	3.83

Directly reduce manual work & tab hopping — your core value prop

TIER 2
High Value, Medium Complexity

#5	Performance Analytics Dashboard	3.15
#6	Data Integration Layer	3.00
#7	Client Risk Monitoring Alerts	2.80

Strengthen decision-making & system foundation

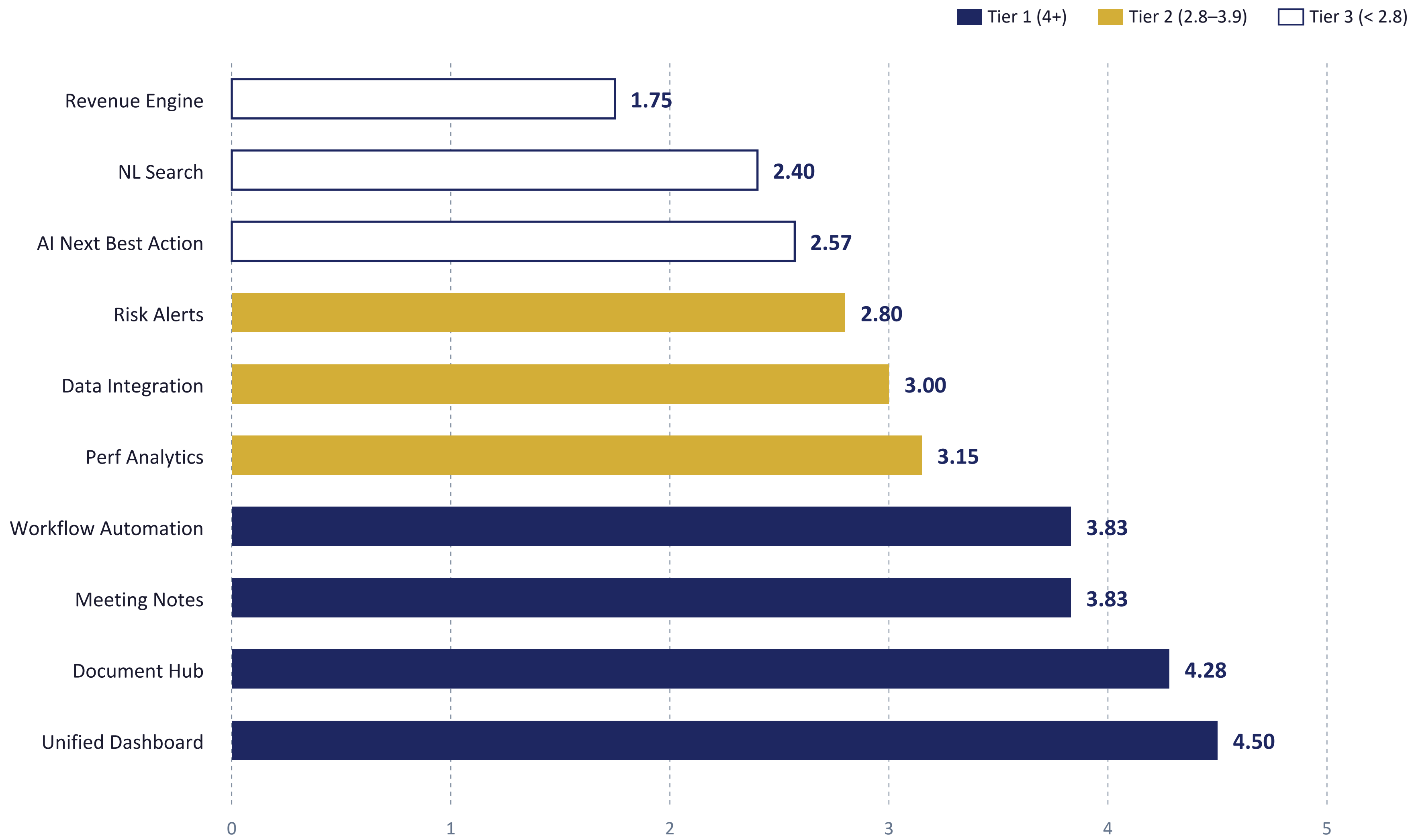
TIER 3
Strategic / Differentiation

#8	AI Next Best Action	2.57
#9	Natural Language Search	2.40
#10	Revenue Opportunity Engine	1.75

Innovative but higher uncertainty & effort — long-term differentiators

RICE Scores — Visual Comparison

All ten features charted against their RICE score; bar color denotes priority tier.



Strategic Rationale

How we think about the roadmap.

Reduce Friction First

We prioritized features that immediately eliminate manual work and tab hopping — the core pain of AAW advisors.

Foundation Unlocks AI

The Data Integration Layer scored mid-tier but is critical — it enables every AI-powered feature planned in Tier 3.

AI Features are Long-Term Bets

AI Next Best Action and NL Search scored lower due to higher effort and uncertainty — but remain key differentiators.

Confidence Matters

We deliberately downweighted features where advisor validation was thin. RICE confidence reflects what we know, not what we hope.

KEY TAKEAWAY

Prioritizing for Advisor Impact

4.50

Top Score

Unified Dashboard

10

Features Scored

via RICE method

3

Priority Tiers

for roadmap planning

Applied RICE prioritization framework to evaluate 10 product features, identifying highest-impact roadmap initiatives to improve advisor productivity and reduce workflow fragmentation.

Apex Ascend Workstation · Feature Prioritization Assignment · RICE Method

SECTION 07

07

Product Requirements Document

Captures the goals, user stories, requirements, success metrics, and edge cases for the prioritized feature set. The single source of truth for engineering and design.

Product Requirements Document

TL;DR

Apex Ascend Workstation (AAW) is a net-new, AI-powered digital workstation purpose-built for financial advisors. It centralizes client intelligence, automates administrative and compliance workflows, and seamlessly integrates into existing CRMs. AAW resolves the fragmented, manual workflow challenges advisors face by surfacing actionable insights, unifying client data and timelines, and enabling high-value client engagement.

Business Goals *Outcome targets*

- Reduce administrative time spent by financial advisors by 50% in the first year.
- Increase assets under management (AUM) per advisor by 20% across integrated firms.
- Drive CRM adoption rates by 40% through value-added AAW integration.
- Reduce compliance incidents by 30% due to automation and audit trail creation.
- Expand distribution to 10 new advisory firms within 12 months post-launch.

Non-Goals *What AAW deliberately is not*

- AAW will not function as a standalone CRM replacement.
- AAW will not serve as a client-facing portal or platform.
- AAW will not provide portfolio management or trading execution features.

User Goals

Goals broken out by stakeholder so each surface in AAW can be traced to a real user need.

For Financial Advisors

Primary persona

- Accelerate client meeting preparation to under 5 minutes.
- Proactively receive actionable client insights and risk/opportunity alerts.
- Automate post-meeting follow-ups and minimize manual data entry.
- Capture and log voice notes directly into CRM with AI transcription.
- Gain real-time visibility into personal performance KPIs.

For Compliance Officers

Risk & oversight

- Receive automated audit trails and real-time compliance flags on advisor activities.
- Access all logged interactions and monitor regulatory requirements automatically.

For Admins *Configuration*

- Oversee all workflow automations and manage reporting from a centralized interface.

User Stories

"As a [role], I want to [action], so that [outcome]."

Financial Advisor *8 stories*

- As a financial advisor, I want to see AI-generated insights before client meetings, so that I can identify upsell opportunities and mitigate risks proactively.
- As a financial advisor, I want to view all client interactions, transactions, and notes in a unified timeline, so that I can quickly review context without switching tools.
- As a financial advisor, I want to generate meeting briefs and summaries automatically, so that I can focus on my clients, not paperwork.
- As a financial advisor, I want to dictate voice notes after calls that are transcribed and logged into my CRM, so I can save time and ensure accuracy.
- As a financial advisor, I want real-time alerts for key portfolio or life events, so that I can act immediately for my clients.
- As a financial advisor, I want to trigger automated follow-ups and workflows after interactions, so that nothing gets missed.
- As a financial advisor, I want to segment and personalize outreach to clients, so I can maximize impact.
- As a financial advisor, I want to view my own performance KPIs, so I can track and improve productivity.

Compliance Officer *3 stories*

- As a compliance officer, I want automatic compliance checks on all logged interactions, so that risks are flagged before escalation.
- As a compliance officer, I want access to detailed audit trails, so that I can easily verify advisor activities.
- As a compliance officer, I want real-time notifications about compliance risks, so I can intervene early.

Admin *3 stories*

- As an admin, I want to manage and optimize the workflow automation builder, so our processes stay efficient.
- As an admin, I want granular control over user access and permissions, so our data remains secure.
- As an admin, I want to configure and maintain integrations with our firm's core systems, so that AAW stays synced.

Functional Requirements

Grouped by priority. P0 ships first; P2 follows the foundation.

P0 Client Intelligence & Data Unification

- **AI-Powered Client Insights Engine**
  Generates next-best actions, risk flags, and growth opportunities per client.
- **Unified Client Timeline**
  Aggregates all interactions, transactions, and notes into a consolidated, searchable view.
- **Cross-Platform Data Sync & Integration Hub**
  Real-time sync with leading CRMs and data providers.

P1 Workflow Automation & Productivity

- **Automated Meeting Prep & Summary Generator**
  Produces briefings and auto-generated summaries from CRM data.
- **Smart Task Automation & Workflow Builder**
  Enables custom, trigger-based workflows and auto-assigns follow-ups.
- **Real-Time Alerts & Notifications Dashboard**
  Surfaces actionable client, portfolio, or compliance alerts.
- **Voice-to-CRM Note Capture**
  Allows voice note dictation, AI transcription, and seamless CRM logging.

P2 Segmentation, Performance & Compliance

- **Client Segmentation & Personalization Engine**
  Dynamic grouping based on client activity, value, and behavior.
- **Performance & KPI Dashboard for Advisors**
  Real-time display of individual and team metrics.
- **Compliance & Audit Automation Tool**
  Automated compliance checks, comprehensive audit trails, and flagging.

User Experience — Entry & Core

Entry Point & First-Time User Experience

How advisors first reach AAW

- Users access AAW via an embedded panel or a dedicated tab in their existing CRM (e.g., Salesforce, Redtail).
- On first use, a guided onboarding flow prompts connection of CRM and other data sources, and configuration of personal alert/notification preferences.
- An in-app tutorial or coach marks introduce key features like insights engine, unified timeline, and voice note capture.

1 Step 1: Daily Login & Dashboard

- Users are presented with a prioritized dashboard showing real-time alerts, urgent tasks, and high-potential clients flagged by AI.
- At-a-glance visibility with color-coded confidence markers on AI recommendations.

2 Step 2: Client Context Deep Dive

- Clicking on a client record reveals a unified timeline including all meetings, transactions, notes, alerts, and key documents.
- Users can jump, search, or filter interactions by type or date.

3 Step 3: Meeting Preparation

- For upcoming meetings, users generate automated client briefs with one click, surfacing recent events, tasks, and suggested talking points.
- Brief is editable and downloadable.

4 Step 4: Post-Interaction Capture

- After client engagements, users can dictate notes that are transcribed and automatically logged.
- Follow-up tasks or workflows are suggested and can be launched in a single action.

5 Step 5: Performance Monitoring

- Users track personal KPIs, productivity, and client engagement stats in a dedicated dashboard module.

6 Step 6: Alert Response & Workflow Automation

- Users receive real-time actionable alerts and can directly trigger workflows or flag issues for compliance review.

Advanced, Highlights & Narrative

Advanced Features & Edge Cases

- Custom workflow builder and segmentation rule editor for power users/admins.
- Compliance officers can review audit logs, resolve flagged items, and export trails.
- Graceful error handling for failed integrations/data sync, including clear user messaging and self-serve troubleshooting.
- Admin override capabilities and granular user permission management.

UI/UX Highlights

- Minimal context switching — core workflows accessible in 1-2 clicks.
- Mobile-responsive design for advisor use on-the-go.
- Adheres to WCAG 2.1 AA accessibility standards.
- All AI outputs display confidence scoring and “Why this recommendation” transparency.
- Intuitive workflow and rule editors with drag-and-drop configuration.

NARRATIVE

Sarah is a senior financial advisor managing a portfolio of over 150 relationships. Previously, her mornings were spent juggling three disconnected platforms to gather data for her client calls, often losing precious minutes on manual note-taking, piecing together timelines, and tracking tasks. Now, with Apex Ascend Workstation integrated directly into her CRM, Sarah starts her day with a dashboard that prioritizes her client outreach — AI flags the most urgent and promising clients for the day based on recent events and data patterns.

She clicks into a client profile and, in seconds, reviews a unified timeline that surfaces every interaction and key event at a glance. Preparing for a call is effortless: she generates a tailored briefing with a single click, complete with updates, risk warnings, and conversation starters. After her meeting, Sarah simply dictates her notes, which the system transcribes, logs, and links to the client record. AAW automatically triggers intelligent follow-up tasks, so nothing falls between the cracks.

Meanwhile, Marcus, her firm’s compliance officer, monitors advisor activities through real-time audit trails and instant compliance flags, dramatically reducing manual oversight and after-the-fact audits. The result: Sarah’s team spends more time building valued client relationships, compliance is worry-free, and the business scales with confidence and efficiency, evidenced by rising client satisfaction and AUM.

Success Metrics & Tracking Plan

AREA	METRIC	TARGET / GOAL
User	Meeting prep time reduction	**50% within 6 months**
User	Advisor NPS	**≥ +50**
User	Voice note logging adoption	**60% weekly active use**
User	Daily active usage rate	**75%+ of total users**
Business	AUM per advisor increase	**20% in first year**
Business	Reduction in compliance incidents	**30% in first year**
Business	CRM integration adoption across advisory firms	**40% penetration**
Business	Revenue per seat (year-on-year growth)	**15%+**
Technical	API sync latency	**<500ms average**
Technical	Uptime	**99.9%+**
Technical	AI insight accuracy (user-rated relevance)	**≥ 80% useful/relevant**

Tracking Plan *Events instrumented*

- Meeting brief generated
- Voice note captured and transcribed
- AI insight/card viewed
- Alert actioned or workflow triggered
- Segmentation rule created/edited
- Compliance flag resolved
- KPI dashboard viewed

Technical Considerations

Technical Needs

- AI/ML inference layer for insight recommendations and next-best actions.
- NLP-powered transcription and summarization engine for meetings/voice notes.
- Event-driven real-time alerting system.
- Unified data layer: connectors and APIs for CRM, portfolio, and calendar data sync.
- Modular UI components (embeddable in main CRMs, responsive for mobile/tablet use).
- Role-based access controls supporting multiple advisor teams.

Integration Points

- Major CRM systems: Salesforce Financial Services Cloud, Redtail, Wealthbox, Practifi.
- Calendar systems: Google Calendar, Microsoft Outlook.
- Portfolio/account data providers (as designated by firm).
- Compliance archiving and logging systems.

Data Storage & Privacy

- All client data encrypted at rest and in transit.
- Segregated per firm: multi-tenant architecture with strict access controls.
- Compliant with SEC, FINRA, and other applicable regulations.
- SOC 2 Type II compliance for privacy and security.
- Data minimization and auditable, user-level data access logs.

Scalability & Performance

- Must scale to support thousands of concurrent users per firm.
- AI inference engines need to support low-latency (<500ms) for insight delivery even at peak hours.
- High-availability infrastructure with automatic failover.

POTENTIAL CHALLENGES

- Normalizing and mapping differing CRM schemas and data types.
- Training/optimizing voice recognition models for finance-specific terminology and accents.
- Maintaining AI recommendation accuracy on nuanced, advisor-specific contexts.
- Keeping sync latency under 500ms during batch data updates or outages.

Milestones & Sequencing

Estimate, team, and 4-phase plan to deliver a functional MVP.

PROJECT ESTIMATE

Large

8–12 weeks for functional MVP.

Team Size & Composition

Medium team (lean, startup mentality):

- 1 Product Manager
- 2 Full-stack Engineers
- 1 AI/ML Engineer
- 1 Designer

PHASE 1 *Weeks 1–3*

Core Data Integration & Timeline

DELIVERABLE
CRM connectors, unified client timeline, data model design.

RESPONSIBLE
Full-stack engineers, designer.

DEPENDENCIES
CRM API access, sample data sets.

PHASE 2 *Weeks 4–6*

AI Insights & Meeting Tools

DELIVERABLE
AI-powered client insights engine, meeting prep generator, voice-to-CRM transcription capture.

RESPONSIBLE
AI/ML engineer, product manager, designer.

DEPENDENCIES
Integrated data feeds, NLP service credentials.

PHASE 3 *Weeks 7–9*

Automation & Compliance

DELIVERABLE
Smart task automation/workflow builder, real-time alerts dashboard, compliance/audit automation tool.

RESPONSIBLE
Full-stack engineers, PM.

DEPENDENCIES
Finalized workflow requirements, compliance officer input.

PHASE 4 *Weeks 10–12*

Segmentation, Dashboard & QA

DELIVERABLE
Client segmentation & personalization engine, advisor KPI dashboard, QA, accessibility and integration testing, and launch with pilot firm.

RESPONSIBLE
All team members.

DEPENDENCIES
Live pilot client, production infrastructure readiness.

SECTION 08

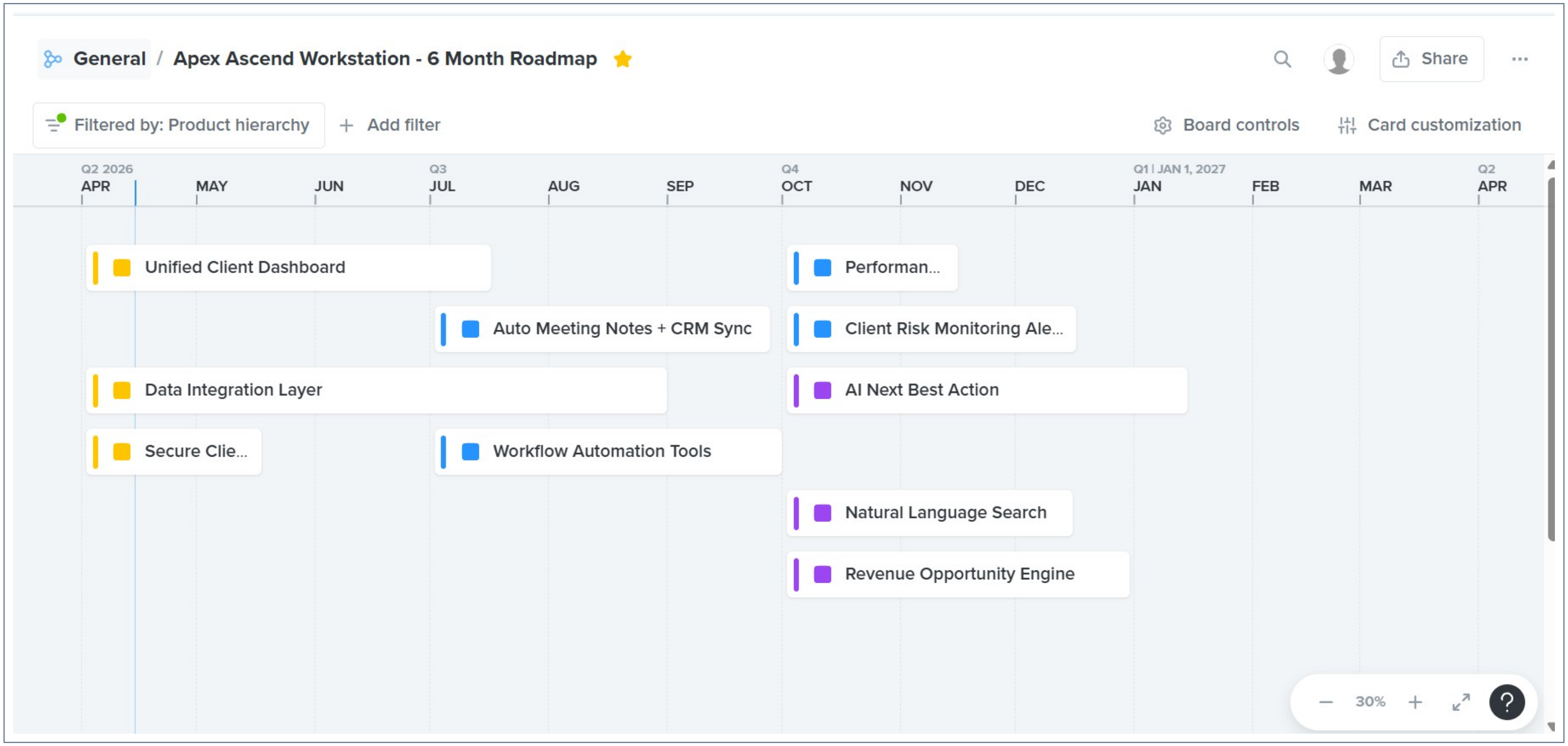
08

Roadmap

Sequences the prioritized work across time horizons with clear themes. Communicates direction without overcommitting on specific dates.

Product Roadmap

12-month sequencing of the RICE-prioritized feature set across Q2 2026 → Q2 2027.



Source: internal roadmapping tool. Bar color denotes RICE tier — gold = Tier 1 (P0), blue = Tier 2 (P1), purple = Tier 3 (P2).

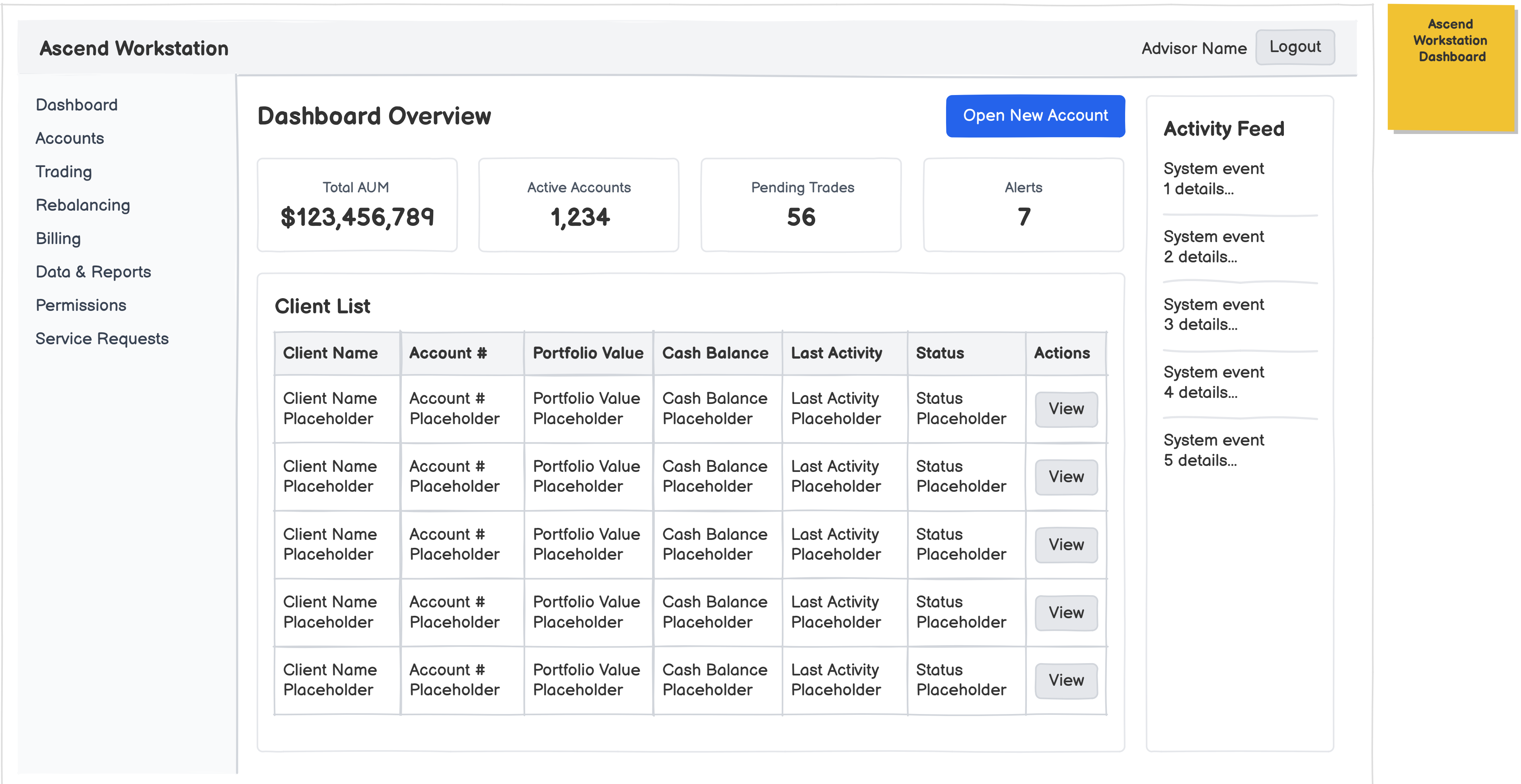
09

SECTION 09

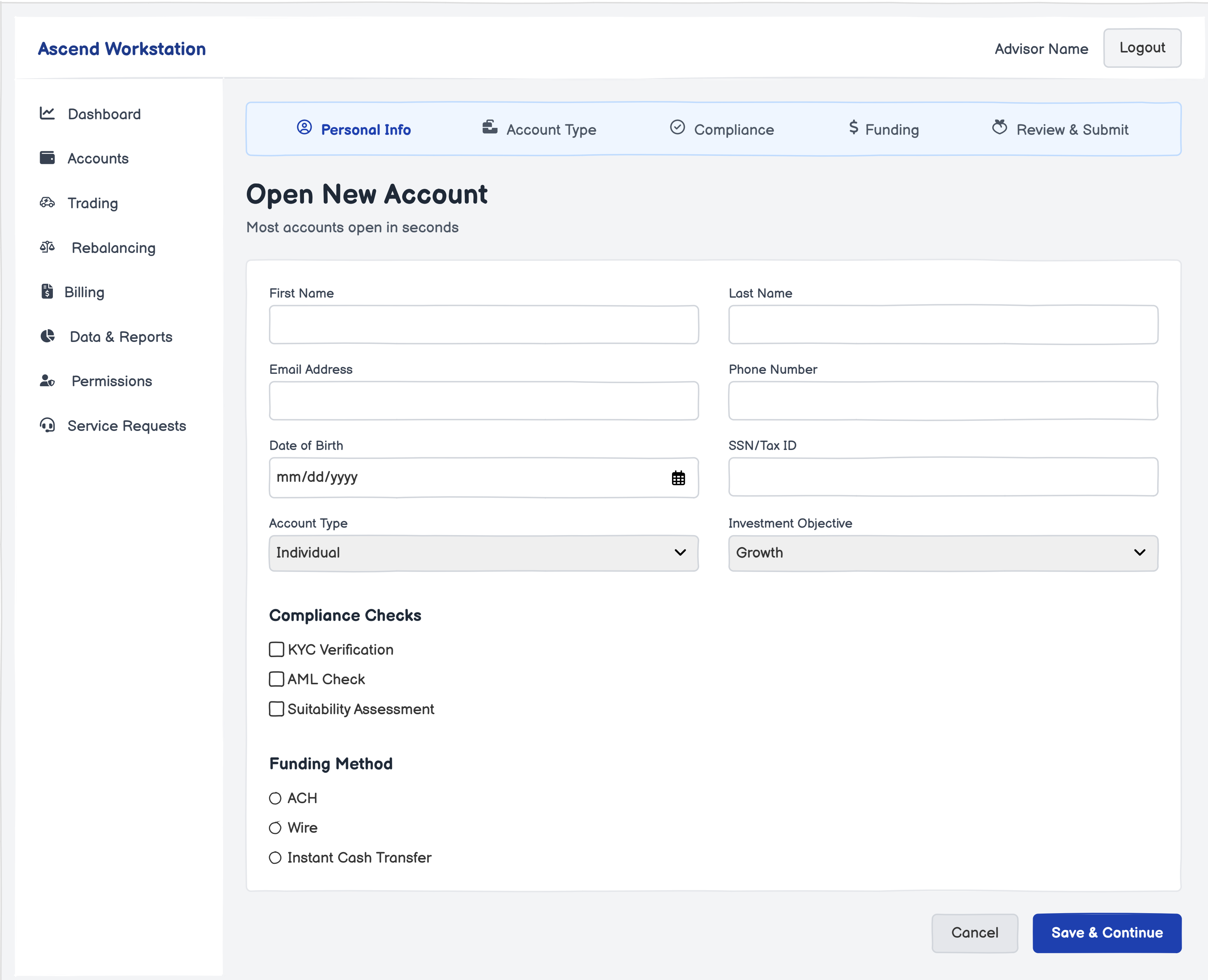
Prototype

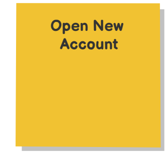
High-fidelity mockups of the core advisor experience. Used to pressure-test the design with stakeholders before engineering invests.

MAIN SCREEN

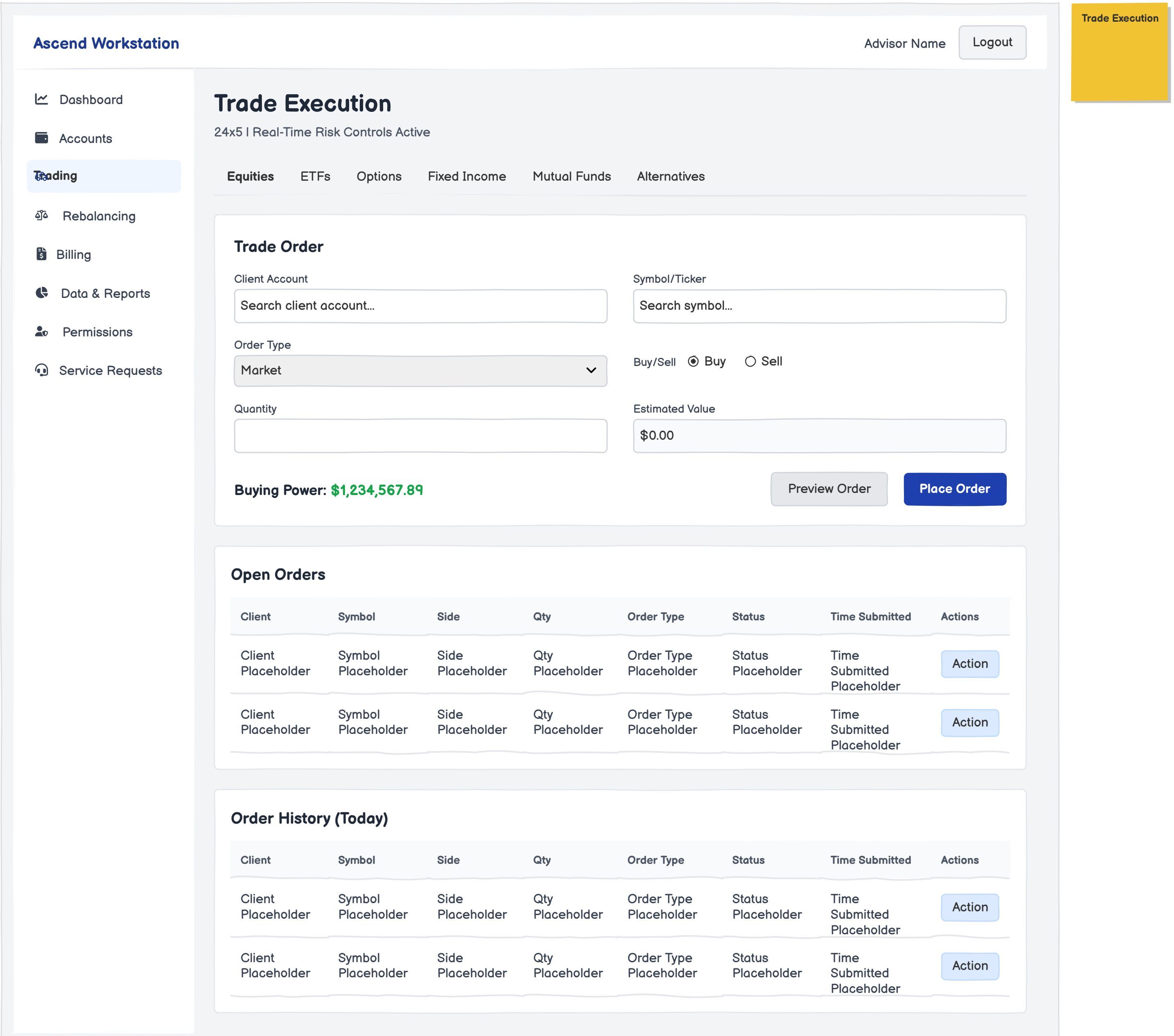

Ascend Workstation
Advisor Name
Logout
Dashboard
Accounts
Trading
Rebalancing
Billing
Data & Reports
Permissions
Service Requests
Dashboard Overview
Open New Account
Total AUM
$123,456,789
Active Accounts
1,234
Pending Trades
56
Alerts
7
Client List
Client Name
Account #
Portfolio Value
Cash Balance
Last Activity
Status
Actions
Client Name Placeholder
Account # Placeholder
Portfolio Value Placeholder
Cash Balance Placeholder
Last Activity Placeholder
Status Placeholder
View
Client Name Placeholder
Account # Placeholder
Portfolio Value Placeholder
Cash Balance Placeholder
Last Activity Placeholder
Status Placeholder
View
Client Name Placeholder
Account # Placeholder
Portfolio Value Placeholder
Cash Balance Placeholder
Last Activity Placeholder
Status Placeholder
View
Client Name Placeholder
Account # Placeholder
Portfolio Value Placeholder
Cash Balance Placeholder
Last Activity Placeholder
Status Placeholder
View
Client Name Placeholder
Account # Placeholder
Portfolio Value Placeholder
Cash Balance Placeholder
Last Activity Placeholder
Status Placeholder
View
Activity Feed
System event 1 details...
System event 2 details...
System event 3 details...
System event 4 details...
System event 5 details...
Ascend Workstation Dashboard

Account Opening

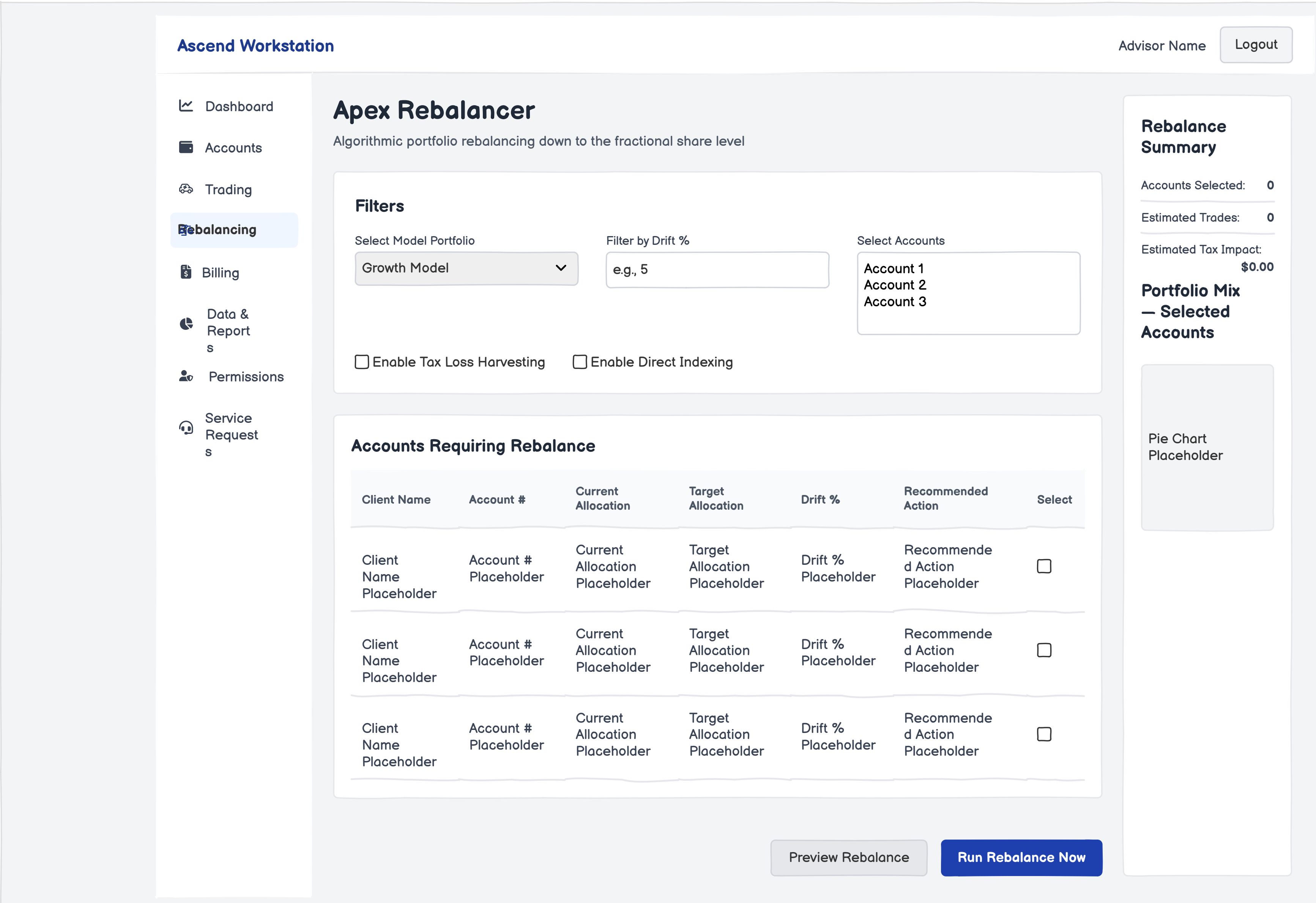




Trade Execution

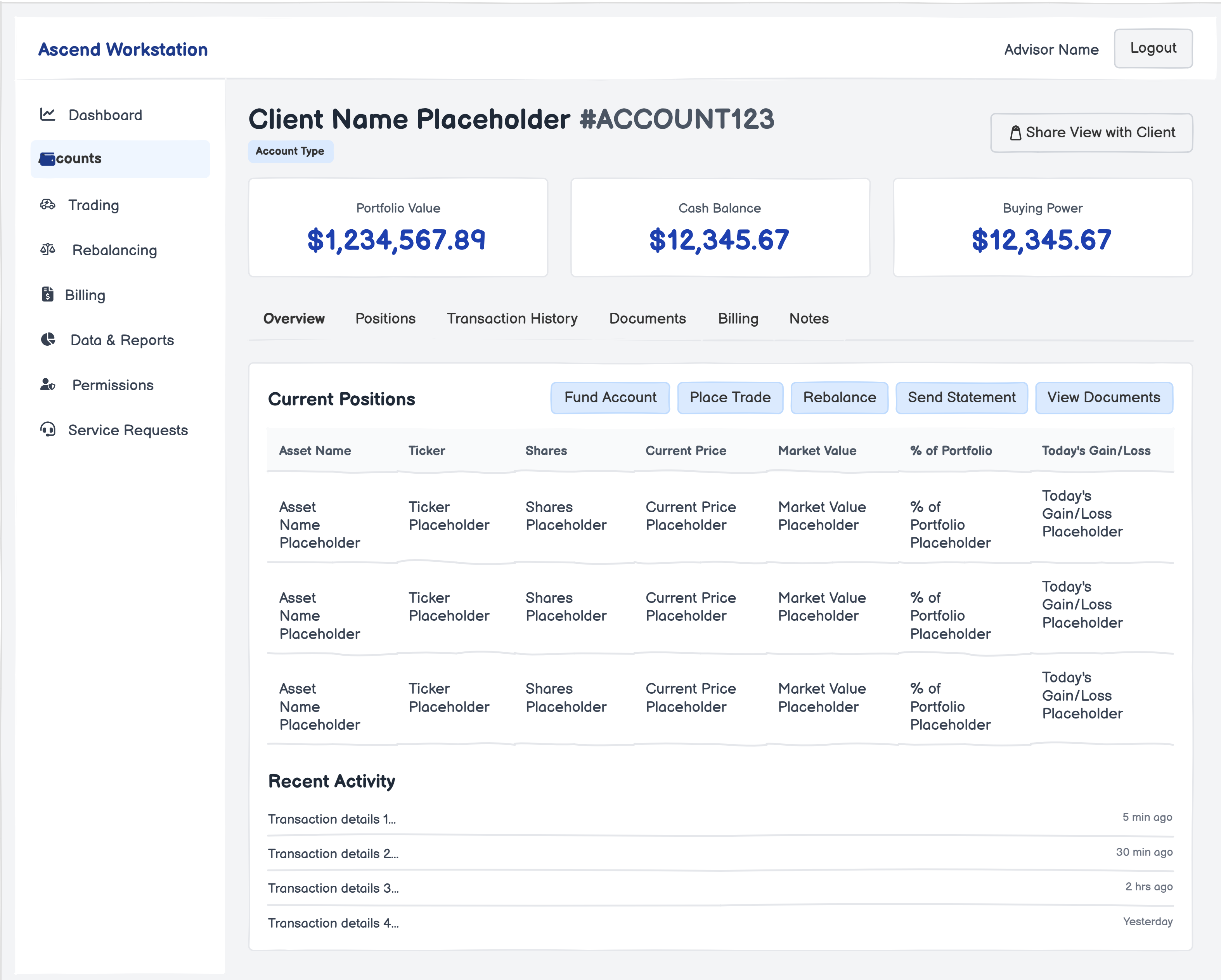


Portfolio Rebalancing



Portfolio Rebalancing

Client Account



Client Account Detail

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SECTION 10

Product Scorecard

Defines the leading and lagging metrics that determine whether AAW is succeeding post-launch. Closes the loop between strategy and measurable outcomes.

Product Scorecard

Apex Ascend Workstation — Feature Adoption & Growth Metrics

A focused set of 5 metrics measuring whether the features we prioritized are being adopted, used, and retained — and whether that translates into advisor growth for Apex.

Maddy McEnery • Product Management • 2026

Why feature adoption?

Feature Adoption + Growth

Chosen — ties directly to our RICE roadmap

- Measures whether prioritized features actually get used
- Balances acquisition, engagement, retention, and revenue
- Works at the current scale of AAW (tens to hundreds of firms)
- Answers the question the roadmap depends on: is it working?

Five metrics, one target each

STAGE	METRIC	DEFINITION	TARGET (Y1)	WHY IT MATTERS
Acquire	**Activated Firms**	% of new firms with ≥3 active advisor seats and dashboard configured within 30 days	**80%**	Onboarding is the biggest drop-off risk for B2B SaaS — proves the product lands before churn window
Activate	**Tier-1 Feature Adoption**	% of active advisors using Unified Dashboard, Document Hub, and Auto Meeting Notes weekly	**70%**	Validates the top 3 RICE-prioritized features are delivering the value we staked the roadmap on
Engage	**Weekly Active Advisors (WAA)**	Unique advisors performing a meaningful action (≠ login) in a 7-day window	**4× / week**	Tracks real workflow integration, not vanity logins — advisors should hit AAW multiple times per week
Retain	**Net Revenue Retention (NRR)**	Trailing 12-month revenue from existing firms, including expansions, minus churn	**≥ 110%**	The single best health signal for a B2B product — healthy NRR means advisors are staying and adding seats
Expand	**Advisor-Reported Time Saved**	Self-reported hours/week saved, collected via in-app pulse survey (scale + open field)	**≥ 5 hrs**	Our core value prop is advisor efficiency — this is the outcome metric that justifies the price tag

All targets are Year-1 (12-month) goals from GA launch. Stretch targets in internal dashboard, not shown here for simplicity.

How we capture each metric

#	Metric	Source	Cadence	Owner
1	Activated Firms	Product analytics (Amplitude) + Salesforce onboarding stage	Weekly cohort report	**PM + CSM**
2	Tier-1 Feature Adoption	Event tracking on Dashboard / Doc Hub / Meeting Notes	Weekly dashboard in Amplitude	**PM**
3	Weekly Active Advisors	Auth logs + qualifying 'meaningful action' events	Real-time; reviewed weekly	**PM + Analytics**
4	Net Revenue Retention	Billing system (Stripe + Salesforce CPQ)	Monthly close, reported quarterly	**Finance + PM**
5	Time Saved (self-report)	In-app pulse survey (Delighted), 1-question NPS-style	Quarterly rotation, 25% sample	**PMM + PM**

All product-instrumented events flow through a shared event taxonomy maintained by PM — prevents 'definition drift' quarter to quarter.

Why this is a good set of metrics

Covers the full journey

Metrics span acquisition (Activated Firms), engagement (Tier-1 Adoption, WAA), retention (NRR), and outcome (Time Saved). No single stage can fail unseen — a weak number anywhere is a signal to act.

Directly testable

Every metric is captured from an existing or easily-added data source — product analytics, billing, or a lightweight in-app survey. No metric requires heroic data engineering to measure reliably.

Ties to the RICE roadmap

Tier-1 Feature Adoption measures the exact three features the RICE analysis ranked highest. If adoption misses the 70% target, it's direct evidence to revisit prioritization assumptions — not a vanity score.

Leading and lagging

WAA and adoption are leading indicators (they move first); NRR and Time Saved are lagging (they prove business impact). Balanced together, they give both an early warning system and a scoreboard.

The bottom line: *five metrics — enough to diagnose what's working, few enough to actually act on.*