

# Client Case Study

## Ryan Investment Management Takes Full Advantage of Advent Office Essentials

Colorado Firm Sees Tremendous Results Using Low-Priced Bundled Solution

With 16 years experience in the investment management industry, and having worked in high-ranking advisory positions at such firms as Merrill Lynch, Ernst & Young, and Nation's Bank, Chris Ryan launched Ryan Investment Management, Inc. in September of 2001 and currently manages \$35 million in assets.

Having exhausted Microsoft Excel's reporting functionality, he decided it was time to invest in a professional portfolio management software solution. As a Schwab Institutional Advisor, he naturally turned to his Schwab sales rep for assistance. After hearing about Centerpiece, Ryan wasn't quite sold on it as the best solution for him and asked what other solutions were available.

His Schwab rep told him there was always Advent Software, but that those solutions were much more expensive. That's when Ryan found out about the low-priced Advent Office™ Essentials program.

### Advent Office Essentials

Ryan was looking for a system that offered professional looking reports, ease of use, and independence from his custodian. He says, "I knew Advent was considered the Cadillac of the industry, and I just figured I wouldn't be able to afford it." Ryan continues, "But it was a pleasant surprise when I found out how affordable the Advent Office Essentials solution made it to get Advent's software into my firm."

The Advent Office Essentials bundled solution includes the industry-leading Axys® portfolio accounting and reporting system, access to the Advent Custodial Data™ network of over 400 custodians, personalized implementation with a dedicated consultant, and a three-part online training course. Having had some experience with Axys in the past, Ryan was familiar with the software's power and the look of the reports it could generate. However he was new to the Advent Custodial Data service and was impressed by its capabilities.

"I like Advent Custodial Data much better than using a point-to-point interface with my custodian," says Ryan. He remembers that when he was using a point-to-point interface for downloading his data, he often ran into various connectivity problems. "I would get error messages, or other annoying glitches that I don't have the patience for, but now with Advent Custodial Data, I download my data in 30 seconds, and it's been perfect every time."

### Ease of Implementation

One of the goals of the Advent Office Essentials program is to streamline the often time-consuming software implementation process. In fact, aside from the very affordable cost, the most important reason Chris Ryan had for selecting Advent Office Essentials was the promise of a simplified implementation featuring a dedicated Advent consultant that would help him get his software installed and implemented quickly. "My business is managing money and managing clients," says Ryan. "I don't want to also be managing technology."

*"Within a timeframe of about one week, my accounts were loaded in, assets were reconciled, and I was up and running."*

*Chris Ryan, President  
Ryan Investment Management, Inc.*

To do his part to expedite the implementation process, Ryan took the online training course that is included as part of the Advent Office Essentials solution. The benefit of this learning resource was immediately apparent to Ryan. "The online tutorials were an excellent way to get up to speed on the product so that I was speaking the same language as my consultant and not wasting his time, or my time during implementation."

Then, after just a few phone conversations where Ryan described his firm's specific needs, the Advent consultant got right down to business. Ryan admits that he didn't completely believe the fast implementation time his consultant was promising. As he was implementing the software in early March, Ryan expressed that his top priority was to be able to use the new system to generate his first quarter reports and therefore needed to be up and running by March 31st. He recalls, "My consultant assured me that we would meet that deadline, but I had serious doubts that the implementation could happen that fast." In the end, his consultant delivered beyond Ryan's expectations. "Within a timeframe of about one week, my accounts were loaded in, assets were reconciled, and I was up and running."

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Ryan couldn't have been happier with his implementation experience, "Our consultant was awesome!" he says emphatically. Even after the software was installed his consultant continued to deliver personalized service. Ryan says, "Several times I either called or e-mailed him with follow up questions and I got very useful and incredibly timely responses."

### **Communicating Performance and Enhancing Client Service**

Chris Ryan understands the value of delivering personalized service, and Ryan Investment Management leverages the institutional-quality performance reports that Axys generates to keep clients informed on the state of their investments.

"Our clients pay us for performance, so the ability to communicate that performance both in graphic form and numerically helps us make it clear to our clients." Ryan adds, "Advent has the right graphs and the right reports for what I want to do."

Having worked at other firms and witnessed first-hand the inadequate reporting that some major Wall Street firms deliver, Ryan can confidently say that the reports he generates with his Axys portfolio and reporting software are head and shoulders above what these much larger firms are producing.

Advent Office Essentials also helps with marketing his services to potential clients. Knowing how inadequate many large firms' monthly reports are, Ryan says that he openly asks prospective customers, "Surely your monthly statements from your advisor show you beginning value, gains and losses, and ending value." Knowing full well that they don't, he then responds to them by saying, "Oh, you're not seeing that. I wonder what they're hiding?" This approach has been very successful for Ryan. "It's an easy sell since I know my Advent system can easily generate reports that show this information."

### **The Simple Truth**

In the end, for Chris Ryan, it all comes down to client service. He says quite eloquently, "If your clients can't tell how well they're doing, then you're not doing enough." It's a simple statement, but one that speaks volumes about his dedication to his clients, and to the results he knows he can produce with Advent Office Essentials.



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