

CASE STUDY: **One Data Pull** **Generates All Reports** **and Presentations**

The Problem: Time-Consuming, Error-Prone Manual Input to Customized Reporting and Omni Constrained Asset Manager from Adding Value to Clients

With highly customized client reporting, one asset management firm needed an automated solution that would free up staff resources, eliminate multiple human touch points, and improve consistency and accuracy. Monthly and quarterly report production was extremely time-consuming and involved pulling data from multiple internal source systems and across several functional areas, including portfolio- manager-generated reports for client-specific data elements. Excel spreadsheets were used to create client reports and PowerPoint® pitch books. Marketing material was especially vulnerable to data accuracy, since requests were ad hoc and outside the normal processing cycle.

In addition, staff had to manually gather data and enter it into eVestment Omni. The process was lengthy and error prone, and staff struggled to meet cut-off deadlines for data entry.

The Solution: Customized Client Reports/Presentations; Firmwide Training; Automated Omni Data Input

The firm saw an Assette demo, and knew it was the comprehensive solution they needed. They engaged Assette quickly.

Their client-specific reporting required every data element to be customized. With Assette's help, they identified all data elements and sources, and Assette designed customized report templates for each client. Assette also automated all data input to Omni, relieving the firm of the pressure to meet deadlines for data entry and eliminating manual errors. Finally, Assette trained individuals in all affected areas of the firm, including Client Service, Marketing and Portfolio Management, in use of the system.

The Outcome: Increased Efficiency; One Data Pull Generates All Internal, External Reports and Presentations

The asset manager says that Assette has completely changed their operation. Processes and internal workflows are streamlined and efficient, allowing staff resources more time to devote to high-touch client interaction and service. The firm's clients saw no disruption in their reporting and continue to receive all the information they need, in the way they need to see it.

The firm is now a fully integrated Assette shop. With one data pull, they produce all their client reports, prospecting material and Omni database inputs without manual entry errors. In addition, the firm no longer maintains in-house spreadsheets. Client Service, Marketing and Portfolio Management pull data from Assette and run their own reports, relieving portfolio managers of the need to respond to frequent ad hoc requests from Client Service and Marketing staff and giving ownership of the reporting and presentation process back to the Client Service and Marketing teams.