

Jemstep Portfolio Manager Delivers Individualized Investment Advice Traditionally Only Available Through Private Wealth Managers

Overview

Most people have different idyllic visions for retirement. Some want to live on the beach, others hope to live in a big city. Some want to write a novel, others want to play with their grandkids all day.

But one common thread runs through all these dreams: most people long for a time when they can step away from their life's work to enjoy the fruits of their past labor.

The reality for the vast majority of people, unfortunately, is different. Most are ill-prepared to fund even an austere retirement.

Most Americans' retirement savings are tied to Individual Retirement Accounts (IRAs) and employer sponsored plans, such as 401(K) accounts. Although many Americans are attempting to save for their retirement, few gain access to the advice they need to know what to do with the money in their retirement accounts.

This lack of available guidance gave rise to Jemstep, a privately owned, independent money management firm started in 2008 and headquartered in Los Altos, Calif.



The company's founders recognized that the lack of access to high-quality investment advice is a major contributing factor to the shortfall that individuals are experiencing in their retirement funding efforts.

"Many people don't have enough assets to even pique the interest of traditional advisers, and those that do must choose between brokers, whose advice is often biased, and wealth managers, who can be expensive," explains co-founder and joint CEO Kevin Cimring. "In either case the advice seldom covers their full portfolio, leaving their 401(K) by the wayside. Online services are either too simplistic, with incomplete advice, or too complex and intimidating. Average investors aren't sure where to turn."

The company wanted to take the complexity, difficulty and anxiety out of investing. So they built Jemstep Portfolio Manager, a service that provides users with personalized recommendations of exactly what to buy and sell to maximize their returns without undue risk.

"No other service provider we evaluated came close to Xignite's overall solution, data accuracy and competitive pricing."

—Kevin Cimring
Co-Founder and Joint CEO
Jemstep

Challenge

When they started development, the Jemstep team understood they would need to create a complex system integrating an amalgam of theorem, portfolio modeling tools, analytics, asset information, constantly-changing market data, user-input information, and much more.

Jemstep faced the key challenge of gathering the market data critical for creating such a system. Although they had existing data providers, they continued looking for ways to improve the comprehensiveness and accuracy of the data. Ease of integration with the Jemstep system was also an important factor.

The company approached several alternative market data providers but often encountered preclusive issues ranging from cost to limitations in the underlying data and more.

Jemstep continued to investigate ways of improving upon the data, which eventually led them to Xignite and their Market Data Cloud.

Solution

Jemstep first contacted Xignite to subscribe to a monthly market data feed and subsequently chose Xignite as their primary market data provider.

“We decided to use Xignite data based on a combination of factors, including the good initial experience with our first Xignite contract, great levels of service provided by Xignite, the ease of integration, greater flexibility and lower cost,” Cimring says.

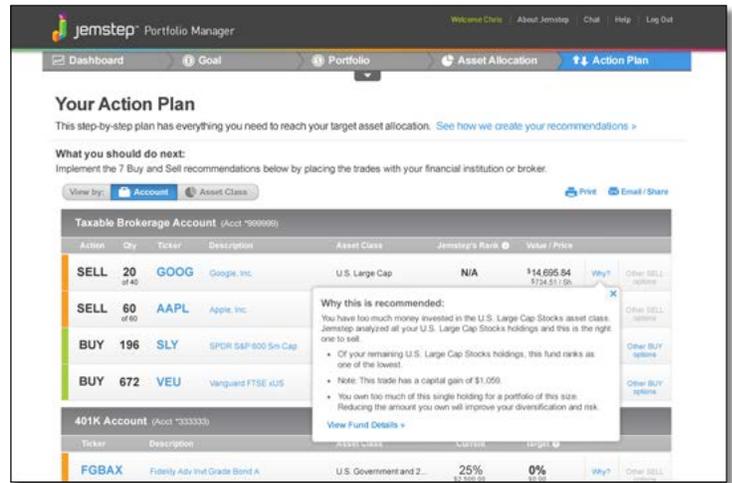
Jemstep uses the full array of Xignite market data APIs for their system.

The integration of Xignite market data APIs was straightforward, providing the company with the data points they required while facilitating a smooth transition from their other market data providers without much work required on Jemstep’s models.

“No other service provider we evaluated came close to Xignite’s overall solution, data accuracy and competitive pricing,” says Cimring. “Not only that, but the easy integration and support levels this far have validated our decision even further.”

“The average investor who follows Jemstep’s advice is projected to have an additional \$585,000 to spend in retirement.”

—Kevin Cimring
Co-Founder and Joint CEO
Jemstep



Powered by Xignite market data, the Jemstep Portfolio Manager guides users step-by-step through a customized action plan tailored specifically to their needs.

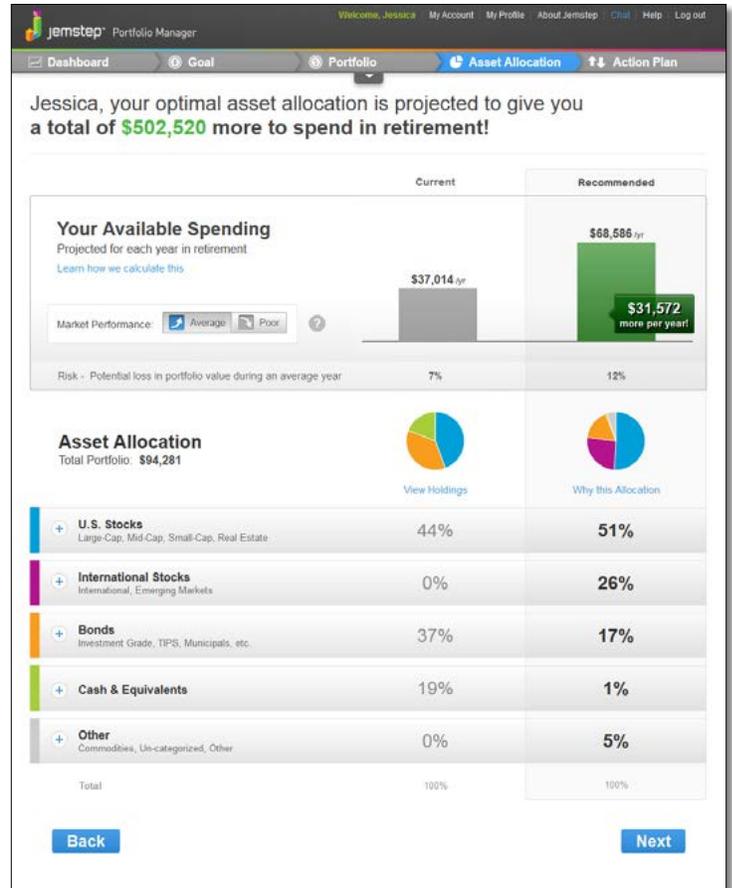
Results

“Today, the system supports 10,000+ users with assets in excess of \$2 billion,” says Cimring. “Nearly 20 percent have taken action by implementing one or more of the individualized buy or sell recommendations. The average investor who follows Jemstep’s advice is projected to have an additional \$585,000 to spend in retirement.”

Powered by Xignite’s Market Data Cloud, Jemstep’s Portfolio Manager provides everyday investors with top-notch asset allocation advice combined with personalized, actionable buy-and-sell advice to help investors achieve their retirement goals. Their system also ensures investors remain on track through market ups and downs and as their situation changes by constantly monitoring and rebalancing their portfolio and underlying holdings.

Partnered with Xignite, Jemstep’s plans for the future include expanding their offering to provide solutions for college funding, saving for major purchases, wealth-building...and more.

 [Visit Jemstep’s webpage](#)



Jemstep empowers investors by providing the optimal asset allocation plan to ensure they meet their retirement savings goals.



[Visit Jemstep’s Social Media pages](#)

xignite.com

xignite®

1825 South Grant Street, Suite 100
San Mateo, CA 94402 U.S.A.

Toll-Free: (866) 965-7627
Main Phone: (650) 655-3700
Fax: (650) 655-3703

