Portfolio Risk Analytics to Help Advisors Keep Clients on Plan

ATA RiskStation, LLC

Ask About Our 30-Day Free Trial Offer!

Benefits

- Help clients stay on-plan by minimizing emotions in decision-making
- Incentivize clients to consolidate assets with <u>you</u> by providing a more complete risk picture
- Client portfolios automatically stress-tested daily
- Up to twenty-five (25) customizable risk scenarios
- Intuitive web reports processed daily and always up to date for your next client meeting or unscheduled call
- Customizable client-specific <u>email risk alerts</u> delivered to your Inbox *(no requirement to view the web reports daily)*
- “Utility” service model 100% automated - <u>no</u> advisor daily action required
- No software to install, learn or run (just need a web browser and e-mail)

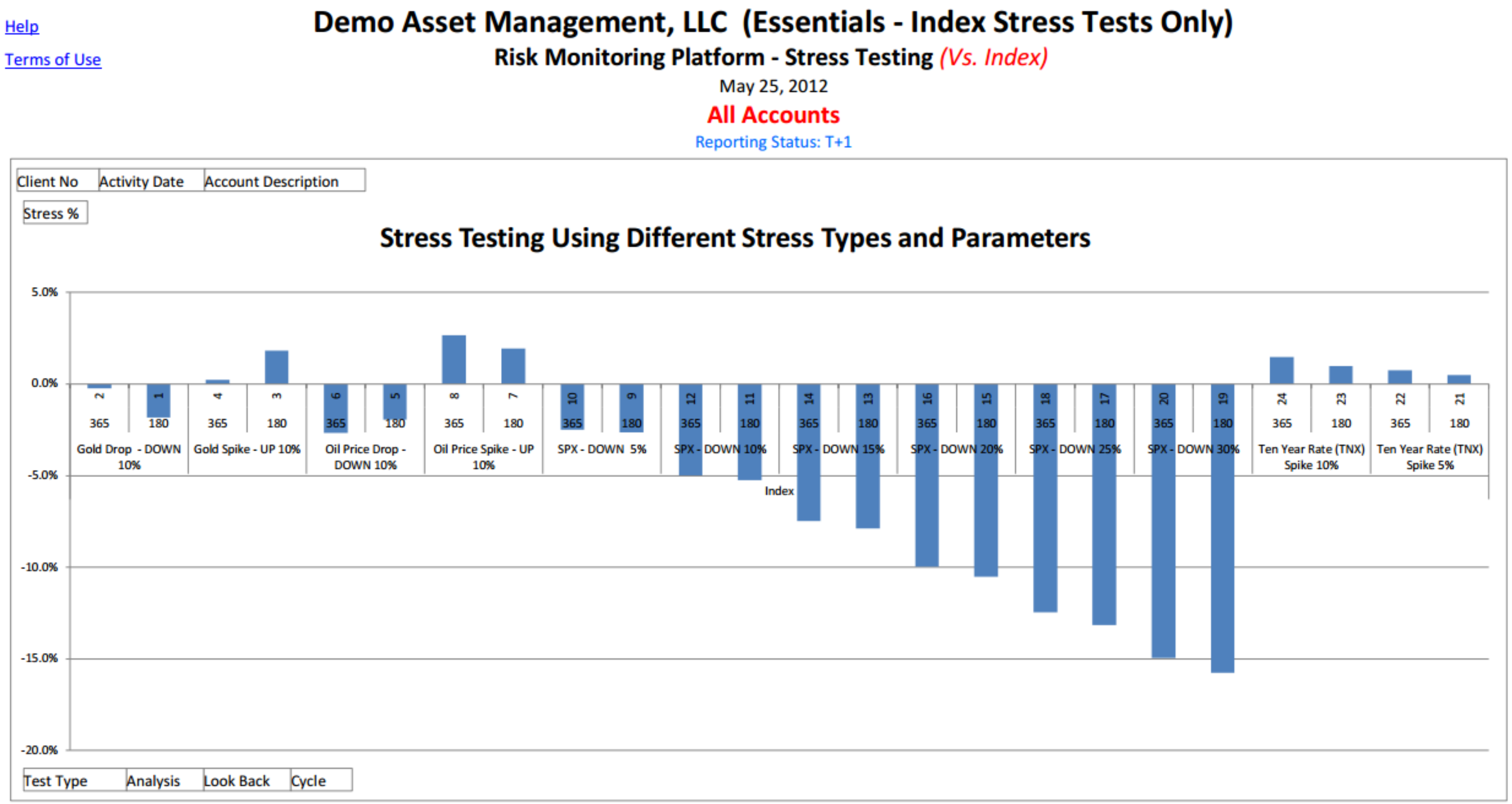
Why We Process Daily?

- Markets and market relationships change over time
- Portfolio asset mix evolves over time
- Relationships between portfolio components change over time
- Volatility is a constantly moving target
- Firmly held assumptions can prove untrue at the worst possible time
- Client risk profile is not static – periodic meetings are only snapshots
- No advisor has time to monitor risk for every client every day
- ATA RiskStation™ runs daily and can send out risk alerts as needed to trigger timely advisor/client conversations

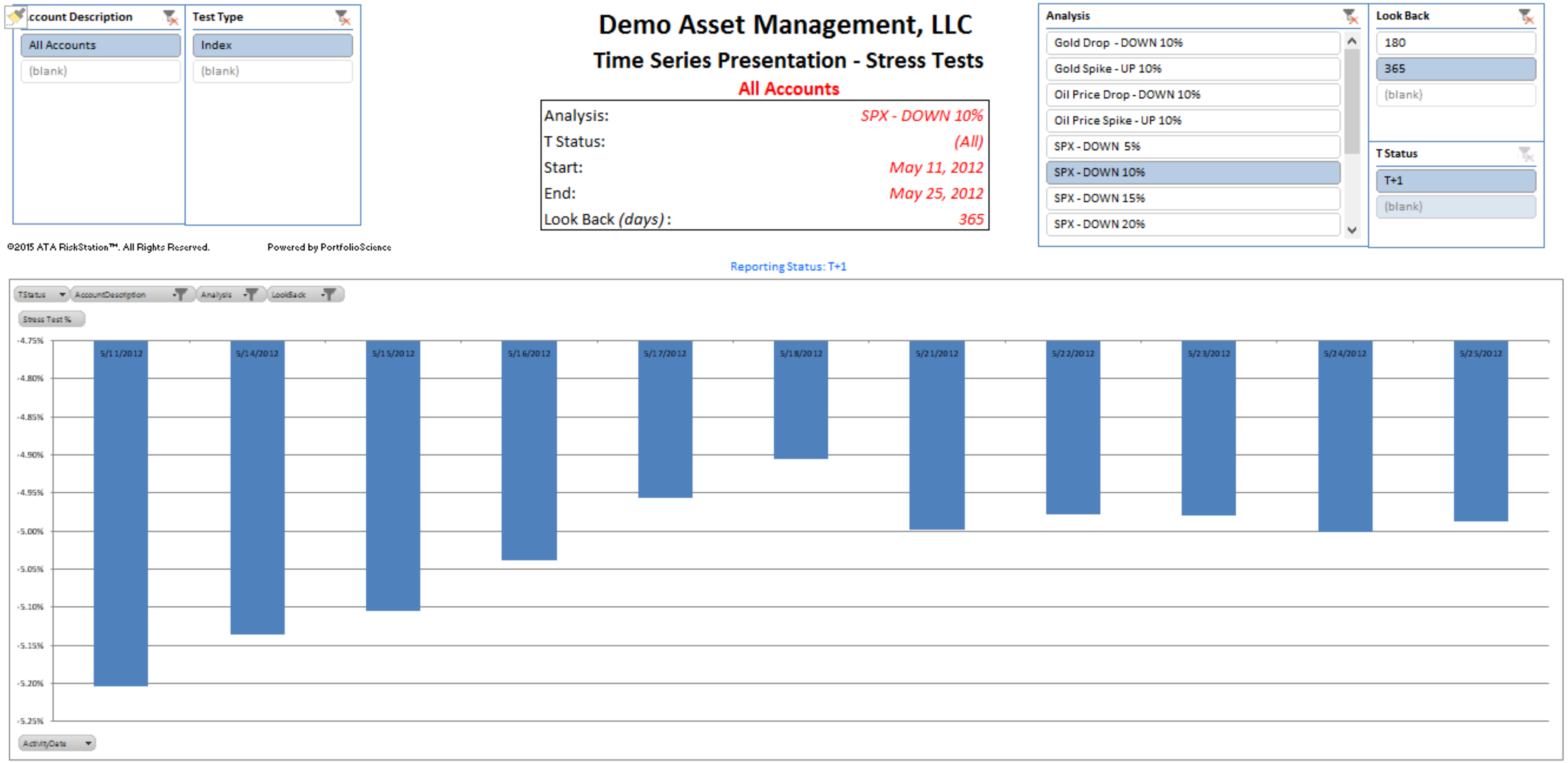
Our Approach To Risk Analysis

- Humility deeply embedded in our thinking and processes
- Accept that "we don't know what we don't know"
- Accept that there are no silver bullets and that simple "Normal Distribution" assumptions can understate both the frequency and depth of losing periods
- Recognize that no single measure reliably models risk all the time for all portfolios
- Low Probability / High Impact events can and do happen regularly
- Process and report daily because the world is not static and client conversations can happen any time
- Multi-Model / Multi-Parameter / Multi-Time Frame
- Drill-down capability to individual positions to better understand risk drivers
- Displays scenario risk profiles over time for improved context
- Compares current portfolio risk level with pre-determined and client-accepted risk thresholds and fires advisor e-mail alerts as needed
- Ad hoc risk tools run infrequently are not enough to bet a client's future on

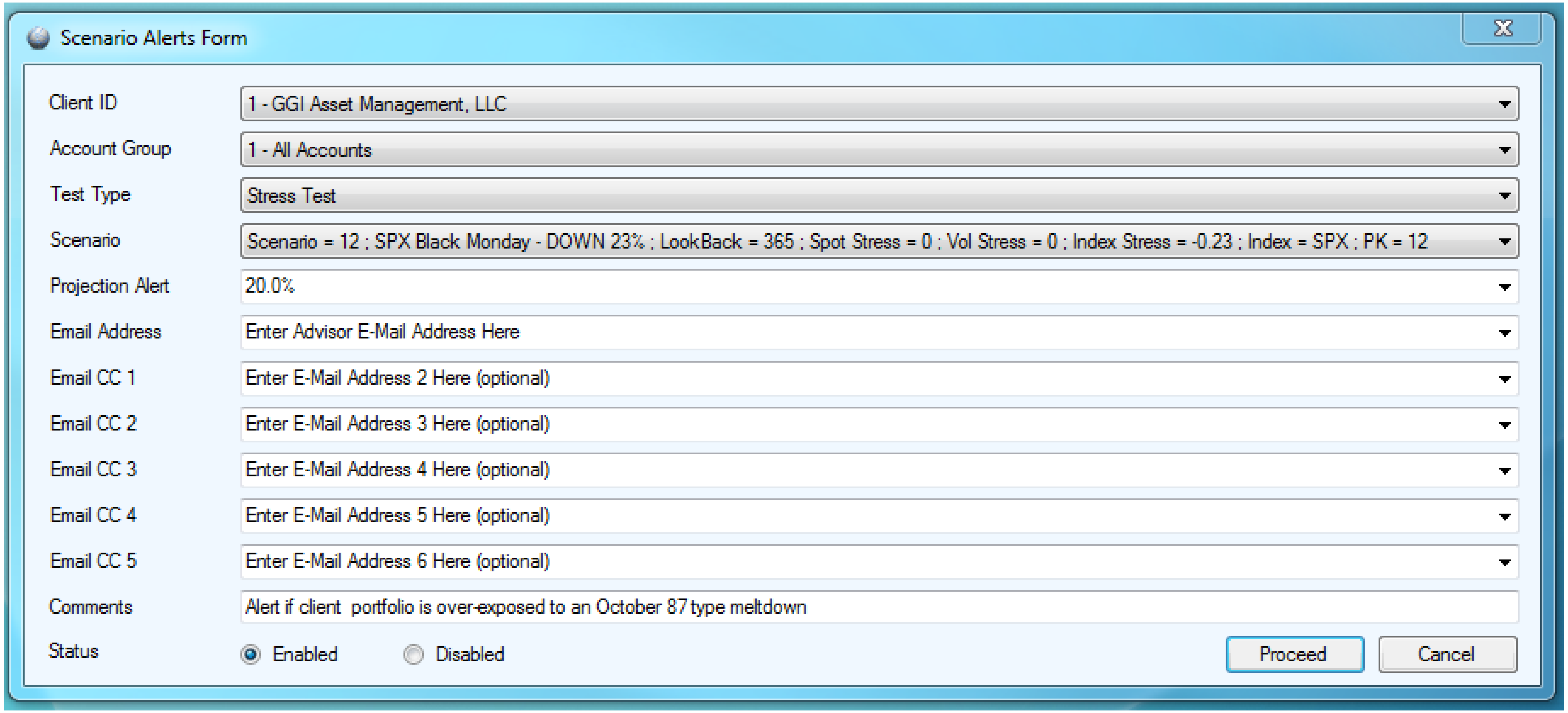
Daily Stress Testing



View Every Scenario Risk Profile Over Time



Set Up Client-Specific E-Mail Risk Alerts



Automated and Customizable Risk Alerts

Fri 3/28/2014 6:20 AM

dataalerts@atariskstation.com

ATA RiskStation Stress Test Alert - GGI Asset Management, LLC - 11/19/2013 - CID=1

To Aladin Abughazaleh

Cc aladinprivate@yahoo.com; aladin.abughazaleh@gmail.com

ATA RiskStation

ATA RiskStation™ Risk Threshold Alert

Client Name:	GGI Asset Management, LLC
Activity Date:	11/19/2013
Reporting Level:	Global Allocation Strategy
Test Name:	SPX 9/11 Attack - DOWN 11.5%; LookBack = 365
Test Type:	Stress Test
Pre-Set Alert Level:	-7.00%
Actual Scenario Projection:	-7.46%
Total Scenario Impact:	-1,866
Base Currency:	USD

For more details on this alert, please log into ATA RiskStation™: http://atariskstation.com/client-reporting/

For support, please contact us at: support@atariskstation.com

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ATA RISKSTATION, LLC DOES NOT OFFER RISK OR OTHER INVESTMENT ADVICE TO ANYONE

Founder Bio

Aladin Abughazaleh has been involved in the Alternative Investments industry since 1983. From 1985 until 2000, Mr. Abughazaleh ran his own investment firm that specialized in allocating both proprietary and investor capital to commodity trading advisors, option traders and hedge funds and overseeing risk in those portfolios. In 1997, Mr. Abughazaleh spun out his investments firm's back and middle office groups into a new service provider that he grew and ultimately sold to the Bank of New York in 2008. In 2010, Mr. Abughazaleh retired to manage his family's proprietary capital and developed the required technologies to support the risk oversight process. Mr. Abughazaleh no longer manages outside capital and does not provide risk or investment advice to investors.

Mr. Abughazaleh holds a Bachelor's degree in Business from Southern Methodist University and an MBA from the University of Dallas.

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Contact Us

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