

Reporting

TRAIL GUIDEBOOK



COURSE TOPICS

- ▶ **Reporting Apps Suite.** A preview of all our Reporting-related Apps
- ▶ **Functionality.** For each User Level, *who* gets what & *where* can they use it
- ▶ **Data Queries vs. Reports.** Use cases and benefits for each app
- ▶ **Data Queries App.** Learn how to customize and apply this app to your business
- ▶ **Reports, Report Builder and Themes.** Get excited, get creative with Custom Reporting!



REPORTING

Orion offers a variety of ways to display a client's portfolio information as simply as possible or including as much detail as needed to communicate your message and demonstrate your *value* as their trusted Advisor. Our Reporting Suite includes multiple apps to serve different needs; starting with **Data Queries** for internal data analysis, **Reports** to quickly access client-facing reports and **Report Builder** that allows you to customize your reports to fit each situation or client's personality. We don't stop there though, more Reporting apps await you as you continue your Ascent! But let's learn the basics first...

USE CASE: Run a data query and export to Excel if all you need to do is review portfolio values across your entire database or run multiple client-facing reports at once to prepare for your Monday meetings. Feeling creative? Spend some time customizing reports to fit different client personalities via our Report Builder app. Get crazy and adjust the Report Themes to match your branding!



Our Reporting Suite (Sweet)

Take advantage of other Reporting-related Apps.



Reports



Report Builder



Data Queries



Deliver



Engage



Quarter End Dashboard



Household Overview



Client Portal



RMD Dashboard



Grouping Manager



Insight



Trends



Reporting Functionality

General features and access rights.

Orion Connect

Advisor Level

- Household Overview + Insight app
- Reports | Report Builder app
- Benchmark Assignments app
- Report Themes
- Grouping Manager, Engage + more!
- Additional access via:
 - CRM Integrations*

Representative Level

- Household Overview + Insight app
- Reports | Report Builder app
- Data Queries app
- Benchmark Assignments app
- Additional access via:
 - CRM Integrations*

Client Portal

Client Level

- Portfolio Overview
- Portfolio Values, Performance & Activity
- Portfolio Reporting List
- Stored Reports
- Cloud Storage Access
- Access via portal.orionadvisor.com

Representative Level⁺

- Access via:
 - Client Portal app
 - CRM Integrations*

Advisor Level

- Access via:
 - Client Portal app
 - CRM Integrations*

*Contact us about available CRM integrations via Salesforce.com, RedTailCRM or Junxure Cloud.

+Broker/Dealer, Wholesaler and other user levels available. Contact us for details.



Data Queries

VS.



Reports

Which app should I use and when?

Data Queries



- Commonly used for internal data analysis
- Review data across all clients and accounts
- On-screen or spreadsheet format options
- Only available at Advisor and Representative Levels
- Generated from the Data Queries* app

Reports



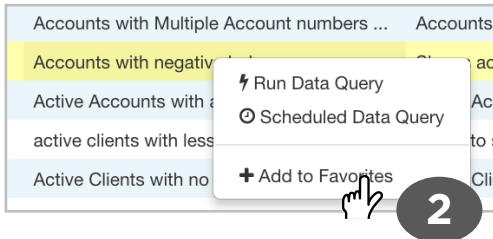
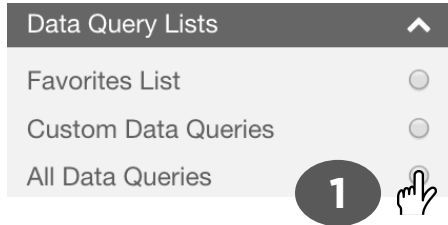
- Commonly used for client-facing presentations
- Generate for one portfolio, pre-assigned Groups or Report Batches
- Generates in PDF format
- Make reports available at Advisor, Representative and Client Levels
- Customize reports via the Report Builder* app



Data Queries

Customizing your Favorites List.

1. Click **All Data Queries** under **Data Query Lists** on the right-side **Menu**.
2. Find a favorite query from the list and **right-click**. Select **+Add to Favorites**.
3. There you go! You now have a personal **Favorites List** specific to your **User Login**.



Home > Data Queries

Actions

Data Query ID	Schedule Active	Favorite	Title	Description
15		✓	Advisory Fees Paid by Household & Rep	List of all clients advisory fees paid in a calendar year, list by
32	✓	✓	Audit File - Client List	Detail of Client data (Active with Value)
39		✓	AUM by Rep & Custodian	Total market value by rep and custodian on the specified date
113		✓	Rep List with User Defined Fields	Rep List with User Defined Fields
1747	✓	✓	Bond Product Audit	Product Audit for Bond Products
2064		✓	Wholesaler Payout Request	Wholesaler Payout Request
2279		✓	Full Exclusion Table	Everything from Exclusion Table (This does not include NFS /
3012		✓	IPS Questionnaire Form Names	Returns the Form Name Values associated with the question
3633		✓	Registration Types List	List of all Registration Types

Standard View

Title = Audit File - Client List

Filters

Columns

Groupings

Data Query Lists

Favorites List

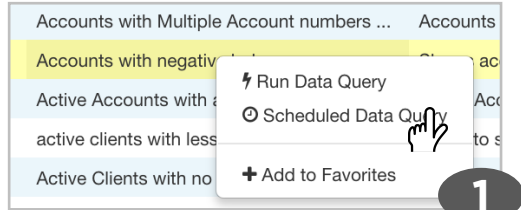
Custom Data Queries

All Data Queries



Data Queries

Scheduling a Data Query.



1. Select a query and **right-click**. Select **Scheduled Data Query**.
2. Select your **Scheduler Details** and click **Schedule**.
3. You now have a query that will automatically run and post the results under **Notifications**. Orion does the *heavy lifting* for you!

2

Data Query Scheduler

Set Schedule

Start Date/Time: 11/12/2016 @ 09 : 59 AM

☐ Daily ☒ Weekly ☐ Monthly

Monday Tuesday Wednesday Thursday Friday Saturday Sunday

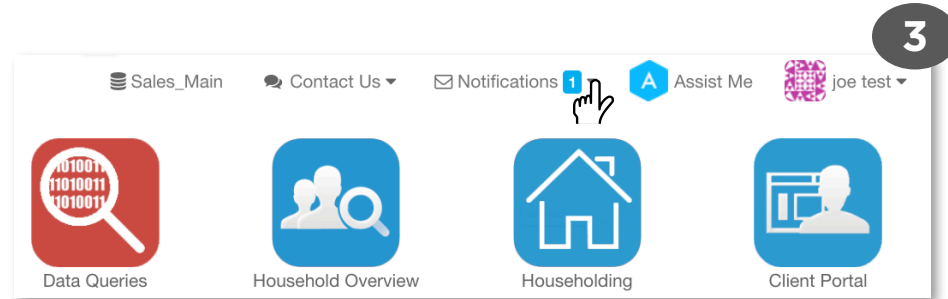
FTP Results

FTP Upload Target [Load/Change Upload Target](#)

Set Parameters

Enter Date

*Scheduled data queries are delivered to your inbox located under Notifications.

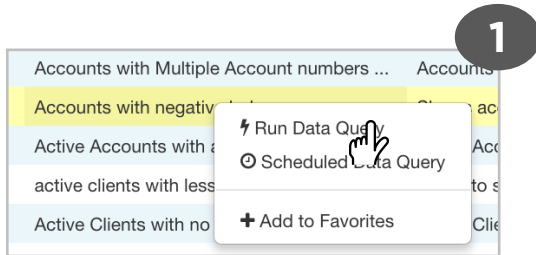




Data Queries

Running a Data Query.

1. Easy! Just select the query you wish to run by **Double-clicking** or **Right-clicking** and choose **Run Data Query**.
2. Choose your **Query Parameters** (if applicable) and select your **Run To** method*.
3. Click **Run**.



Advisory Fees Paid by Household & Rep

List of all clients advisory fees paid in a calendar year, list by account & householded & sums by household & separated by rep.

Start Date: 10/1/2016

End Date: 11/12/2016

Run To: ☒ Screen ☐ CSV ☐ Excel

Run For Database: ☒ Current ☐ Multiple

Run Cancel

*Selecting Screen as your Run To method will allow for on-screen editing for Household and Account information, if needed.



Best Practices

There are 100s of data queries to choose from, so you need to ask yourself “What data is important to me or my business?”

Helpful Data Queries

Below are a few data queries that can be helpful when auditing general data, reviewing balances and values or satisfying your curiosity. Contact your us to request a new data query or discuss the most relevant data queries for your firm.

- ① **Audit File_All Accounts** A complete review of all Household, Registration and Account information
- ② **Audit File_Billing_Account Info** Similar to above, but with more *billing-related* information
- ③ **Audit File_Product Classifications** Review classifications across all products in your database
- ④ **As of Value by Account** Review account values as of a date (choose from multiple variations)
- ⑤ **As of Value by Asset** Review asset values as of a date (choose from multiple variations)
- ⑥ **Accounts gone to zero** Review accounts that recently went to \$0 during a date range
- ⑦ **Daily Transactions** Review all transaction information for a date range
- ⑧ **Contributions and Distributions** Review client *cash flow* transaction information
- ⑨ **AUM by Rep** Review assets under management as of a date for each Representative
- ⑩ **Account Search by Ticker** Review accounts that hold a specific product



Reports

To get started go to the Orion Connect Home Page and click on the Reports App.

Portfolio

Custom Reports

[Advanced Layout Sample](#)

[Advanced Report Layout](#)

[CWS Report](#)

[My Report](#)

[Personal Rep Report](#)

Standard Reports

[Account Cancellation](#)

[Advisory Fee Notification](#)

[Advisory Fee Notification PC Alternative](#)

[Benchmark Comparison](#)

[Benchmark Risk Comparison](#)

[Consolidated Portfolio Position](#)

[Estimated Income Report](#)




Benchmark Comparison

DATE DEFAULTS	WEB ACCESS
Start Date Start Last Quarter ▾ + ▾ 0	None <input type="radio"/>
End Date End Last Quarter ▾ + ▾ 0	Advisor <input type="radio"/>
As of Date No Default ▾ + ▾ 0	Wholesaler <input type="radio"/>
	Broker/Dealer <input type="radio"/>
	Rep <input checked="" type="radio"/>
	Client <input type="radio"/>

[Save](#) [Cancel](#)



- Select the **Advisor** level on a custom report (inside the Report Builder app) for it to appear under the **Custom Reports** section above.
- Click the  to enable **Standard Reports** for other users + set **Date Defaults**.



Reports

Running a report.

1 Options Choose entity & period

1 Options

2 Parameters

3 Delivery

Portfolio Valuation

Portfolio Valuation

Run For

Search by Household

Smith, Adam

+

Import file

Start Date

4/1/2016

Use Inception

End Date

6/30/2016

Quick Dates

Remember Date(s)

Internal Use Only

Run Now

Next

OPTIONS

2 Parameters Customize settings

1 Options

2 Parameters

3 Delivery

Expand All

Report Defaults

Save for Report

Save for Myself

Save for Smith, Adam

Account Management

Account Numbers

Activity Summary

Show Performance

Period List

Additional Options

Billing

Bonds

Cost Basis

Show

3 Selected

Run Now

Back

Next

PARAMETERS

3 Delivery Format options

1 Options

2 Parameters

3 Delivery

How would you like the report(s) delivered?

Delivery Method

Direct Download

AdvisorShared

Dropbox

Selected Inbox

Report Inbox: brian.schmitz@orionadviso...

Report Inbox: Tech.Advisor

Report Inbox: Selected Client

File Format

PDF

Excel

Combination Method

None

Zip

Back

Run Report

DELIVERY



Report Builder

To get started go to the Orion Connect Home Page and click on the Report Builder App.

Maintenance

- Maintain Advisor Level Custom Reports
- Maintain Report Default Options
- Maintain Versioned Reports | Web Access
- Maintain Disclosures and more!

Features

- Add Custom Manager's Message
- Add Custom Text | Guide-To-Reading Info
- Choose from over 300 Sub-reports
- Custom settings on every Sub-report!

Home > Custom Reports > Report Builder

Company Logo

New Report

Report Description

1 Account(s) Included in this Report

Total Value: \$150,603.44

Registration Name	Registration Type	Custodian	Account Number	Management Strategy	Account Value
Gerald Alby	Profit Sharing Plan	NFS	Equites41	Building Equity	\$150,603.44

Portfolio Composition

Asset Class

3/8/2010

Asset Category

3/8/2010

Activity Summary

	Period (10/1/2009 to 12/31/2009)	Month To Date (12/1/2009 to 12/31/2009)	Quarter To Date (10/1/2009 to 12/31/2009)	Year To Date (1/1/2009 to 12/31/2009)	Inception (9/24/00 to 12/31/2009)
Beginning Market Value	\$1,744,573.70	\$1,771,316.08	\$1,744,573.70	\$1,514,797.73	\$0.00
Contributions	\$0.00	\$0.00	\$0.00	\$0.00	\$906,251.94
Distributions	\$0.00	\$0.00	\$0.00	\$0.00	(\$1,205,472.96)
Transfers In/Out	\$0.00	\$0.00	\$0.00	\$0.00	\$2,267,744.84
Net Dividends/Interest/Gains/Withdrawn	\$0.00	\$0.00	\$0.00	\$0.00	(\$459,953.52)
Miscellaneous Charges	\$0.00	\$0.00	\$0.00	\$0.00	
Advisory Fees Paid	\$0.00	\$0.00	\$0.00	\$0.00	
Market Value Increase/Decrease	\$25,970.41	(\$771.97)			
Ending Market Value	\$1,770,544.11	\$1,770,544.11			
Performance	1.49%	-0.04%			

Parameter Filter

Click to filter Parameters under Report Options for a specific sub-report

Actions

Save

Save & Close

Delete

Run Report

Save & Run

Back to List

Defaults for Report

Accounts in this Report Columns

Show Account Number

Show Custodian

Show Reg Type

Show Model Name

Show Reg Name

Show Management Str...

Show Account Value

Activity Summary

Activity Summary Options

Activity Summary Periods

Disclaimer

Grouping

Include / Exclude

Indexes

Performance Summary

Report Options

Show / Hide

Uncategorized

New Report

1

General Settings

Add Report Name & Description
Assign a Report Theme & Cover Page
Choose Layout & Date Defaults

2

Sub-Reports Menu

Select by Category or Search sections
Click to Add, then Drag & Drop

3

Report Options

Select or modify sub-report Parameters
Select a Parameter to highlight the related sub-report(s) A or use Filter on sub-report B

4

Access Controls

Assign Web Access rights to User Levels
Assign User Access rights to specific Clients or Representatives

5

Save & Run

6



Report Themes

Give your reports some style – just 3 easy steps!

STEP 1 Clone

Orion provides a ‘jumping-off’ point for you - 3 pre-built themes to get you started! From the **Report Builder** app, simply clone **Orion Classic**, **Orion Light** or **Orion Traditional** to begin theming.

STEP 2 Create

Within the report theming tool you only have to theme **3** basic sub-reports. The theme settings are then applied to any sub-report being used within a **Custom Report**! Simply click on the area to **Edit** within the report theming tool and the theming options will be presented on the right-side **Menu** bar. As you edit, the template dynamically changes so you can see what areas are affected and what your changes look like.

STEP 3 Assign

After you finalize your theme settings and save your new **Report Theme**, go to any **Custom Report** and assign a theme! Simply edit a **Custom Report** and assign a **Report Theme** under the **General Settings** tab. Be sure to **Save** your changes (but you knew that)!

Customization Highlights

Fonts Select type, size and color

Borders Select style and color

Logos Upload custom image & edit placement

Assign Select a custom report and assign a **Report Theme**



Report Themes

To get started go to the Orion Connect Home Page and click on the Report Builder App. Select Report Themes.

Clone

Create

Assign

REPORT BUILDER

Custom Reports

Report Themes

Reports > Themes

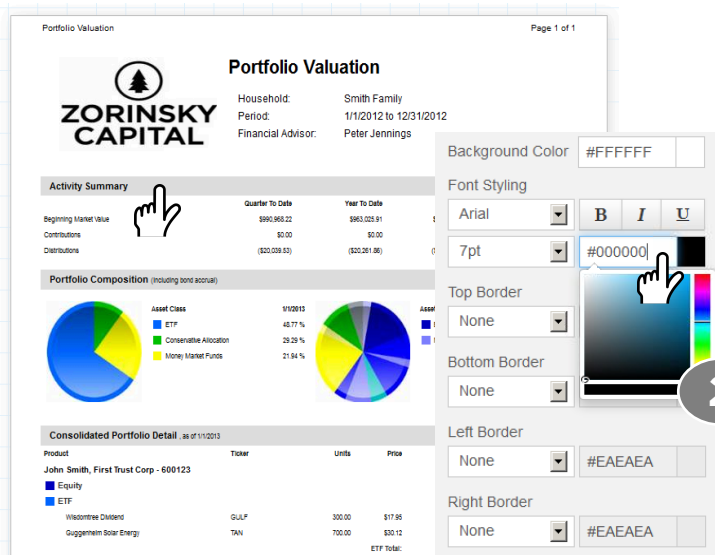
Theme Name

Orion Classic

Orion Light

Clone

1



Reports > Custom Reports > Client Review

General

Report Name
Client Review

Description
About this report.

Theme
Default
Orion Classic
Orion Light
Orion Traditional
OAB1
OAB2
OAB3

3



Report Themes

Available theme elements.



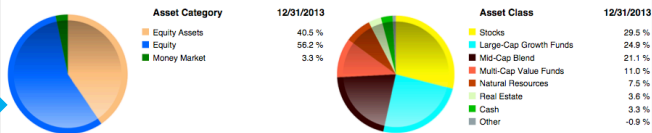
Portfolio Valuation

Household: George H. & Barbara Bush
Period: 10/1/2013 to 12/31/2013
Financial Advisor: Katie Couric

About This Report

The Portfolio Valuation report displays various details about an account or group of accounts during the specified date range. This report can show a summary of the account activity that occurred during certain time frames. It can also show information about each asset, including whether it is underweight or overweight. Finally, this report can illustrate the portfolio's composition with a pie chart and the change in market value relative to the net amount invested with a bar graph. This report can run at the household (client), registration, or account level. All of these details are displayed at the level for which this report was created.

Portfolio Composition (including bond accrual)



Activity Summary

	QTD (10/1/2013 to 12/31/2013)	YTD (1/1/2013 to 12/31/2013)	1 Year (1/1/2013 to 12/31/2013)	3 Year (1/1/2011 to 12/31/2013)	Since Inception (5/21/1998 to 12/31/2013)
Beginning Market Value (Including Bond Accrual)	\$233,400.95	\$1,969,390.97	\$1,969,390.97	\$1,947,401.10	\$30,000.00*
Contributions	\$0.00	\$0.00	\$0.00	\$437,303.78	\$2,107,279.84
Distributions	\$0.00	(\$1,886,496.12)	(\$1,886,496.12)	(\$2,357,008.11)	(\$2,393,710.42)
Transfer In/Out	\$0.00	\$0.00	\$0.00	\$1,054.58	\$37,407.80
Dividends and Interest	\$0.00	\$0.00	\$0.00	\$13,731.17	\$30,112.39
Miscellaneous Charge	\$0.00	\$0.00	\$0.00	(\$8.95)	(\$66.75)
Advisory Fees Paid	\$0.00	(\$285.72)	(\$285.72)	(\$3,354.71)	(\$11,566.68)
Bond Accrual	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Market Value Increase/Decrease	\$18,053.57	\$168,825.39	\$168,825.39	\$312,335.66	\$451,998.34
Ending Market Value (Including Bond Accrual)	\$251,454.52	\$251,454.52	\$251,454.52	\$251,454.52	\$251,454.52
Time Weighted Return (Gross)	7.74 %	23.07 %	23.07 %	10.04 %	6.65 %

Portfolio Valuation Page 2 of 3

Portfolio Detail, As Of Date - 12/31/2013

	Account Number	Units	Price	Cost	Value *	Allocation
Barbara Bush (ROLL), Schwab						
Equity Assets						
Stocks						
Anworth Mortgage Asset Corp	*****4	320.00	\$4.21	\$2,264.33	\$1,347.20	1.22 %
JP Morgan Chase Cap XI Cap Secs Ser K	*****4	200.00	\$25.20	\$0.00	\$5,040.00	4.57 %
iShares S&P US Preferred Stock Index	*****4	200.00	\$36.83	\$7,858.75	\$7,366.00	6.69 %
Altria Group Inc	*****4	230.00	\$38.39	\$0.00	\$8,829.70	8.01 %
iShares Barclays TIPS Bond	*****4	110.00	\$109.90	\$0.00	\$12,089.00	10.97 %
Enterprise Products Partners LP	*****4	271.00	\$66.30	\$0.00	\$17,967.30	16.31 %
Magellan Midstream Partners LP	*****4	340.00	\$63.27	\$0.00	\$21,511.80	19.53 %
Stocks Total:				\$10,123.08	\$74,151.00	67.31 %

2/13/2014 1:34:13 PM

George H. & Barbara Bush

Report Title

Section Title Bar

Disclaimer

Section Row Header

Page Header

Table Grouping Footer 1, 2, 3

Page Footer

Report Logo

Section Border

Section Column Header

DYNAMIC DESIGN

Just **Click** on each theme element to **Edit**.
Changes happen right before your eyes!

Table Grouping Header 1 2 3

Section Detail