

## MARKET OPPORTUNITY

The market for software solutions targeting asset management firms spans the globe and includes small independent investment advisors as well as large publicly traded, multi-national corporations. Assette's primary focus is on the U.S. mid-market - firms with \$1 billion to \$20 billion under management.

Assette focuses on this segment of the market, which comprises approximately 1,500 firms, because of their acute need for Assette's data integration and client reporting business applications.

Assette's software improves productivity by allowing marketing and client service professionals to focus on their core responsibilities: developing new business and proactively servicing clients rather than on mundane report preparation work. By implementing Assette's products, asset management firms dramatically enhance sales and client service through higher quality presentations, statements and online account access.

According to a recent report by Greenwich Associates, an institutional financial services consulting firm, the cost of poor client service can be directly translated into a loss of assets under management. Firms with below-average client service lost \$150 million more for every \$1 billion under management than managers with above-average client service capabilities. See [www.greenwich.com](http://www.greenwich.com).

Providing timely, accurate, and customized reports to an asset manager's clients such as institutions and high net worth individuals, is a primary example of excellent client service. Asset managers who invest in technology that makes it easier to produce better and more customized client reports not only provide superior client service but do so in a significantly more efficient and scalable way. Assette's portfolio of products directly solves many of these reporting challenges.

Most competitive solutions do not operate on a software-as-a-service (SaaS) model or application service provider environment that often best meets the IT infrastructure needs of mid-size asset management firms. Assette's flexible product line enables the company to easily package solutions that meet the highly specialized client reporting needs of each asset management firm.

With more than 35 employees in Boston, Seattle and Colombo, Sri Lanka, Assette works closely with clients across the United States.

