Dynamic Reporting

101

09/10/2020

Agenda

Introduction
- Why we created Dynamic Reporting
- What we learned by launching Dynamic Reporting
- What you can expect when using Dynamic Reporting
- Resources to learn more about FINRA data dissemination

Overview of Tools
- Overview of the Dynamic Reporting tool set prior to starting the demo

Demonstration
- Entitlement requirements
- Navigating Dynamic Reporting
- Resources to get help in-app

- **Scenarios**
  - How can I pull up a list of branch supervisors?
  - How to find out how many reps were hired in the last quarter?
  - How many reps have an upcoming CE obligation in the next 90 days? How many in each branch?

Introduction

Why we created Dynamic Reporting

FINRA

When we created Dynamic Reporting, our goals were to provide

Near real-time data access

More freedom to manipulate the data to answer common questions

- No 30-day date-range limitation
- More filters
- Customizations

Data parity with Classic CRD

What we learned by releasing Dynamic Reporting

Goal	Lesson
Near-real time data	Dynamic Reporting data doesn't match Classic CRD data and our customers are confused by the differences they're finding in data.
More freedom to manipulate the data to answer common questions	The amount of data available and the numerous customization options can be overwhelming.
Data parity with Classic CRD	The amount of data available to customers can be overwhelming, particularly when it comes to navigating and leveraging hierarchical data. Part of the experience of data parity extends beyond reporting to notifications and other new capabilities.

What to expect when using Dynamic Reporting?

This is not "Reporting" as usual. FINRA is moving toward a self-service model by giving our customers access to their data.

Results will not be a one-to-one replacement of what's in CRD but you can accomplish the same goals.

- Dynamic reporting is designed to get you answers to common questions. It does not match the format of CRD Reports.
- Data differences between Dynamic Reporting and CRD exist because Dynamic Reporting is pulling data more frequently.
- Column differences between Dynamic Reporting and CRD caused by hierarchy or legacy differences in labeling columns.

All data available in CRD is available in Dynamic Reporting with few exceptions

- Personally Identifiable Information (PII) is not available in Dynamic Reporting.
- New data is added frequently. Recently added firm data and FinPro attestation details. Will be adding CE appointment details.

Tech savvy? Check out our Developer Resources. When trying to automate your process, try our APIs. Technical team members can learn more at developer.finra.org.

Resources to learn more

This is our first word, not our last.

We are working differently so we can make more updates more frequently

We are going to keep adding data. Initial focus has been on CRD data parity

- Adding 4530 data later this year
- Public FINRA data
- Filing History

Office Hours

Feedback

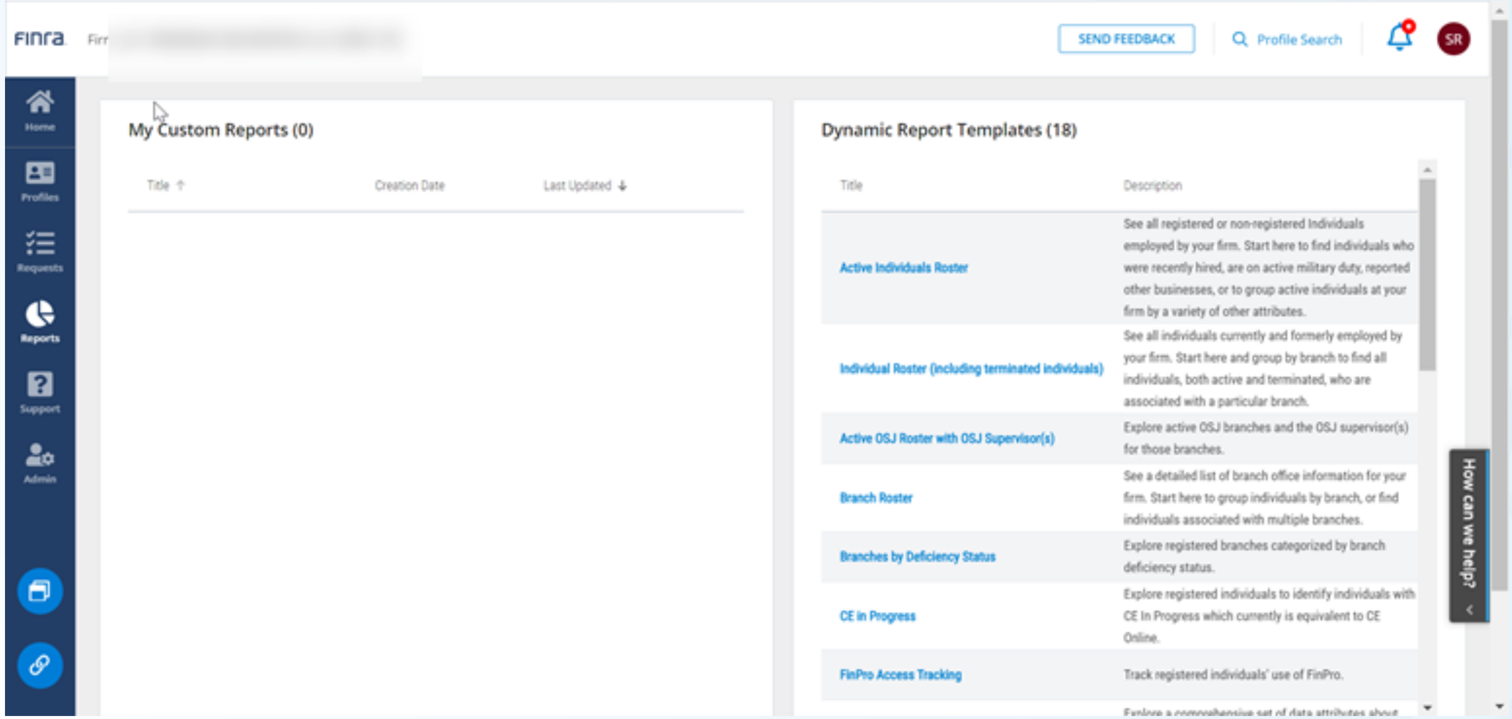
Developer.finra.org

Future webinars

Overview

What Data is available in Dynamic Reporting?

- **CRD Data**
  - Individual
  - Branch
  - Firm
- **Treasury Weekly Aggregates**



Pick a template that matches the data you want to explore and start making your own customizations.

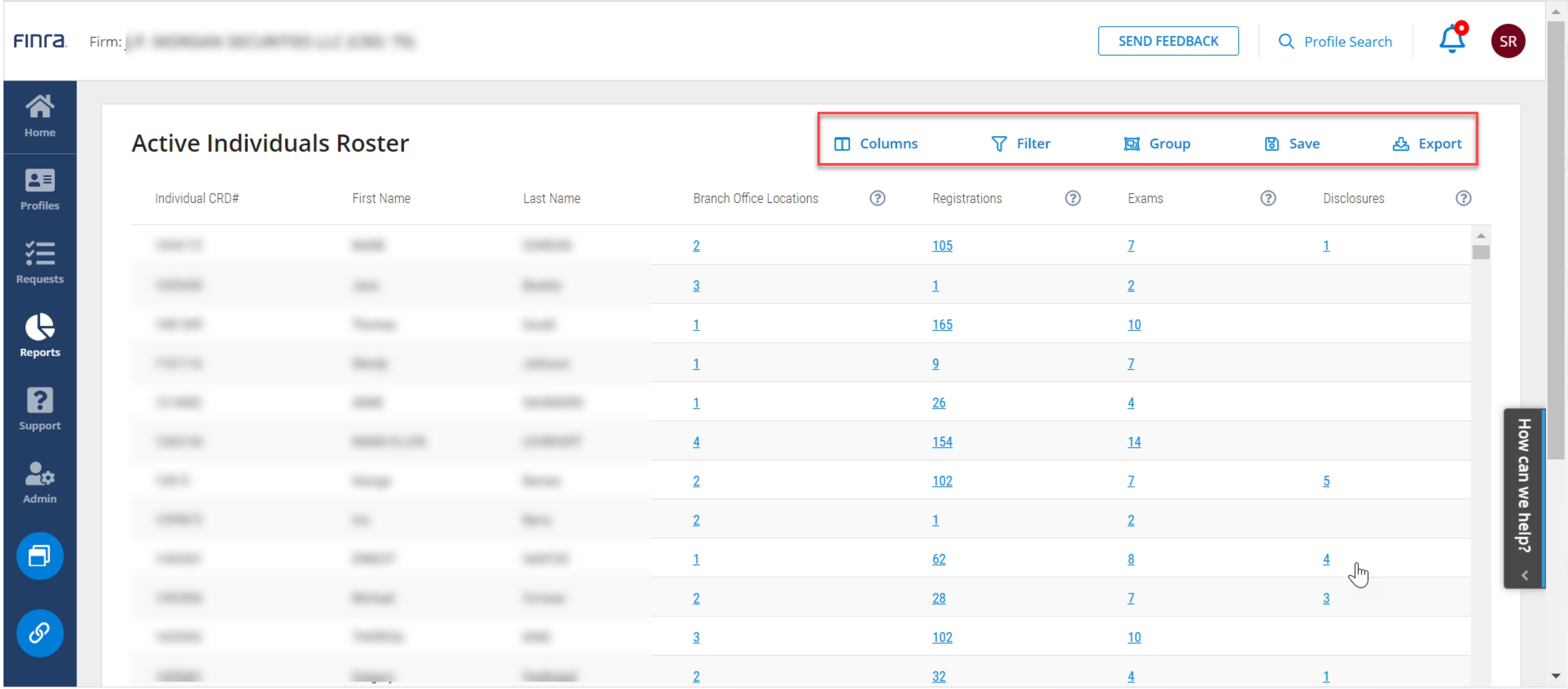
Entitlement Requirements

- Dynamic Reporting uses the My CRD Reports entitlement (originally created for the now retired New CRD).
- The Trace Fixed Incoming Reporting entitlement is used for Treasury Weekly Aggregates.

Send requests for entitlements to your organization's Super Account Administrator (SAA) or Account Administrator (AA).

Template Tool Bar

Access tools by opening a Dynamic Reporting template.

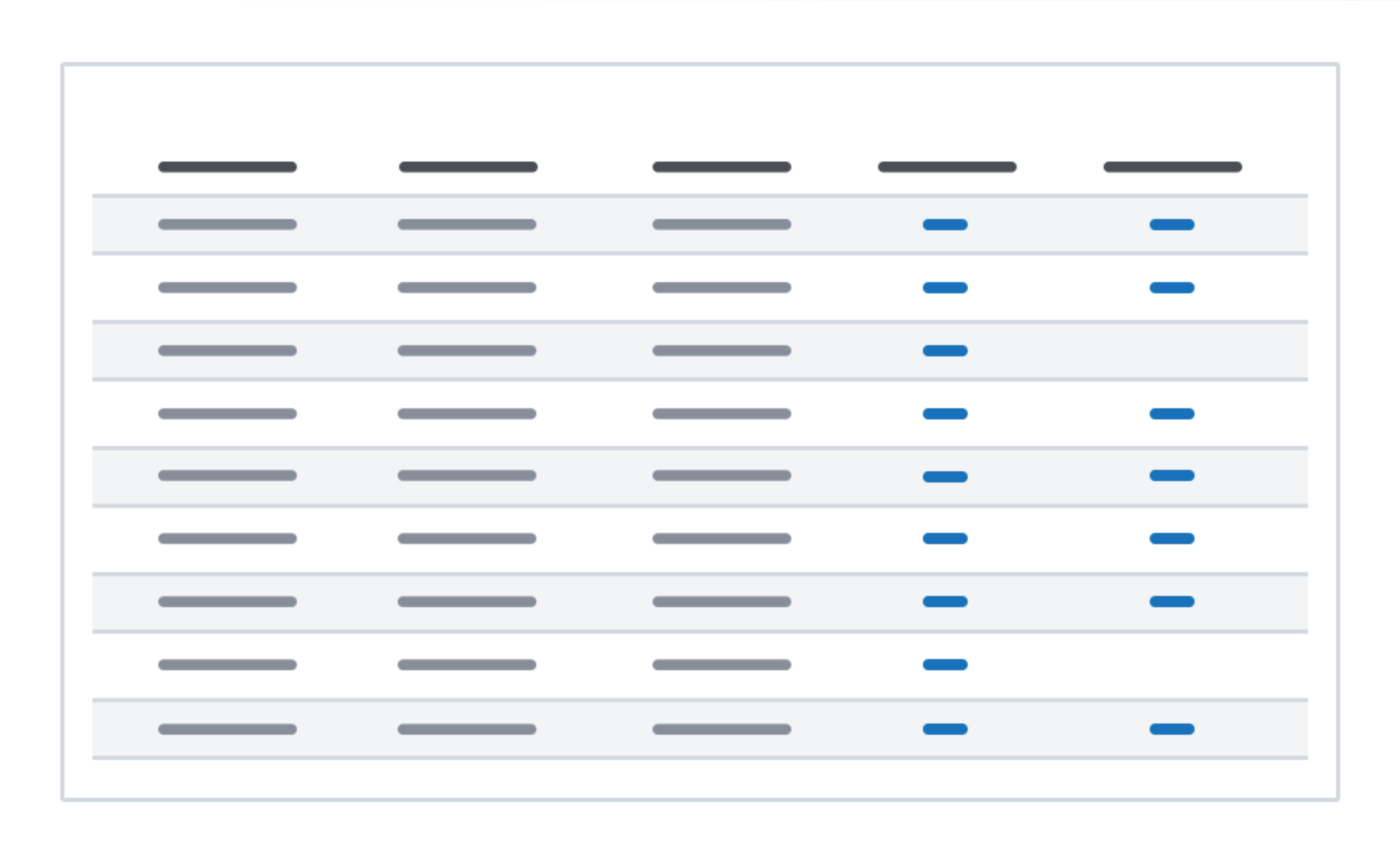


Columns Tool

The column tool lets you add or remove columns from a template.

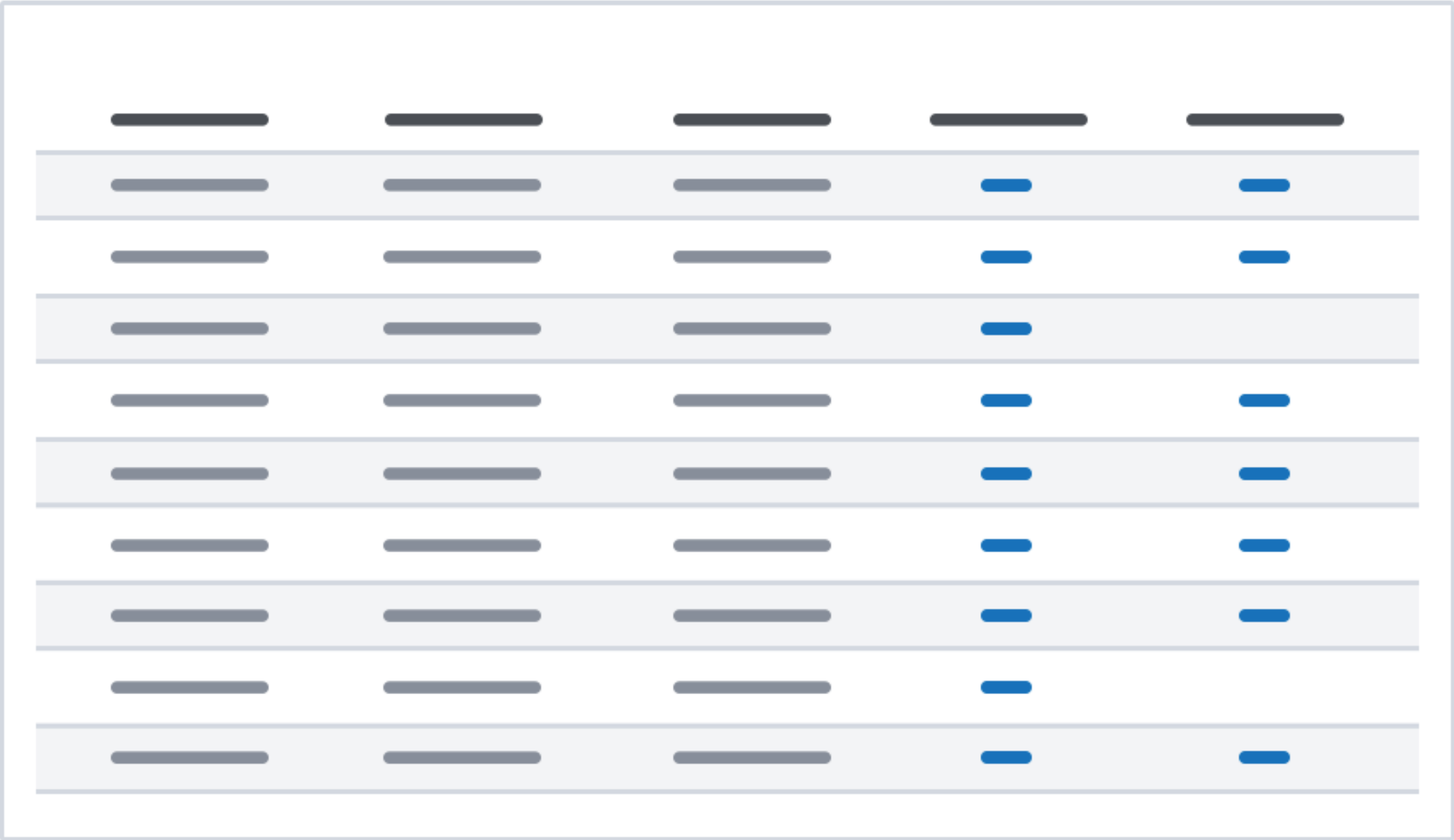
Filter Tool

The filter tool lets you narrow down results to focus on what you need.



Group Tool

The Group tool helps you explore what values are available in your data and provides counts.



Export Tool

Export data set to CSV file.

Demo

Scenarios

- How do I pull up a list of branch supervisors?
- How many reps were hired by my firm in the last quarter?
- How many reps have an upcoming CE obligation in the next 90 days? How many in each branch?

Closing

Closing

- **Next steps**
  - Set up office hours so we can talk through your questions.
  - **Feedback** – we receive it, review it, and we will respond
  - Look for continued improvements to the tool set
    - Filter drop down
    - Group quick menu
  - Help us understand how you and your teams work with FINRA data.
    - DL-Dynamic_Reporting_Support@finra.org