



## Securities America Taps Smarsh Professional Services to Reduce Electronic Communication Compliance Review by 8,000 Messages Per Day

### Challenge

Securities America is an independent broker-dealer that is regulated by the Financial Industry Regulatory Authority (FINRA), and must adhere to its guidelines and regulations for supervision of electronic communication.

Securities America archives between 90,000 and 100,000 email messages per day and was flagging roughly 19% of these messages for review. That translated to 17,000 to 19,000 flagged messages each day. Even with 40 employees in the home office and about 200 employees in the field focused on email review, the time required to review messages meant that Securities America was often months behind on review, and their staff worked many weekends to keep up.

### Solution

Securities America brought in Smarsh Professional Services to help them gain insight into which messages were being flagged and make adjustments for a more efficient process. This would allow them to eliminate the 'noise' of non-critical messages flagged in the system and reduce the number of messages requiring review.

### Outcome

Securities America reduced the number of messages being flagged for review in the first three months from 19 percent to 10 percent, or 8,000 messages per day. This adjustment allowed them to reduce time focused on email review by 30 hours per day. Now, they are able to keep up with message review and stay focused on those that matter the most.

"With the noise out of the system it allowed us to really focus on where the risk lies," said Janet Hill, Deputy Director of Sales Supervision Operations at Securities America. "And that's the most important thing for us from a supervision standpoint."

### Customer Profile

Securities America is an independent broker-dealer representing more than 2,000 representatives across the country. They have been in business for more than 30 years.

*"We can't just put policy rules into place and be done. It's always changing. It's always evolving. We'll continue to work with Smarsh to hone in on the policy rules that impact us the most and how we can optimize that."*

Janet Hill  
Deputy Director of Sales  
Supervision Operations  
Securities America



Smarsh® is the recognized global leader in electronic communications archiving solutions for regulated organizations. The Smarsh Connected Suite provides innovative capture, archiving, e-discovery, and supervision solutions across the industry's widest breadth of communication channels.

Scalable for organizations of all sizes, the Smarsh platform provides customers with compliance built on confidence. It enables them to strategically future-proof as new communication channels are adopted, and to realize more insight and value from the data in their archive. Customers strengthen their compliance and e-discovery initiatives, and benefit from the productive use of email, social media, mobile/text messaging, instant messaging and collaboration, web, and voice channels.

Smarsh serves a global client base that spans the top banks in North America and Europe, along with leading brokerage firms, insurers, and registered investment advisors. Smarsh also enables federal and state government agencies to meet their public records and e-discovery requirements. For more information, visit [www.smarsh.com](http://www.smarsh.com).