



"Project PDF"

Update & Review

It was around this time last year that we first introduced many of you to our top secret **"Project PDF"**.

It is time for a progress update and to take a victory lap.

"Project PDF" is our programming project that allows us to automatically read all the data from the new "electronically produced" PDF statements that we are getting from the brokerage firms. (Or downloaded online.)

This new "perfect" PDF data provides formatting which is exact - down to the pixel placement. This exact data placement allows us to do amazing things!
Unbelievable things!

In the two years since we first started coding this project - using only the most cutting edge technology available - the results are nothing short of amazing. Not even we could have predicted the amazing performance and results.

Unfortunately too many of you are still working with what we call "data entry zombies." Those still doing their antiquated analysis based on manual labor and depending on 1987 software. (i.e. Excel) They are the "walking data dead" who probably don't have the technological skillset for the future and won't be around much longer. Or worse yet, CPA's.

Often, it takes us less than 30 seconds to read an entire PDF file, collect all the data, edit it, reformat it, filter it, make adjustments, and have it staged to be formally edited, reviewed, and uploaded into our online system.

Anything that takes us over a minute is a big account. Latest example. +300 pages with +400 trades. 6 seconds. Less time than a bull riding competition at the rodeo.

Our system can often process 30-40 pages per second. And we don't care about the order of the documents, duplicate statements, or having all the accounts mixed into one big mega file. We have no need to waste time organizing files - we just read them.

But it does not matter how fast you can process the data if it is not accurate - and our data has become even more accurate!

We have now "Reversed Engineered" the code for over 20 different brokerage firms. Once you include all the custodian firms like Pershing - we probably have over 90% of all the firms on the street covered.

As you can imagine, keeping current with all the formatting changes is a challenge. It is a lot like trying to hold water but our code is written to detect any changes so we can correct and update.

And if demand ever justifies the effort - we are even setup to add Machine Learning. (Better known as AI.)

But the amazing part - besides the accuracy - is the amount of data collected. Here are just some of the basics we always collect.

Values, Cashflows, Trades, Incomes, Cash Transactions, Corporate Actions & Month-End Holdings (depending on firm)

But many times there is MORE data available on the statement - depending on the firm. Things like monthly asset allocations. We can also provide all that additional data.

Basically, if you see it on the statements - we are probably capturing it.

OUR PROPOSED "INDUSTRY" PRICING MATRIX

Given what is possible with current technology, we would propose that 95% of brokerage reports should now cost between

\$75 and \$250

The day of the \$1,000 account data analysis is dead! Anyone charging a grand is just a criminal.

Even \$500 is now an outrageous amount for a single account, and there better be special circumstances to justify it.

Manual data entry is dead. So stop paying for it. Excel as an analysis tool is dead. Stop using it. We will keep preaching this message because it is so ridiculous that people have not gotten the message!

Piaba members seem to be stuck in the year 2000 when it comes to technology and data. And they are paying needlessly for it. And what are they loosing out on in arbitration awards because of bad data, horrible exhibits & bad charts?

To often investors are being screwed on the backend just as much as they were screwed on the frontend. (But considering most "experts" were first stockbrokers - that is no surprise.)

And our system does not care how many trades there are. It is just a few extra CPU seconds. The number of trades should no longer be a pricing variable.

We are sure that if others had anything like our software - they would probably charge by the amount of data collected. We won't. CPU time is just CPU time. We won't charge one price for one minute and another price for three minutes. A truly ridiculous concept.

In our opinion, anyone charging per line of data collected should put on a short skirt, purple lipstick and go stand on a street corner.

The costs of our analysis has easily been cut in half with this new PDF code because we are passing on the efficiencies and the time savings to your clients.

We often do accounts where the invoice takes longer to create than the analysis. Or just don't bother invoicing at all.

Case turnover is often measured in hours - not days. Same day turnaround it pretty much the standard.

As we also previously announced - we launched version 3.0 of our "myAnalysis" software a couple of months ago. There is nothing that can compete with this service when analyzing data because of all the interactivity, different schedules and amazing number of charts.

The combination of these two services together is amazing and invincible. There is nothing comparable. And nothing that can compete.

Now not all firms are the same and some require far more manual editing than others - like Merrill Lynch and Raymond James are some of the worst.

Editing is now the only time variable left - and that depends on the firms formatting and wording. Not us.

We can definitely declare "Project PDF" to be a great success!!!

OUR NEXT PENDING PROJECT

Within weeks we are about to launch our next top secret and totally "**Pro-Active**" project designed specifically to find and generate potential case for you.

It has turned out far better than we expected! We are very excited and are confident it will generate many leads.

And it is a free service for both you and the investors. We did it just because we could.

You will definitely want to use this service and we will need you to pre-register so we can build up our database of attorneys for the public.

Watch for our next newsletter. It will be out in the next few weeks.

(Unfortunately because of the inexcusable and libelous conduct of a Piaba member by the name of Fred Rosenberg and Piaba's failure to act with integrity or honor regarding this matter - Piaba members are currently excluded from enrolling and won't benefit from this great new service. Much, much more on Mr. Rosenberg and our lawsuit very soon!)

WHAT THE FUTURE HOLDS

We are also migrating all our advanced analytical technology to help the "investing public". This new service will be officially launched by fall.

We are making this "investor" version of our "litigation" service simple, easy to understand, easy to use and totally affordable for the public. It will become a product for every investor - not just for arbitrations.

To us affordable is \$200 (or less) for an investor historical analysis. If investors want to enter their own data - as low as \$50. And this service also tracks accounts into the future.

We will make every analysis affordable - even for those not pursuing an arbitration. There is no reason not to have every brokerage account on the planet analyzed.

Without question every investor can benefit from our performance analysis. And how many arbitrations cases will be discovered via the "investor" analysis?

Our **"Pro-Active"** services will have investors coming through our doors long before they ever see you.

While attorneys basically sit around and wait for financial car wrecks to happen - our "Pro-Active" agenda will change the way things work. We will see investors on the front-end long before they are headed to the ER after that car crash.

If you can't tell, **"Pro-Active"** is the theme and motivation for the future. Without it - this industry is doomed.

So please stop getting screwed by the people with bad and extremely overpriced analytical services. Get an analysis at a price reflective of current technology - then get the opinion from the proper sources - if needed.

Do you want to plow a field with a water buffalo - or a John Deere?

And, there are a lot of water buffalos hanging around in the Piaba's universe who are egotists, prima donna's, and divas who are past their prime. (Can we point a few fingers and mention a few names?)

Bottom line, the only time you should ever see a \$2,000 invoice for a client analysis - is if there are 10 sub-accounts!

Without question you and your clients are being ripped off if you are not using the most modern technology!!!

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