

# Return on Technology Investment (ROTI)

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## Returns to Report Assembly Software

More and more report assembly systems are appearing on the advisor landscape and we've used Trumpet Inc.'s Assemblage product as a proxy for these systems.

Typically, report assembly software enables an advisor to combine reports from multiple sources in preparing quarterly client investment reports. For example, the cover page might be generated inWord, the exhibits generated from the advisor's portfolio management software, and graphs from an Excel spreadsheet. Generating and collating these disparate inputs into a client report is extremely labor-intensive. Some small advisory firms actually stop the presses, take employees off more important jobs, and allocate their time to report production four times a year. Report assembly software shortcuts this process and automates report generation and collating.

Trumpet hasn't quantified the savings inherent in using report assembly software, but offers much anecdotal evidence, drawing from its clients' experiences:

- **Mason Investment Advisory Services of Reston VA.** The firm began using Assemblage in May 2008. It prepares 650 report packages for over 500 clients each quarter. Before using Assemblage, Mason did this using an Advent Axys script along with the manual collation of PDF files, manual page numbering, filing and distribution to clients. Using Assemblage, they can now prepare all reports without borrowing employees from other departments to contribute the labor. One employee handles the "quarter end" job in less than a week.
- **Rock Point Advisors of Burlington VT.** This firm has integrated Assemblage with PortfolioCenter and claims its reporting process has gone from hours to minutes. Rock Point generates 140 report packages each quarter, including input from three different sources. Hand collation has been completely eliminated.
- **Stearns Financial Services Group of Greensboro NC.** Generates 250+ report packages and, using Assemblage, has reduced the process from days to a couple of hours.
- **Willow Creek Financial Services of Sebastopol CA.** Generates 400-500 reports per quarter and, with Assemblage, has reduced the process from a few weeks to a few days.

## Conclusion

Assemblage costs \$1,300 for setup and from \$250 to \$1,500/year, depending upon how many clients the user has. Although we don't have enough data to quantify the savings to using report assembly packages like Assemblage, the anecdotal evidence suggests the savings greatly outstrip the cost of this product.