

PFG

CUSTOMER STORY

PFG Technology Team Has Time To Innovate Thanks To Smarsh



 **smarsh**

PFG Technology Team Has Time To Innovate Thanks To Smarsh

The Challenge: Innovation took a back seat

As IT director for both producer group PFG and its RIA affiliate Vicus Capital, Ron Lutz and his team manage more than 250 email accounts across 26 domains. And with just three people working in compliance, it was challenging for the team to find time to explore new ways to innovate and support the evolving needs of the business in a rapidly changing market.

It's crucial that PFG and Vicus utilize a reliable, modern, and automated electronic communications retention and oversight solution with capabilities designed to streamline the workload.

The Solution: Streamlining compliance processes with Smarsh

Lutz found an archiving solution that could free up time for both compliance and technology teams in Smarsh Professional Archive.

Lutz knows that all inbound and outbound emails are reliably archived directly from the source and are readily available. Specialized search and supervision workflows enable PFG and Vicus to dramatically improve the speed and effectiveness of their email review efforts. Should a legal need for archived content arise, Lutz's team can leverage robust e-discovery capabilities allowing them to find the exact information they need, when they need it, in mere seconds.

Lutz and his team also appreciate Professional Archive's ability to seamlessly add support for the additional communication channels that their employees want to use.

Customer Profile:

Founded in 1960, PFG is a national financial services company with over 150 associates, including financial planners, insurance experts, and CPAs. Vicus Capital is the Federally Registered Investment Advisor (RIA) affiliate of PFG. Vicus offers investment management services and financial planning to clients, including but not limited to: individuals, businesses, trusts, not-for-profit organizations, and employee benefit plan sponsors.



Smarsh has given us peace of mind, valuable time, strategic vision, and the ability to focus on innovation."

Ron Lutz

IT Director, PFG



The Outcome: More time to focus on scale and growth

The reliability and automated design of Smarsh Professional Archive, combined with responsive and knowledgeable customer support, has freed up significant resources for Lutz and his team. The time and effort necessary to monitor electronic communications have been optimized and reduced to the point where Lutz's team now has available bandwidth to focus on more proactive efforts to help the business scale and grow.

SEC and FINRA email compliance is an important responsibility for his team. And thanks to Smarsh, oversight and regulatory reporting is seamless and effective across the entire business.

Support has also significantly improved. Inefficient support with previous providers was too often chewing up valuable time.

"Having Smarsh for archiving gives me confidence," Lutz said. "The primary issue with our previous providers was a lack of meaningful customer support. When you're being audited, that's not what you want to encounter. With Smarsh, when I pick up the phone, I know I'm going to get someone who can answer my questions quickly — it doesn't take days to get a response."

"Innovation is one of our key corporate values," Lutz added. "It's only since we became a Smarsh client that we've had the time to focus on it, versus having to spend an inordinate amount of time on the supervision process and keeping previous email archiving solutions up and running. Getting quality support from Smarsh and knowing they'll take care of issues quickly allows us to do other things, such as looking into new technology options and other forms of automation."

But it's not just quality support that appeals to Lutz. When describing his overall experience using Professional Archive, Lutz had nothing but praise, citing its ease of use and intuitive interfaces.

On enabling innovation

"Thanks to Smarsh, I'm no longer just the mechanic fixing a broken computer. Now I can add more strategic business value with time to see what our competition is doing, how we can be better than them, and where we can improve."

Ron Lutz

IT Director, PFG



On simplifying search and review

 *The speed at which I can put in a query and get results is pretty impressive – it searches across millions of emails, in seconds. I'm also impressed by the volume of messages processed."*

 *It's very easy to use and you can be as granular as you choose to be. There are many specialized search features, and I've never had a situation where I couldn't get the answer to the question I was looking for. The bottom line is we highly recommend Smarsh."*

Ron Lutz

IT Director, PFG



Smarsh® enables companies to transform oversight into foresight by surfacing business-critical signals from the most in-demand communications channels. Regulated organizations of all sizes rely upon the Smarsh portfolio of cloud-native digital communications capture, retention and oversight solutions to help them identify regulatory and reputational risks within their communications data before those risks become fines or headlines.

Smarsh serves a global client base spanning the top banks in North America, Europe and Asia, along with leading brokerage firms, insurers, and registered investment advisors and U.S. state and local government agencies. To discover more about the future of communications capture, archiving and oversight, visit www.smarsh.com.

Smarsh provides marketing materials for informational purposes only. Smarsh does not provide legal advice or opinions. You must consult your attorney regarding your compliance with applicable laws and regulations.

Customer Story - 09/25

