

ASSETTE BACKGROUND

Assette is the leader in software-as-a-service (SaaS) client reporting solutions for asset management firms. Assette's software increases efficiency and scalability in marketing and client service areas at these firms.

The company's software allows asset management firms to easily integrate data from systems such as Advent and FactSet and create sales and client presentations, portfolio statements, and provide online account access. For mid-market asset management companies - those with \$1 billion to \$20 billion in assets - Assette software improves productivity by addressing a chronic industry problem: marketing and client service professionals often find themselves devoting significant time to manually intensive and error-prone activities such as data collection and report preparation instead of on developing business and proactively servicing clients.

The company was founded in 1998 by professionals who had worked for leading asset management firms. Co-founder and CEO Thusith Mahanama was Manager of Information Technology at Frontier Capital Management in Boston, a firm with more than \$5.5 billion in assets under management.

Assette focuses on developing solutions specifically for asset managers, compared to more generic software solutions that struggle to meet the highly specialized needs of investment firms.

Assette's software is delivered only on a SaaS model, and the company hosts all applications at a SAS 70-certified data center. Assette employs multiple security components to safeguard the data it is entrusted with including multiple firewalls, vulnerability scanning, intrusion detection, and employee screening. The firm's managers and employees are devoted to providing high-quality and easy-to-use software applications and exceptional client service.

The company's 35 employees operate from corporate headquarters in Boston, and locations in Seattle, Washington and Colombo, Sri Lanka.

