



# Garden State Securities, Inc. integrates CellTrust SL2 for a “win-win” - leading-edge mobile communications and compliance

*“We have fully integrated SL2 into our firm’s compliance systems and now have a very high level of comfort because - not only do our advisors have what they need to stay leading-edge - we are now confident our mobile communications are in line with the latest industry rules and regulations. It’s been a real win-win and a very positive experience with CellTrust from beginning to end.”*

**STEVEN TRIGILI, CHIEF COMPLIANCE OFFICER**

## Case Study

### Industry

Financial Services

### Headquarters

Red Bank, NJ USA

### Financial Advisors

100

## Customer Objectives

Our financial advisors came to us looking for a way to compliantly connect with their clients using text messaging to facilitate business in a fast-paced world. Many of their clients were already accustomed to communicating with other financial advisors using SMS. We did not want to be left behind and wanted to stay competitive if not leading-edge.

### Specific Challenges

As a brokerage firm, we saw that we could no longer rely solely on email or phone calls anymore and needed to add compliant mobile communication channels as quickly as possible. As this is a relatively new technology space, until we found CellTrust - we found it somewhat challenging to find a vendor who wasn’t new to the space, had a good reputation and, most importantly, was familiar with the highly regulated financial services industry.

### Solution

- CellTrust SL2 domain provisioned in a multi-tenanted instance
- Multiple CellTrust Mobile Business Numbers (MBN)
- Archiving configured for Global Relay

### Results

After a short procurement phase, implementation of CellTrust SL2 was quick and painless with the expert assistance of CellTrust’s Professional Services team - who were super-responsive. Now that CellTrust SL2 is integrated into our compliance systems, my compliance and supervisory teams have a comprehensive overview and maximum control of our mobile communication channel. We can easily assign MBNs, set policies, keywords, flags - and can produce our archive if needed for the regulators. Our advisors appreciate that they can log-in to the CellTrust SL2 desktop portal each morning and compliantly communicate across our organization and with customers. When they are on the go, they can now text message with their customers completely within Firm procedures and regulatory compliance.



### Garden State Securities

Founded in 1980, Garden State Securities, Inc. prides itself in providing the highest level of customer service to its thousands of corporate and individual clients across the country. GSS offers a wide variety of investment management products to small businesses, corporate executives, and the individual investor.

### CellTrust

CellTrust is a global leader in enterprise mobile communications, compliance enforcement, traceability, eDiscovery and security, for highly regulated industries.

**CellTrust’s experienced team is ready to help you increase mobile client engagement and advisor productivity, while managing risk and enforcing regulatory compliance**  
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