

CellTrust SL2 provides California-based Wealth Management Advisory with the required documentation and record retention for regulators without the expense or inconvenience of two mobile phones

*“Our research paid off when we found CellTrust. With the CellTrust SL2 app on our personal iPhones, provisioned with dedicated Mobile Business Numbers, CellTrust’s dual-persona technology separates personal and business activity on the same smartphone. It’s been a positive experience that helped us solve a problem and it’s been beneficial for our company.”*

**ANONYMOUS, CHIEF COMPLIANCE OFFICER**



## Case Study

### Industry

Financial Services

### Headquarters

California, USA

### Financial Advisors

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## Customer Objectives

As a small employee-owned, independent wealth management advisory working with a BYOD (Bring Your Own Device) mobile device policy wanting to use text messaging in our daily business, we needed to document and retain a record of text messaging to meet SEC, FINRA and other regulatory guidelines.

### Specific Challenges

As we all had iPhones, we soon discovered that it was very difficult to find a vendor who could provide us with a solution which would work with the high level of security on the iPhone. Until we found CellTrust SL2, the solutions we found could not differentiate between personal and business text messages on the device. This meant an all or nothing approach. We either had to archive all text messaging on the device - both personal and business - or none. We even considered carrying around two phones, but soon determined that would be expensive for the firm and inconvenient for employees.

### Solution

- CellTrust SL2 domain provisioned in a multi-tenanted instance
- Multiple CellTrust Mobile Business Numbers (MBN)
- Archiving configured to journal to Chief Compliance Officer

### Results

Our research paid off when we found CellTrust. With the CellTrust SL2 app our personal iPhones, provisioned with dedicated Mobile Business Numbers, CellTrust’s dual-persona technology separates personal and business activity on the same smartphone. CellTrust gave us several archiving options including the one we chose - internal journaling all text messages to the Chief Compliance Officer. We now have the documentation and record retention we need for regulators without the expense or inconvenience of two mobile phones.

### Customer

Employee-owned, independent wealth management advisory based in California in the USA.

### 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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