

Washington Wealth Management

Archiving & Supervision

Washington Wealth Management is a hybrid registered investment advisor (RIA) firm based in California. Washington Wealth Management's elite team of 24 advisors has nearly \$1 billion of assets under advisement, and its full service model removes economic and infrastructure barriers for wire house advisors seeking to transition to the independent sector.

Washington Wealth Management uses the Erado solution to comply with the oversight requirements of the Securities and Exchange Commission (SEC). When the SEC recommended Washington Wealth Management retain ownership of its records, Chief Compliance Officer Serena Kokka knew that its unique set of needs could be a challenge for any archiving source to deliver.

Identifying the Right Solution

Kokka and her team initially chose Erado for email archiving but quickly realized that Washington Wealth Management needed a centralized source for archiving and monitoring all of their electronic communications. In addition, it needed to own its records for audit purposes and potential organizational transitions.

"Erado was able to immediately deliver on our unique needs as a hybrid RIA," said Kokka. "Its team worked directly with us to ensure user-friendliness for all employees and were able to provide reliable and consistent records that we owned, providing a turnkey solution for all of our electronic communication compliance needs."

In working closely with Erado, Washington Wealth Management quickly understood the scope of solutions provided by Erado, including email, social media, and website archiving and surveying.

Erado also introduced Washington Wealth Management to its hosting platform and accommodated its request to own the archived records, providing a cost-effective solution.

"The guidance provided by the Erado team vastly improved our compliancy protocol in more ways than we initially expected. The quality of service at a competitive price allows us to meet compliance requirements while better supporting the practice of our independent advisors."

SERENA KOKKA

Chief Compliance Officer for Washington Wealth Management



Deploying Erado's Solution

Washington Wealth Management implemented Erado to comply with SEC oversight regulations, initially utilizing the Erado Elements email archiving service. Erado worked directly with Kokka to ensure a smooth deployment of its solutions, providing technological support and listening to her feedback to upgrade its functionality. The service quickly became intuitive for Kokka to use, enabling her to survey five percent of the company's daily emails and run systematic reports to flag potential issues. Erado's management tool also allowed Kokka to take notes for future follow up, leading to opportunities to identify patterns that were addressed internally before they became external issues.

Along with the smooth deployment of the email archiving and monitoring service, Washington Wealth Management also began employing Erado's other solutions, including its social media archiving tools. Erado's solutions provided a high level of personal attention and customization.

“From archiving to providing support, Erado is the centralized source that delivers a start-to-finish solution for our needs. With its hands-on guidance, I was able to quickly and seamlessly implement its services and, in turn, Erado used my feedback to improve its user-friendly functionality.”

SERENA KOKKA

Chief Compliance Officer for Washington Wealth Management

In addition to its archiving and monitoring capabilities, Erado also provided Washington Wealth Management with a personalized public-facing website to ensure easy access for employees and joining advisors to sign up for additional services. Washington Wealth Management did not have to request this solution as Erado developed the website on its own, knowing that it would improve the ordering experience and expedite the process for additional services.

“Erado knows us well enough to determine our needs before they arise. Not only did they satisfy our initial needs, but by proactively reaching out and creating a customized website, they made us feel special. The site has a very convenient layout, and it is one of our most used features,” said Kokka.

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

Since implementing Erado's solutions, Washington Wealth Management is meeting SEC compliancy requirements, avoiding potential fines and organizational reputation problems, and has peace of mind in a highly regulated industry. Additionally, the ability to own all of its archived records has allowed Washington Wealth Management to make organizational transitions easier on its employees.

"The fact that we had the foresight to create our own master record made our organizational transition easy and saved us a lot of time, money, headaches and manpower," said Kokka. The high quality service and competitive cost has made it easy for Washington Wealth Management to continue to meet all compliance requirements while improving its internal oversight process. The custom public-facing website allows its employees and advisors to quickly and conveniently order services they need, freeing up time for revenue-generating job functions.



Washington Wealth Management understands the importance of oversight and continues to use the solutions provided by Erado to allow the company to focus on its core function of assisting advisors in their transition to independence.