



# Intelligent Notification for Financial Services

Financial institutions like banks, credit unions, trust companies, mortgage and loan companies and investment firms are subject to increasingly stringent regulations and rules of transparency. They must be able to share information in a variety of ways while scrupulously guarding the privacy of clients. How are these institutions using Intelligent Notification to keep financial information flowing?

## OTHER USES

**Business continuity** – Contact emergency management teams and inform employees with critical information during a crisis.

**Investor updates** – Distribute financial performance data to shareholders or notify them of strategic corporate decisions.

**Call center communications** – Alert call center employees without using unsecured email or phone lines.

**Network uptime** – Contact the on-call staff that can help, wherever they are, when banking systems are down.

## SECURITY BREACH

**SCENARIO:**  
A bank's website experiences a security breach and sensitive customer data may have been compromised.

**SOLUTION:**  
Once the breach is detected, an alert is automatically launched to on-call IT staff using Intelligent Notification. At the same time, the bank's director of Internet security is alerted to the incident. The notification includes cascade features so that, depending on the director and staff responses, a second, separate notification can be automatically launched to the FBI's Cyber Crime Division if warranted.

## IMPORTANT NEWS

**SCENARIO:**  
While travelling, the CSO of a financial services company receives information that could greatly influence company policy.

**SOLUTION:**  
Using a smartphone, the CSO launches a notification to all necessary personnel, calling a meeting with key decision-makers. His Intelligent Notification message includes an explanation of the situation, sets a time for a conference call, and includes options to allow recipients to accept, decline, or record a message. The CSO is able to view replies in a clear, simple format while far away from the office.

## OPPORTUNITY KNOCKS

**SCENARIO:**  
A stock opportunity presents itself; a firm wants to contact potential investors quickly in order to take advantage of the situation.

**SOLUTION:**  
Typically all the brokers in the investment firm would start dialing investors and explaining the opportunity. Using Intelligent Notification, initiators are able to contact all potential investors through a single message. Notifications can offer response options so recipients can say yes or no to the opportunity. The call bridge feature can connect clients directly to a broker for questions or to move forward.

## CABLE DAMAGE

**SCENARIO:**  
A construction crew cuts the fiber optic cable to a credit union; extra staff must be called in to manually help customers until the cable is repaired.

**SOLUTION:**  
An Intelligent Notification alert is sent to all off-duty credit union staff, no matter where they are, requesting the attendance of five additional tellers. As replies are received, the staffing manager can clearly see when enough tellers have agreed to come in. The notification is terminated, with a final alert telling remaining off-duty staff that the situation has been covered.

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