

WEBINAR BRIEF

Taking on the Challenge of Mobility for Financial Services

Meeting collaboration and data compliance needs at scale with Smarsh and Zoom

 smarsh | zoom

The following brief is based on the discussion from the Smarsh webinar:
Enabling Compliant Zoom Phone Adoption for Financial Services.

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Introduction

The modern business world depends heavily on collaboration technology, but evolving regulations require careful supervision of how that technology is used, what data is collected and how it's managed. For a business to achieve compliant mobility, it must have a combination of technology, security, regulatory safeguards and a strong understanding of and commitment to communications compliance.

Collaboration technologies such as Zoom continue to advance with strategic partnerships to accommodate the needs for compliance at scale. In this brief, you'll learn about the partnership between Zoom and Smarsh and how businesses are taking advantage of this powerful combination to achieve comprehensive collaboration while responding to regulatory change with agility.

The challenge of mobility

The struggle around mobility boils down to how businesses can enable their workforce in a hybrid world and how they manage their communications data. To allow for remote and hybrid work, businesses either enact a Bring-Your-Own-Device (BYOD) policy or establish the use of corporate-owned devices. Either way, all of the business communications must be secure, and the data must be captured, archived, and accessible.

Mobility is also an opportunity. Today, people spend copious amounts of time on their mobile devices, both personally and professionally. In turn, businesses are looking to take advantage of consumer channels where their clients and customers use them.

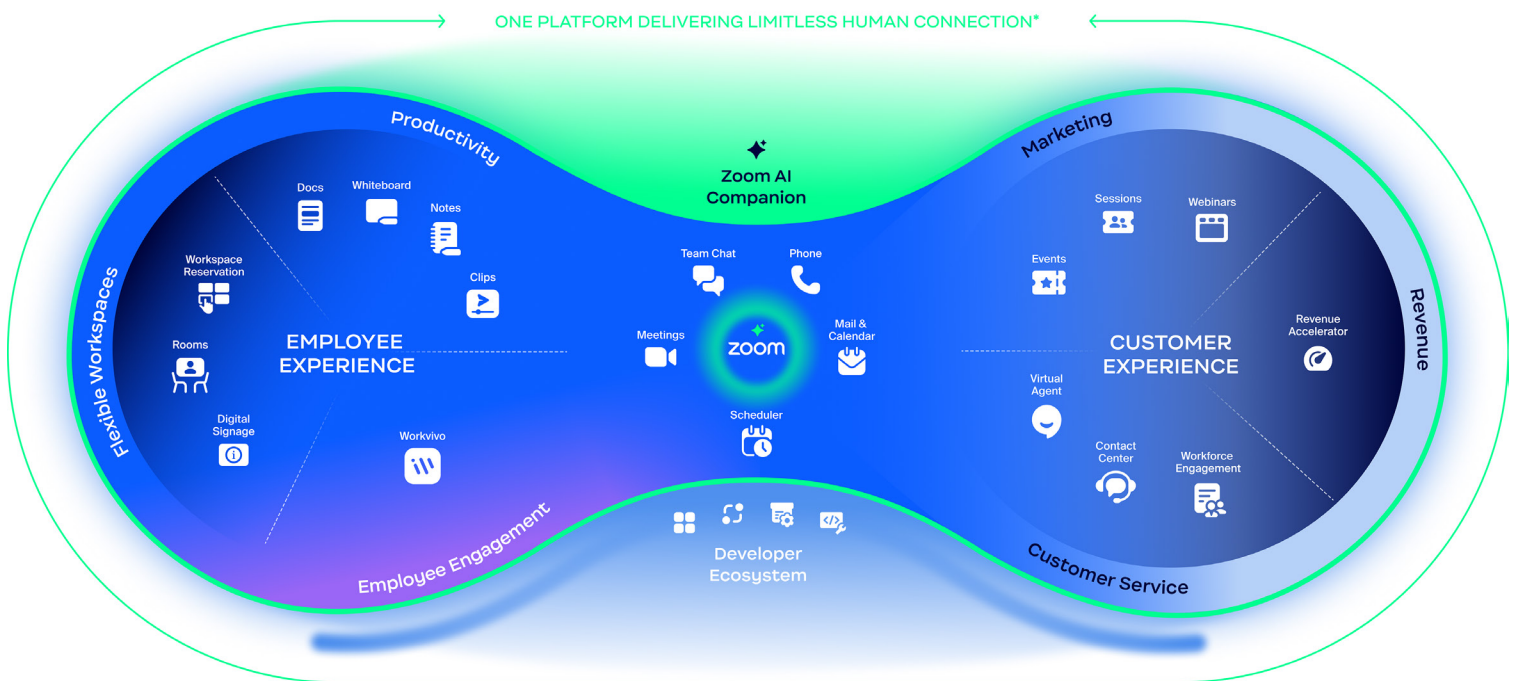
In the last several years, businesses began adding WhatsApp, WeChat, Signal and Telegram to their mobile policies. Firms now have access to a treasure trove of channels to collaborate internally and engage with their customers. The challenge is not in finding channels. It's about finding the right channels, which depends on how your business is built, how it operates, the extent of its global reach, and what your customers need.



Zoom: One communications platform

Zoom is much more than an audio and video conferencing platform — it's a communications platform far more powerful than some may realize. It's a single provider for all your business communications and customer engagement needs, helping simplify vendor management, pricing and user experience.

While Zoom Phone and Zoom Meetings are the platform's best-known services, much more is happening under the hood.



*this diagram does not include all of Zoom's products and features

Getting smarter with AI

One of the most pivotal innovations in the Zoom platform is its AI capabilities. For example, with Team Chat, AI can help busy admins and executives be more efficient. The Zoom AI capabilities offer generative text, enabling people to quickly respond to provide confirmation and close communication loops, reducing the chances that conversations are left unfinished or delaying time-sensitive decisions.

Building more with Zoom APIs

Another exciting aspect of Zoom is its APIs. Zoom has a rich set of APIs that allow organizations to work Zoom seamlessly into their infrastructure rather than around it. Smarsh has had the opportunity to contribute to Zoom, allowing Zoom customers to ensure they meet crucial regulatory requirements and avoid costly penalties.



Zoom Phone empowers financial services firms to collaborate effectively

With increasing regulatory scrutiny aimed at mobile devices and communications, Zoom Phone is a modern cloud telephony solution widely adopted by financial services organizations. Zoom Phone adoption is rising among firms seeking a compliant, controllable alternative to replace or supplement legacy mobile strategies.

Zoom Phone offers firms three key benefits:

- 1 Enabling a modern workforce**

Zoom Phone and the entire Zoom platform enable people to work from anywhere — from any device — making flexible work possible.
- 2 Elevating customer experience**

Telephony is crucial for customer-facing teams where face-to-face is no longer the dominant form of customer engagement. Cloud phone features simplify call routing, call queues and more to improve customer interactions and satisfaction.
- 3 Uncovering operational efficiencies**

With a ‘do more with less’ mindset, firms are looking at how emerging technologies can unlock new operational efficiencies — such as the surge in collaboration platforms to enable a hybrid workforce.

When it comes to communications regulations, policies — and how they’re upheld — play a significant role in whether firms [incur penalties](#) for non-compliance. With Zoom, there are ethical and information safeguards built into the platform. These features are critical for legal and financial services that have two groups of people within the same organization.

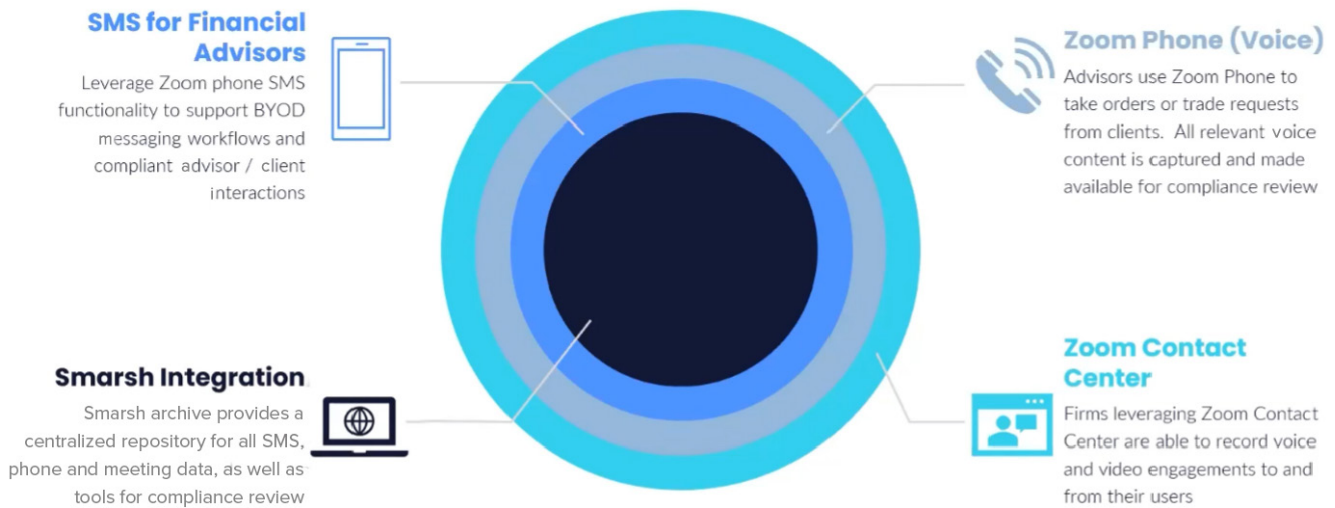
For example, a bank might represent a customer on two sides; having this barrier enables them to administer and configure accordingly. Through Zoom, a financial services firm can control which groups of people can communicate with each other, including when and how.

Providing functionality and modern efficiency with Smarsh integration

At the individual, group or organizational level, Zoom and its integration with Smarsh empower financial services firms to meet regulatory communications requirements to protect their business efficiently.

Smarsh for Zoom Phone gives firms the ability to:

- Capture all in-bound/out-bound calls and SMS with metadata
- Use transcription services to enrich audio data
- Access all Zoom data in a single archive for e-discovery, supervision and surveillance



Building a secure future with collaboration and compliance

As the list of collaboration solutions grows, so does the need for communications compliance. Regulators are catching up with evolving technology and business innovations and looking to make strong examples of firms that fail to meet regulatory requirements. From both efficiency and security standpoints, firms must choose the right technology and integrations to support their business goals.

In a world where mobile devices dominate collaboration and communications, employees carry firms' entire business on their devices everywhere they go. Whether a firm chooses a corporate-owned device or BYOD policy, capturing, archiving, supervising and managing communications data is vital to success — and that challenge will not change.



Smarsh enables companies to transform oversight into foresight by surfacing business-critical signals in more than 100 digital 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 advisers and U.S. state and local government agencies. To discover more about the future of communications capture, archiving and oversight, visit www.smarsh.com

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