

CASE STUDY

Assette Presentations™ brings additional report automation to Boston Private Bank & Trust

TESTIMONIALS

James D. Henderson
Executive Vice President

Assette's software has further helped us automate our process of providing customized, consistently branded presentations and reports to our clients. We have received very positive feedback from our clients regarding the new report packages they receive.

Bill Oberlies
Vice President

Assette Presentations has helped us maintain our ability to customize reports to specific client needs while increasing scalability in our client service and marketing areas. We can now produce presentations and reports within minutes.

Barbara Cummings
Senior Vice President

Assette Presentations allows us to more efficiently produce the professional quality reports our clients have come to expect on a consistent basis. Whether for High Net Worth Individuals or Institutional Investment Committees, the flexibility of these reports is truly impressive.

In the fall of 2004, the Investment Management & Trust group within Boston Private Bank decided to streamline its process of creating client presentations and reports in a way that would further automate and save time. Its practice of aggregating data from sources such as its portfolio management software and analytic tools into Microsoft Excel and PowerPoint had served its clients well and made Boston Private one of the country's top investment management firms. But there were new products that would help the firm continue to deliver custom reports in less time and stay ahead of its competition.

One of those products was Assette Presentations, the lead software of Boston-based Assette, which enabled asset managers to create client reports and presentations in moments with a single mouse-click and eliminate hours of manual preparation. Boston Private had been aware of Assette and its co-founder, Thusith Mahanama, since the late 1990s when he had started the company, and was impressed with the early version of Assette Presentations.

By 2004, when Boston Private began a thorough review of software vendors, Assette had established itself as a market leader in providing on-demand software for the asset management industry, with clients from coast-to-coast. With that in mind, Boston Private reviewed about 25 vendors using the latest version of Assette Presentations as a comparable product.

"We conducted a thorough due diligence process with all kinds of different vendors," said William Oberlies, Boston Private's vice president for client services. "We were looking at product suites that included additional automation of client reporting that could replace what we were doing at the time."

Boston Private reviewed other Assette-type solutions that could aggregate all of the firm's sources and put it together in one package. Then it looked at several software companies that had investment management platforms that typically included a reporting component.

"We found that the reporting component in many products typically was not customizable enough for us," said Oberlies. "We spent about a year and a half assessing and conducting our due diligence, all along with Assette in our back pocket as a company we knew. We were trying to figure out if there were any solutions out there that were a better fit."

It turned out that Assette was the best option to help Boston Private streamline its presentation creation and client reporting. In the summer of 2005, the firm selected Assette and the Assette Presentations software package.

"The crux of our decision was based on the flexibility we gained from the Assette Presentations tool, the ability to customize for each individual account if need be, security and confidentiality of information and further automation of the process," said Oberlies.

On-demand software allows firms such as Boston Private to use important applications such as Assette Presentations without the concerns and costs associated with installing and maintaining software and hardware at their own site. Assette uses a third party SAS-70 certified co-location facility to house its servers and secure client data.

TESTIMONIALS

Chris Casey

Senior Vice President

Assette's software makes it easy for me to communicate complex and customized portfolio information to clients.

Karen Eames

Vice President

Assette Presentations is extremely easy to use. If you know PowerPoint, you can be fully productive with Assette in a matter of hours.

Bill Kane

Senior Vice President

Assette's strong data center and security controls made us feel comfortable with their fully hosted technology environment and that our confidential client data is fully protected.

Assette Presentations has helped Boston Private with its reporting packages and presentations in several ways.

- **Time savings.** The time its associates spend on sales and report preparations has literally been reduced to minutes per account. That time saved is being devoted to client service, investment research and more hours prospecting for additional business.
- **Consistency.** Using Assette Presentations, Boston Private clients receive a report or a presentation with the same look and feel. Charts and graphs differ depending on client-requested content and account-specific portfolio data, but the borders, colors, and fonts all have the same Boston Private style.
- **Ease of Customization.** When clients request new information Assette Presentations makes it easy to provide the exact information clients want. Since Assette Presentations is PowerPoint-based, users can easily create a presentation template to suit exact client requirements.

Oberlies said Assette's willingness to listen to the needs of Boston Private and make adjustments to Assette Presentations was extremely important in ultimately getting the product the firm needed.

"Assette was willing to partner with us to build this," he said. "I know we were demanding. We wanted certain things. In the end we came away with a very functional tool that has really cut our time spent producing these reports considerably."

That service continued when it came time for the Boston Private managers and associates to be trained on Assette Presentations. Oberlies said that Assette provided one-on-one and group training sessions and that Assette personnel attended "countless" meetings with the firm's client reporting committee. New users learn how to use Assette Presentations "in very little time," he said. Because the system operates in the familiar Microsoft PowerPoint format, a new user with even basic PowerPoint experience can quickly become productive on the application.

"For someone whom this isn't their primary function, maybe a week to get set up, trained and to develop a good feel for it and be productive," said Oberlies. "It's really a very intuitive program."