

CASE STUDY

## Fundamental Asset Management on-boarding to Reporting as a Service

# Fundamental Asset Management on-boarding to **Reporting as a Service<sup>®</sup>**

Fundamental Asset Management select Reporting as a Service<sup>®</sup> to deliver improved client reports, flexibility, scale and a future-proof model – in a cost effective and affordable manner.



REPORTING AS A SERVICE<sup>®</sup>

 **Opus Nebula**

# A desire to improve the client experience, automate the report production and report distribution processes.

Fundamental Asset Management Limited are an independent, owner managed, investment management firm. They wanted to improve their quarterly client reporting and fully automate and streamline the reporting process.

Fundamental Asset Management (FAM) are a boutique discretionary fund manager (DFM) firm. FAM wanted to improve their regular client reporting, both the report content and the production process, without spending huge amounts of time and money to achieve this.

“Improving the client experience by providing more timely, more relevant and more personalised information to each of our clients was a key objective”, says Stephen Drabwell, Founder and Director of FAM. “However,” he goes on to say, “we need to be cost and time efficient, as we are a small team and cannot afford to waste either.”

Reporting as a Service was the ideal solution for FAM; the system simply required configuration for the data, the users and the reports. Contracts were signed in February 2021 and the first reports were produced at the end of March 2021. The on-boarding project was led by Opus Nebula and was incredibly quick and efficient.

Stephen states, “The service provided by Opus Nebula was first rate, they even helped design the new client reporting pack.”

The full data history for each client was loaded as part of the on-boarding process. Having all the data and all the reports in one place brings additional efficiencies to the business too.

Stephen notes, “The power and flexibility of the reporting solution means that each of my clients receives a highly personalised report, specific to them and their investments. The level of personalisation continues into the written commentary; it is a highly efficient and effective reporting solution.”

A close working relationship and a deep understanding of the business developed between the FAM team and the Opus Nebula delivery team; with regular formal meetings as well as ad hoc calls and discussions to ensure fast and accurate delivery.

**“Opus Nebula’s Reporting as a Service® solution allows us to simply and effectively produce personalised reports for each of my clients, at scale. The set up was quick, cost effective and straight-forward.”**

Stephen Drabwell, Founder,  
Fundamental Asset Management

FAM are so impressed with the Reporting as a Service® solution that they have already extended the initial scope and have added additional reports and functions – to further reduce their operational costs and increase efficiency.

Stephen Drabwell, comments, “Reporting as a Service provides a speed of set-up that is impossible with more traditional models, and the out-of-the-box solution includes everything needed to manage and produce a high quality, personalised and branded client report and to automatically distribute that report to the client. The solution allows me to add new clients without any reference to Opus Nebula – that level of control is perfect.”

“Additionally,” says Drabwell, “there have been other significant benefits of the solution. Having the completed reports automatically distributed to my clients by email is quick, efficient and error-free, and the audit trail clearly informs me of each step in the production and distribution processes. I also use the solution to electronically distribute and store 3rd party pdf statements to each of my clients – saving the time and cost of printing, stuffing envelopes and postage.”

The efficiency and overall time savings allow Stephen to spend much more time focussing on investments, speaking directly to clients and gaining new clients.

## Summary – Stephen Drabwell sums up

“Key to a DFM firm like FAM is the balance between functionality, flexibility and cost. Reporting as a Service addresses all these; the out-of-the-box reporting solution is priced on a pay-per-use basis, so is affordable to investment firms of all sizes, the functionality is simply world-class.”

# Reporting as a Service<sup>®</sup>

## the Opus Nebula solution

We believe that investment firms should have access to the very best client reporting solution available to provide complete, accurate, timely and tailored reporting to their clients. But firms no longer need to build and host the system themselves.

Opus Nebula's Reporting as a Service<sup>®</sup> solution provides a complete end-to-end and pre-built client reporting solution to wealth and asset management firms, family offices and hedge funds. The cloud-based solution enables firms of all sizes including smaller and medium sized investment firms to provide world-class reporting to their clients in an efficient and affordable basis.

The Reporting as a Service solution integrates easily with multiple data sources and simple user dashboards control the report preparation, production and publication processes.

All completed reports and their full audit trail are automatically stored in the document library for future reference.

For more information about Opus Nebula, please visit: [www.opus-nebula.com](http://www.opus-nebula.com)

### About Fundamental Asset Management

Fundamental Asset Management Limited is an independent, owner managed, investment management firm which has delivered outstanding investment performance through focusing on direct equity investment. It undertakes its own in-depth research, seeking out the best investment opportunities across UK and international stock markets. They have an unrivalled knowledge of the AIM market and have successfully provided AIM for Inheritance Tax planning and General Portfolio Management to private investors, trusts and institutions since 2004.

Read more about Fundamental Asset Management by visiting: [www.fundamentalasset.com](http://www.fundamentalasset.com)



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