

Investacorp

Social Media to Email Archiving & Beyond

Investacorp (www.investacorp.com) is an independent broker-dealer based in Miami, Florida, which supports over 500 financial advisors nationwide. The firm provides their financial advisors with back office assistance, custodial services, and accessibility to a variety of financial resources.

Investacorp's independent advisors have guided their clients through all facets of financial management for over 30 years. The company is also a subsidiary of Ladenburg Thalmann Financial Services.

With the rapid rise of social media over the past decade, Investacorp has encouraged its advisors to take advantage of these outlets in order to increase their exposure to clients and prospects. With FINRA and SEC regulations requiring the archiving and surveillance of all electronic communications, Investacorp's Executive Vice President of Operations and Chief Information Officer Rana Chander understood the importance of protecting the firm and its advisors by implementing the right tools and procedures.

Identifying the Right Solution

Investacorp needed a reliable and efficient social media solution to remain compliant with FINRA and SEC regulations. Given the array of social media compliance solutions available, Chander chose Erado to archive and monitor all correspondences on Facebook, Twitter and LinkedIn—the three main social media channels being utilized by their advisors. Chander felt that Erado's unique ability to capture data in a native format would allow advisors to interact with customers in an unobtrusive manner.

Although several solutions offered social media monitoring, many required the compliance department to approve each individual message, which Chander and his team knew would be inefficient.

Other vendors, including Investacorp's previous solution, could only capture social media data if software was installed on each device, which was not adequate for Investacorp's needs.

“We knew that engaging with social media would give us a competitive edge, but our advisors needed to feel confident in these new compliance procedures. Erado gave our advisors peace of mind while allowing our compliance team to effectively monitor social media.”

RANA CHANDER

Executive Vice President of Operations and Chief Information Officer for Investacorp



Deploying Erado's Solution

Investacorp implemented Erado's social media solution allowing the firm to archive and easily access all electronic communications for review by the compliance team on a regular basis. Throughout the implementation process, Chander and his team were able to regularly engage with Erado to learn the system and its capabilities.

When questions would arise, they simply contacted Erado for help, and they provided responsive and essential support.

The learning process was also simplified due to the foolproof nature of Erado's interface, which was imperative for Chander's compliance officers who required a fast and effective solution.

The intuitiveness of the user portal made their jobs easier and created efficiencies with this new form of correspondence.

“Erado's portal compared to our last solution was remarkably better, which allowed our team to be more productive in their search for archived records. With a user-friendly interface coupled with consistent and reliable service, Erado is on the forefront of social media offerings.”

RANA CHANDER

Executive Vice President of Operations and Chief Information Officer for Investacorp

Being able to deliver on Investacorp's initial needs allowed Chander to incorporate more of Erado's solutions to meet compliance protocols. It was important that Investacorp was able to capture all electronic messages in one centralized source, whereas its previous solution required different providers for web, email and social media monitoring.

As Investacorp's advisors began to utilize more social media channels such as YouTube, Instagram, and Chatter, Chander elected to add all of Erado's solutions, finding that Erado was able to keep up with the rapid pace of innovation within the ever-expanding social media space.

In addition to incorporating the entire social media solution, Investacorp also added Erado's email archiving and hosting services in order to enable the firm to maintain a centralized source for compliance.

“Our advisors kept asking us to incorporate other social media solutions, so we had to continually ask Erado to incorporate additional features to satisfy our evolving needs,” said Chander.

Not only has Erado kept pace with the social media demands of Investacorp, but Erado has been able to deliver solutions for the firm's unique email domain request. Investacorp requested a change in the Erado surveillance platform during implementation of 400 domains and 900 plus users, and Erado was able to accommodate the new feature without impacting the implementation.

“We pushed Erado beyond their normal way of doing business. They quickly adapted to our new direction and were able to deliver on these special requests, which has been great for us,” said Chander.

ABOUT ERADO

Now part of Zix

Erado offers unified information archiving solutions across more than 50 communication channels including email, social media, instant message, mobile, web, apps, audio and video. With more than 20 years of experience and more than 18,000 customers, Erado unified information archiving solutions help businesses comply with SEC, FINRA, FCA, and state and international regulations. It also provides supervisory, eDiscovery and reporting capabilities to save time and provide peace of mind. In addition, businesses across industries can ease the litigation process by using Erado's unified information archiving solutions to enable cloud access, create efficiencies in the review and production process and reduce costs.

SSAE 16 certified, Erado offers a cloud-based approach, and its solutions' features include integration with hosted and on-premises systems, elastic search parameters, message level classification and activity history, and flexible reporting and random sampling.

For more information, visit www.erado.com or call 866.673.7236.

Benefits

- Patented technology and proprietary software
- Unlimited archive to meet evolving communications needs
- Powerful eDiscovery with elastic search
- Intuitive data review with message level classification and activity history
- Data production capabilities to quickly produce risky, non-compliant and randomly sampled content
- High industry standards for securing archived data
- Superior customer support

Innovation

- 20+ years of experience and innovation
- First vendor to:
 - Archive social media
 - Archive embedded hyperlinks in social media
 - Capture third-party content in email
- Most established electronic communications archiving vendor



Seeing Results

Investacorp has continued to grow at a healthy pace since implementing Erado's solutions, improving its gross production tremendously.

The ability to use social media to grow its business has been vital to Investacorp's continued success, and having a centralized source that allows the firm to remain compliant has played a big role in that success.

"Erado is a one-stop shop for us. It makes my life easy, my compliance team's life easy, and in the end, makes it easy for our advisors. Being able to have the right procedures in place is essential. This is our livelihood, as well as the livelihood of the advisors we serve," said Chander.

Erado's solutions have enabled Investacorp's compliance team to become more efficient. Erado has also virtually eliminated several compliance issues for financial advisors, allowing them time to focus on their essential job functions.

Erado's reliable technology, intuitive user portal, and centralized source for archiving and surveying all social media outlets has effectively delivered on all of Investacorp's needs.



The ability to innovate and incorporate client feedback to provide additional solutions has distinguished Erado from its competitors.