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	Client Portal

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, RedTaillCRM 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

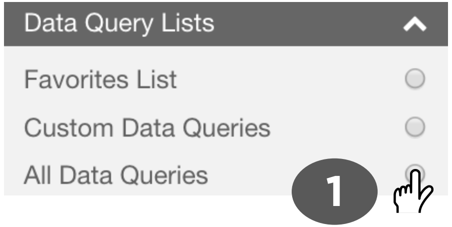
- Commonly used for client-facing presentations
- Generate for one portfolio, pre-assigned Groups or Report Batches
- Generates in PDF format
- Make reports available at Advisor, Representative and Client Levels
- Customize reports via the Report Builder* app

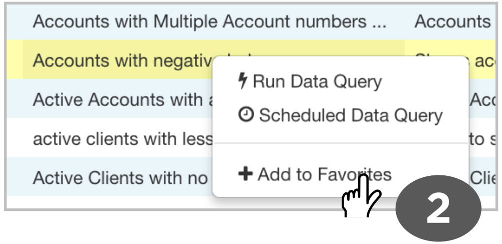
*Contact us about customizing Data Queries and Report Builder Sub-reports. We are always open to new ideas!

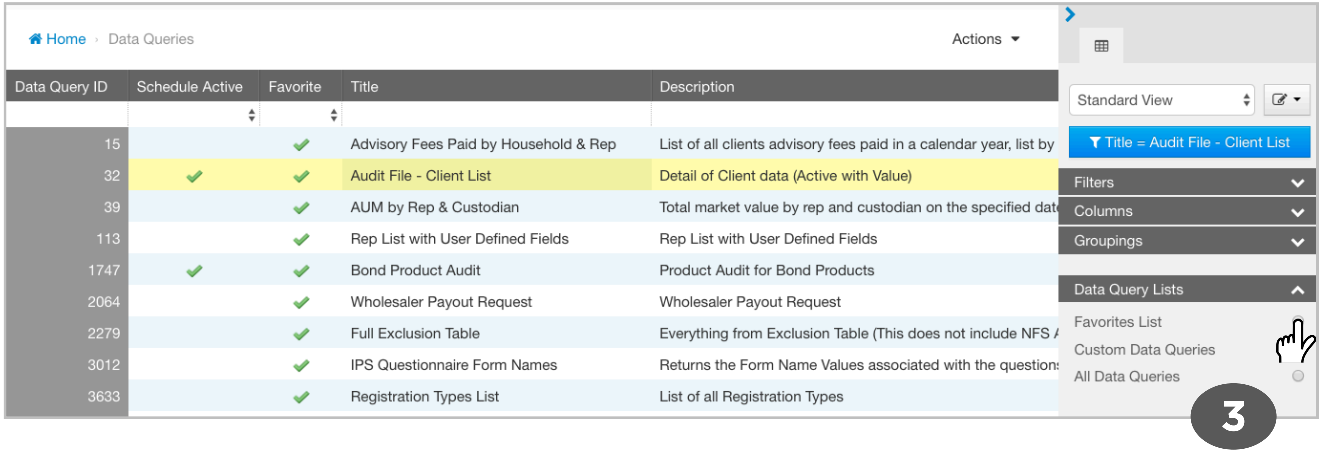
Data Queries

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**.

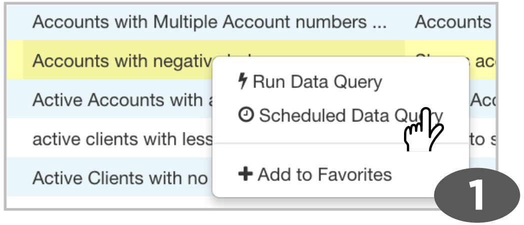




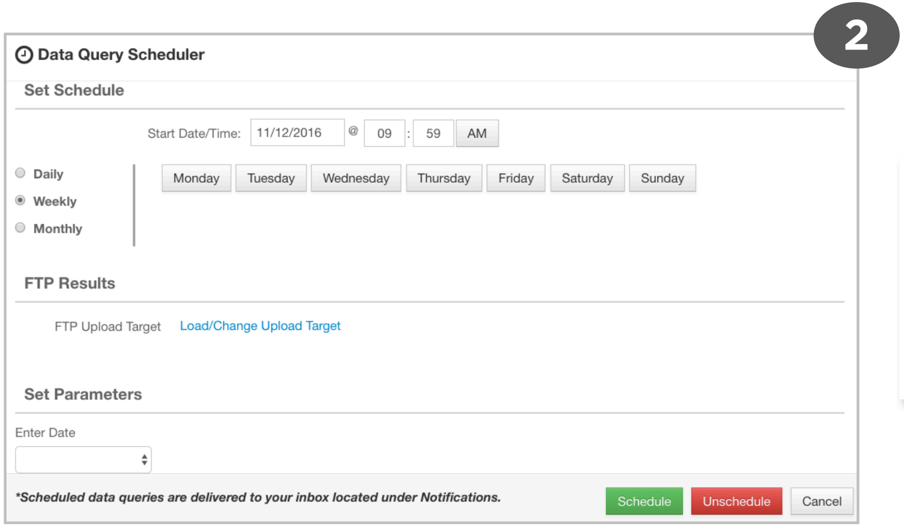


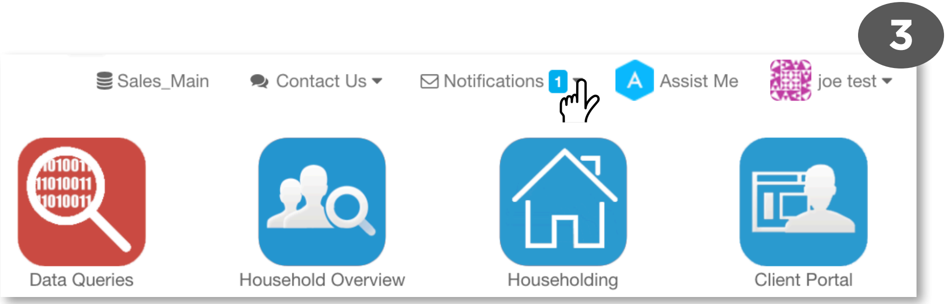
Data Queries

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!

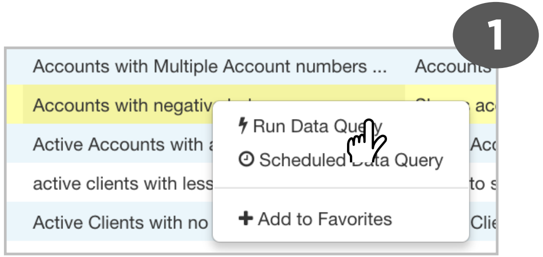


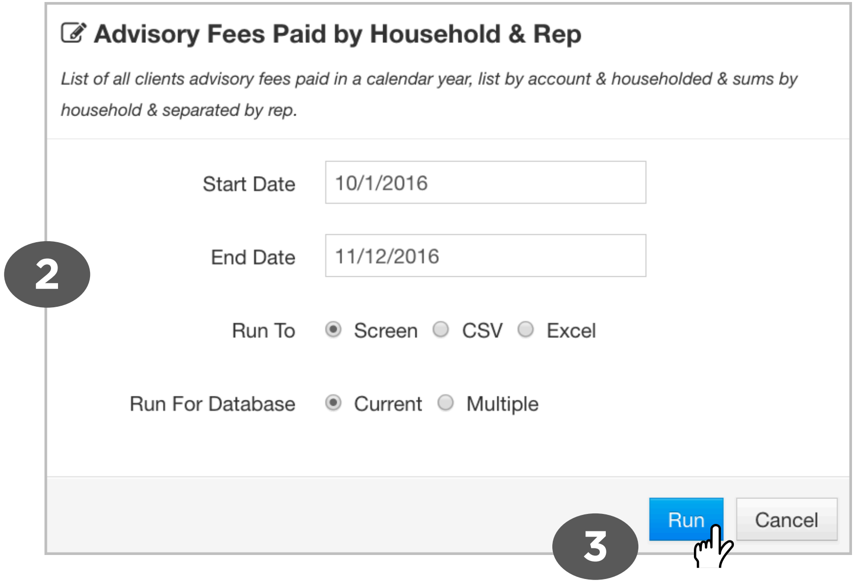


Data Queries

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**.





*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?"

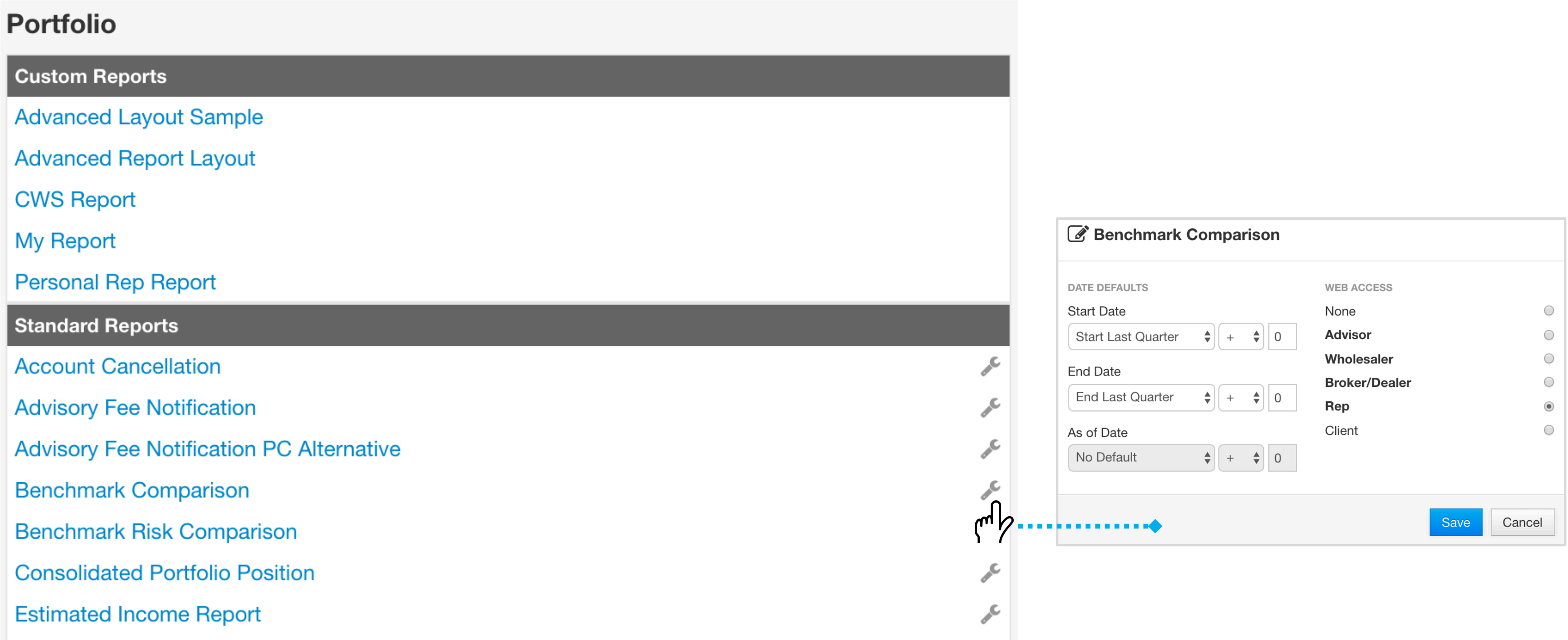
Helpful Data Queries

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.

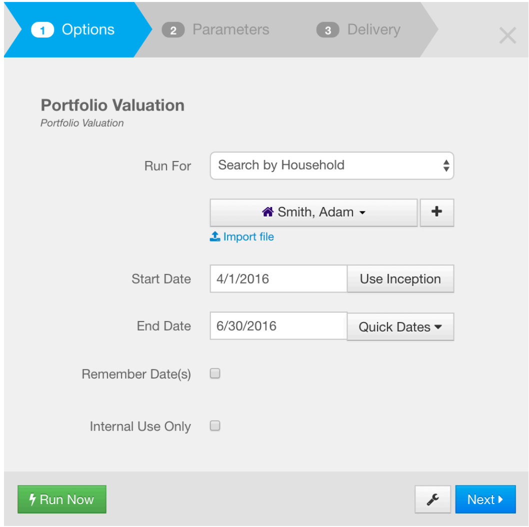


- Select the Advisor level on a custom report (inside the Report Builder app) for it to appear under the Custom Reports section above.
- Click the 🔧 to enable Standard Reports for other users + set Date Defaults.

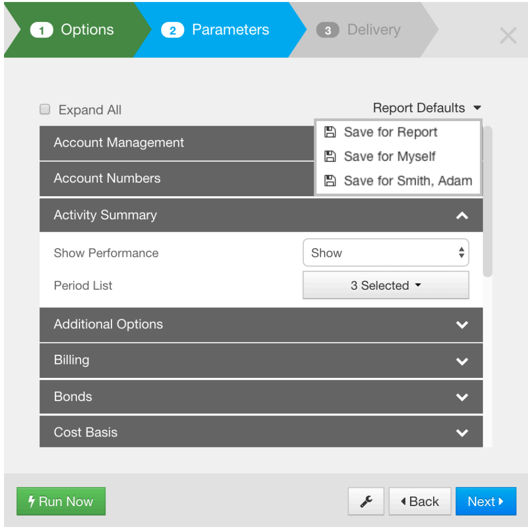
Reports

Running a report.

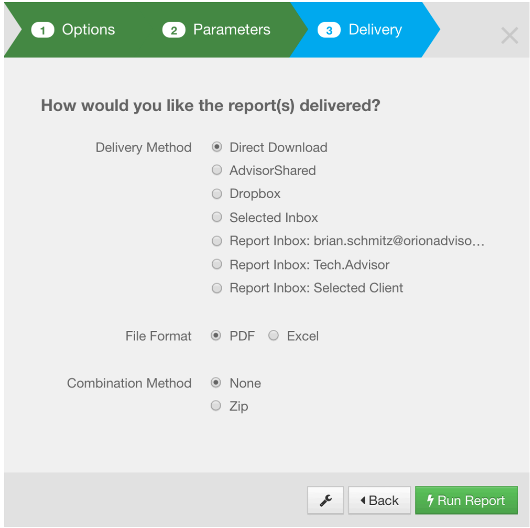
1 Options Choose entity & period



2 Parameters Customize settings



3 Delivery Format options



OPTIONS → **PARAMETERS** → **DELIVERY**

Report Builder

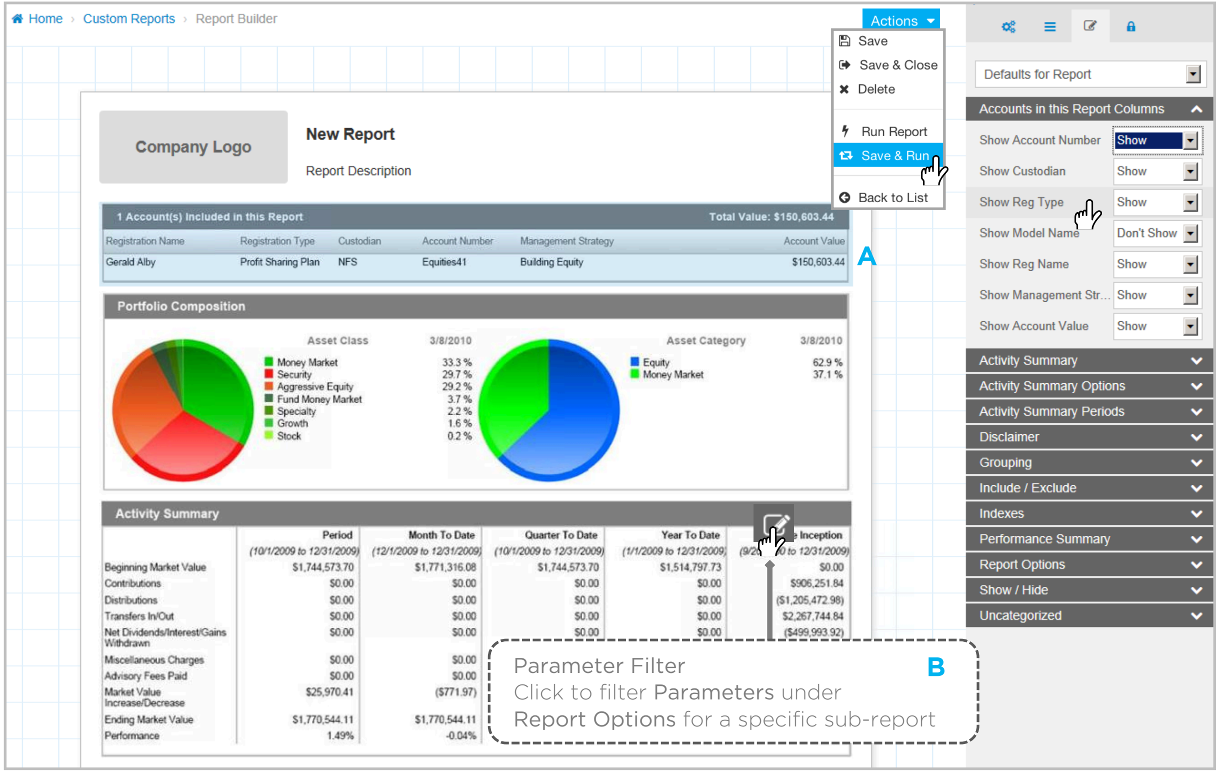
To get started go to the **Orion Connect Home Page** and click on the **Report Builder App**.

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!



Parameter Filter B
Click to filter **Parameters** under **Report Options** for a specific sub-report

New Report 1

General Settings 2
Add **Report Name** & **Description**
Assign a **Report Theme** & **Cover Page**
Choose **Layout** & **Date Defaults**

Sub-Reports Menu 3
Select by **Category** or **Search** sections
Click to **Add**, then **Drag & Drop**

Report Options 4
Select or modify sub-report **Parameters**
Select a **Parameter** to highlight the related sub-report(s) A or use **Filter** on sub-report B

Access Controls 5
Assign **Web Access** rights to **User Levels**
Assign **User Access** rights to specific **Clients** or **Representatives**

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

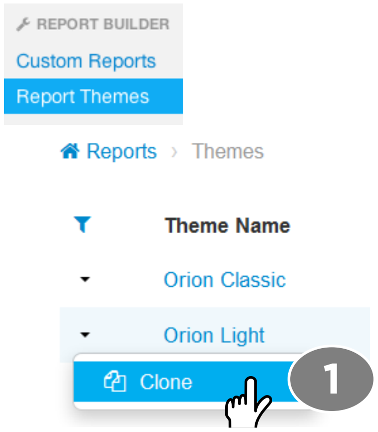
Logos Upload custom image & edit placement

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

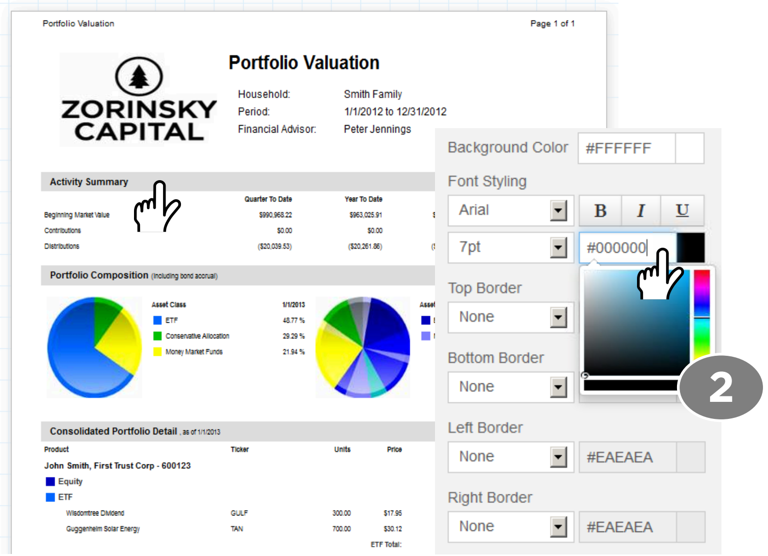
Report Themes

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

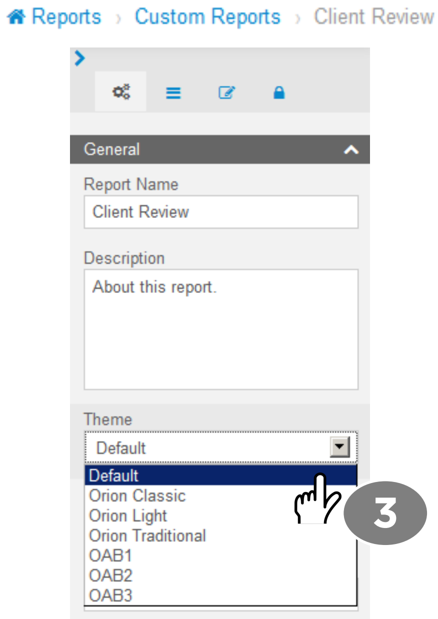
Clone



Create



Assign



Report Themes

Available theme elements.

ZORINSKY CAPITAL

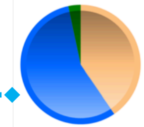
Portfolio Valuation

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)



Asset Category	12/31/2013
Equity Assets	40.5 %
Equity	56.2 %
Money Market	3.3 %

Asset Class	12/31/2013
Stocks	29.5 %
Large-Cap Growth Funds	24.9 %
Mid-Cap Blend	21.1 %
Multi-Cap Value Funds	11.0 %
Natural Resources	7.5 %
Real Estate	3.6 %
Cash	3.3 %
Other	-0.9 %

Activity Summary

Returns are Gross of Fees
** The first 12 month returns are not annualized

	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	$1,847,401.10	$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	[illegible]	$0.00	$0.00	$13,731.17	$30,112.39
Miscellaneous Charge	[illegible]	$0.00	$0.00	($8.95)	($66.75)
Advisory Fees Paid	[illegible]	($265.72)	($265.72)	($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	$0.00u	$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	$0.00u	$8,829.70	8.01 %
iShares Barclays TIPS Bond	******-4	110.00	$109.90	$0.00u	$12,089.00	10.97 %
Enterprise Products Partners LP	******-4	271.00	$66.30	$0.00u	$17,967.30	16.31 %
Magellan Midstream Partners LP	******-4	340.00	$63.27	$0.00u	$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

Report Logo

Disclaimer

Section Border

Section Column Header

Section Row Header

DYNAMIC DESIGN

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

Page Header

Table Grouping Footer 1, 2, 3

Table Grouping Header 1 2 3

Page Footer

Section Detail