
TESTIMONIALS

Bala Cumaresan:
CEO and Partner

Assette makes us scalable. By utilizing Assette EasyReports, we have improved our client communications and enhanced the client service experience.

Mandy Scipione:
Director of Client Service and Partner

Assette lets us provide customized reports to our clients in a timely manner.

Client reports can be generated quickly, but most importantly they maintain our standard of clearly communicating the investment process and results.

Andrew Salcetti:
Client Associate

From the first time I used Assette I could see how much more efficient it would make us. We now complete our client reporting in days instead of the 2-3 weeks it took us before Assette.

CASE STUDY

Siharum Advisors, LLC Boston, MA

Background

Siharum Advisors, LLC, Based in Boston, MA, is an independent, open architecture investment advisor providing investment advice and service for high net worth individuals and foundations. Founded in 2008, the firm has about \$250 million in assets under management. Siharum began using Assette EasyReports in 2009.

The Problem

In a small period of time Siharum has amassed a large number of assets under management, especially for a firm with only five full-time employees and one part-time office worker. But as the client roster grew Siharum's commitment to producing customized, high-quality quarterly reports was taking an increasing amount of time. Siharum was using Schwab PortfolioCenter® - its portfolio management system, to format its reports, but was unhappy with the results. It was difficult to present information that clients could understand easily and that helped brand the firm's investing style.

To compensate, the staff added a step to the report production process by pulling data from PortfolioCenter® and reformatting it in Excel. That meant every three months they would manually type information into Excel, taking up more valuable time and increasing the possibility of errors in the transfer. Clients liked the reports, but it was apparent the firm needed a full-time person to produce Excel reports or needed to automate report production.

The Solution

Siharum looked at several reporting packages that fell short. Many were above the price range a young firm could afford. Others were unable to produce Siharum's reports as required. The firm has a trademarked investment process and needed a reporting package that allowed consistent messaging to help clients understand how Siharum invests their money.

Assette EasyReports, an application that connects well with both PortfolioCenter® and Excel and enables one to produce, collate and deliver client reports in PDF format, offered what they were looking for. Not only was it affordable, it could produce the customized look in everything Siharum produced.

"Assette took our report and they were able to mirror it exactly," says Mandy Scipione, Director of Client Service and a partner of the firm. "We looked at EasyReports and all the graphs they had and saw that it was 100% customizable, which was pretty awesome in terms of branding and messaging."

The Outcome

Assette EasyReports has dramatically reduced the time it takes for the staff to produce and deliver client reports. Before, it took the staff several days to generate client data and manually put it into Excel for only 20 reports. With EasyReports, they can now produce about 75 reports in an hour.

Prior to EasyReports, Siharum was unable to generate intra-period client reports. Now the firm runs monthly reports on all clients and when advisors have client meetings they can produce an updated report in minutes.

"We understood early on how much EasyReports was going to help," says Scipione.