

## CASE STUDY

### Boys Arnold Asheville, N.C.

AUM: \$900+M  
DATA SOURCES:  
ADVENT AXYS

#### TESTIMONIALS

John P. Rhodin,  
CFA, CFP, CIC:

Chief Compliance Officer

We've seen a significant ROI from using Assette. We're serving our clients better and we're saving money and time.

Jason Allen, CFA:  
Investment Counselor

Assette software is extremely flexible. We can customize client reports and presentations to what our clients really want to see. Also, Assette's customer service is very responsive. We're very pleased.

Jennifer M. Witt:  
Senior Account Administrator

Now we have attractive presentations for all kinds of client meetings. It's a big improvement over the old days when we had to manually assemble PowerPoint presentation pages and input data.

Robin A. Pope:  
Assistant Administrator

Assembling client reports and presentations is much less stressful and time-consuming now that we're using Assette.

#### Background

Boys Arnold is a registered investment advisor with offices in Asheville, N.C., and Hilton Head, S.C. Primarily a wealth manager, it also serves institutional clients. Boys Arnold has close to \$1 billion in assets under management. The firm has used Assette's products since 2012 to produce client reports and presentations that draw data from Advent Axys.®

#### Problem: Need to Efficiently Produce Client-Friendly Materials

Boys Arnold recognized that its client materials needed a new look and a more efficient production process. Prior to adopting Assette's technology, the firm's reports overlapped with reports that clients received from their custodians. They ran 30 to 40 pages in length, consisted solely of numbers, and lacked charts and commentary. Any customization required extensive manual intervention.

As for presentations, they weren't standardized. Producing them meant searching for the right model and doing lots of manual manipulation and data entry.

#### Solution: Automating Report and Presentation Production

Boys Arnold sought a cost-effective solution that would work with Advent Axys and offer the flexibility to customize reports and presentations. It didn't want a system that forced users to accept the provider's templates. Boys Arnold chose Assette because the firm meets all of its needs and delivers good value for its price. Also, "with some firms we felt as if we'd be just one client out of a vast group of many clients. At Assette, I felt that we mattered and that they would pay attention to us," says Investment Counselor Jason Allen.

#### Outcome: Faster, More Attractive Reports and Presentations

With Assette, Boys Arnold's reports are more attractive and tailored to clients, with an average length of four pages. "We've received a lot of positive feedback from clients because they find their statements easier to understand," says Allen. He also likes the flexibility of Assette's software, which allows Boys Arnold to customize reports to each client's preferences without time-consuming manual intervention.

There are behind-the-scenes benefits, too. "Overall, the process is much more efficient. It's just a matter of a few clicks to produce reports," says Allen. Report generation for the firm's entire client base takes as little as one day, including operations tasks unrelated to Assette—a big improvement over the week that the process previously consumed. Boys Arnold saves money as well as time. That's due to spending less on paper and postage, in addition to better use of employee resources. The new, more attractive reports are less likely to be sent via U.S. mail. "The old reports weren't appropriate for posting to a client portal," says Allen. Now about only half of Boys Arnold's reports are mailed.