Customer Profile

Trail Ridge Wealth Management was founded in 2017 with the mission to offer a comprehensive, personalized wealth management experience. It consists of two entities: a registered investment advisor and a Wyoming-chartered trust company. With a holistic approach to wealth management, Trail Ridge offers everything from investment advice to legacy planning, and clients work directly with the owners of the company to decide what is best for their future.

Company Size: 6 employees

Headquarters: Fort Collins, CO

Products Used:
- **Smarsh Professional Archive** for email, social media and text messaging
- **Entreda Unify** for cybersecurity

Trail Ridge Wealth Management Ensures Compliance and Cybersecurity Peace of Mind with Smarsh and Entreda

The Challenge: Keeping Things Simple and Secure

For Trail Ridge Wealth Management, a small but growing financial firm, it is imperative that its processes and technology are efficient so employees can spend as much time as possible focusing on customers.

Everyone at the firm wears multiple hats, and Mark Kerwood is no different. He is Trail Ridge's Chief Financial Officer and Investment Strategist, but he also acts as the firm's technology expert. As such, he is responsible for choosing software that helps his partners and employees better balance their own multiple roles.

Kerwood wanted a communications archiving solution that gave advisors the freedom to communicate openly with their clients on any platform they choose and that wouldn't be a burden to the Chief Compliance Officer, who also happens to be the CEO.

"It is our firm's desire to meet our clients where they are," Kerwood said. "If you have a client that wants to email, we can meet you there. If you have a client that wants to text, we can meet you there. If you have a client that wants to communicate via LinkedIn, we can meet you there."

Having a compliance and archiving solution that would capture all these communication channels in a single place was essential to empowering Trail Ridge employees to communicate with clients. However, Kerwood also wanted a solution that could ensure the CEO didn't have to review every single communication and instead would only see those that are of the most concern to the firm.

In addition to communications compliance, Trail Ridge needed a cybersecurity compliance platform. Cobbling together several cybersecurity solutions and best practices was no longer cutting it from a time or security perspective, according to Kerwood.

> " Now that we've grown, our original decision to hamstring a bunch of things together [to address cybersecurity] wasn't working. We had no strong automated way of assuring device passwords were being changed, and although our website and client data was secure, there just wasn't a good way to secure employees' personal devices. "

Mark Kerwood
Chief Financial Officer & Investment Strategist

The Solution: A Powerful Combination of Smarsh and Entreda

Kerwood initially turned to Smarsh to meet communications compliance requirements.

"Having a solution dedicated to compliance and something the SEC is familiar with was huge for us," he said.

In addition to the fact that Smarsh could capture all Trail Ridge's communication channels in one place and that Kerwood could create queues so only the highest-risk communications were elevated to the CEO's attention, what stood out was that Smarsh is a cloud-based solution.

"Smarsh fits our ethos of being in the cloud," he said. "We are a firm solely in the cloud, so knowing that Smarsh is in the cloud gives us comfort that no matter what happens, we will always be able to access our data and be able to provide compliance monitoring."

Trail Ridge implemented Smarsh Professional Archive in 2017. After they launched, they used ad-hoc cybersecurity solutions until 2020, when Smarsh acquired Entreda.

> " Smarsh acquiring Entreda sealed the deal that we would use it as a cybersecurity provider. We had looked briefly at Entreda before, but knowing that we could combine it with Smarsh and we would get in on the ground floor as one of the first customers was huge. That and the fact that we could monitor employees' devices outside of the office was great. "

Mark Kerwood

The Result: Confidence in Compliance and More Time to Focus on Clients

Since implementing both Smarsh and Entreda, Kerwood can focus more on business operations and less on ensuring compliance technology is working.

"Smarsh has allowed us to focus on the business and the client. We don't need to worry about compliance," he said. "When the SEC comes, we know we are ready to provide them with any documents they need to review. It helps that it is also super easy to use."

As for Entreda, Kerwood said his firm saw immediate benefits from phishing testing.

"The first test that came through was so relevant and really caught our attention," he said. "I have always wanted to deploy something like that."

In addition to the phishing testing, Kerwood appreciates seeing Entreda's comprehensive security report of all employee devices and systems.

"I really appreciate Entreda's universal application of policy and that I can see approved firewalls, if employees have changed their password in the last 90 days, and more, in one place," he said. "It gives me peace of mind that I don't have to double-check everything myself."

Kerwood knows he can always rely on Smarsh for support, which gives him more confidence in his solutions.

> *Your representatives have gone above and beyond to help me. Instead of just giving me a solution, they told me a better way to accomplish what I was looking for. I was hugely impressed.*
>
> **Mark Kerwood**

smarsh®

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.