

MARKET OPPORTUNITY

Understanding clients' investment goals and clearly communicating how investment firms help clients achieve these goals adds value and enhances relationships - running and printing reports, cleaning data, and preparing report packages does not. Yet, at most investment firms, staff must often gather information from disparate systems, sometimes clean the data using spreadsheet tools and finally transfer the content into PowerPoint or PDF output. Client reports then must go through a detailed review process to ensure accuracy often necessitating multiple rounds of edits. This process is time-consuming, manual, and error-prone.

After all this work, client reports often still look "cobbled together" - a typical client report consists of antiquated-looking reports from the accounting system, perhaps additional content from analytics systems, and materials such as client letters or commentaries. The resulting report package has no consistency in font, colors or overall look-and-feel - not exactly the professional image investment firms strive to convey to clients.

Assette makes client reporting easy at mid-market investment firms with \$100 million to \$25 billion in assets under management. This segment of the investment industry is comprised of approximately 3,000 firms. With Assette, investment firms can focus on serving clients instead of on mundane reporting work.

Investment firms that invest in technology make their client reporting process easy, efficient, scalable, and less prone to error. Client reporting technology also helps firms convey a better image in the marketplace by producing high-quality, professional reports and presentations.

Unlike more generic reporting solutions that struggle to meet the highly specialized needs of investment firms, Assette draws on the extensive industry knowledge of its employees and a disciplined strategic focus to efficiently deliver solutions and add value. Assette is "laser focused" on making client reporting easy at investment firms. Assette's software is delivered on a software-as-a-service (SaaS) model, allowing small to mid-sized firms to benefit from enterprise-class applications and data security.

