
TESTIMONIALS**Warner A. Henderson:**
Managing Member

For several years, we had been looking for ways to incorporate several sources of quarterly performance information into a single customized report for our clients. By working with Assette, we were finally able to generate our reports in a streamlined, accurate and efficient manner. We are very pleased with the result as are our clients.

Spencer Henderson:
Client Service and
Research Associate

Assette worked with us to customize our reports to our clients needs. Their attention to detail and ability to meet our expectations made them a pleasure to work with while we began the initial setup of the process. We have seen no comparable product available at such a competitive price structure.

Nancy Bryan:
Investment Planner

Previously the preparation of our quarterly reports involved sorting, collating, stapling and extra printing plus the time to double check the accuracy of each packet. Now the process is streamlined, with packets assembled in minutes and accuracy assured.

CASE STUDY**Aequitas Investment Advisors
Hingham, MA****Background**

Aequitas Investment Advisors LLC is an independent investment advisory and financial management firm based in Hingham, Massachusetts. Since 1991, Aequitas has provided individual clients, trustees, charitable foundations and non-profit organizations with highly personalized service in the management of their financial assets. Aequitas began using Assette EasyReports in 2009.

The Problem

Aequitas is a firm with a small staff - five people - but a hefty work load. With 120 clients, more than 550 accounts and about \$320 million in assets under management, operating efficiently is essential. Yet every three months the preparation of highly customized quarterly reports to clients gobbles up valuable hours that would be better spent serving clients. Aequitas prides itself on thorough reports that include the account value, individual holdings, a pie chart of asset allocation and the historical performance for the roughly 14 individual mutual funds per client portfolio - something that most other firms do not include.

Particularly time consuming was the tedious work of collating the materials that go into the quarterly report, then checking for manual error. One frustration was the inability to create family groups digitally. Many of the firm's clients are husbands and wives with different last names. The Excel® spreadsheet Aequitas was using would print data alphabetically but did not account for family groups. Instead, the staff would manually collate those names into groups, then double and triple check after the reports were printed to assure there were no errors.

Aequitas wanted to maintain the elements of its quarterly report, reduce the time it took to assemble it and remove as much manual error as possible. The look was right. The content was useful and informative. The problem was finding a program that would produce it all easily.

The Solution

Though Aequitas looked for a solution for quite some time, nothing fit correctly. But Assette EasyReports - an application that connects well with Schwab PortfolioCenter® and Excel®, and enables one to produce, collate and deliver client reports in PDF format - provided the answer.

"The customization part was great," says Spencer Henderson, Client Service and Research Associate with Aequitas. "The fact that we could create custom reports using Assette and come up with something that looked very similar to what we used to produce manually, was very attractive."

Additionally, Assette EasyReports was in an affordable price range, enabled the family grouping that Aequitas needed, and eliminated much of the mind-numbing collation that fell upon staff members.

The Outcome

Since incorporating Assette EasyReports into its operations, Aequitas has reduced the time it takes to prepare quarterly reports by 50%. Aequitas pushes account performance data and client information and performance for the individual funds in each portfolio to Assette and EasyReports produces the report. Assette provides the tool to push data from Schwab PortfolioCenter®.

Assette EasyReports also allows for Aequitas-style customization. Individual components within the report can be moved, re-sized and re-colored. And the fact that EasyReports works well with Schwab PortfolioCenter® and Excel® meant Aequitas could continue to use familiar systems with no disruption to existing business processes. Time devoted to correcting human errors and the monotonous task of collating reports has been chopped in half.

“We push fund performance, market values, individual holdings, and address information,” says Henderson. “Then, at the end, when we do the printing, we get this nice alphabetized, collated set of professional client reports.”