



SOLUTION BRIEF: MARKETING COMPLIANCE AI

MARKET WITH CONFIDENCE.

Trusted, streamlined regulatory compliance across all your marketing communications – facilitated by Artificial Intelligence

The regulatory environment in which highly regulated companies must operate has expanded enormously. Institutions are being monitored more closely and regulations are being enforced more vigorously than ever before. Fines in excess of a billion dollars have been levied in some cases and additional accountability measures have led to personnel terminations and the end of careers.

For institutions to be successful, they must be able to execute their marketing communications creatively, efficiently and in full compliance with the plethora of regulations that are managed and enforced by a slew of federal, state and other governmental agencies.

As a result, institutions are evaluating Artificial Intelligence (AI) and Machine Learning and solutions like NAEHAS COMPLIANCE AI™ for Marketing to deal with these complexities.

The Challenges

The pressure and extent of change on highly regulated institutions have increased to such a degree that they now must allocate significantly more resources to compliance. The cost of doing so is reflected in their bottom lines, both directly, and in workflow delays due to increased manual review cycles. In such competitive industries, anything that slows time to market or limits the number of marketing efforts that can be executed to grow existing and new lines of business is extremely detrimental.

- **INCREASING VOLUME OF CONTENT, INCREASING COMPLEXITY OF REGULATIONS**
The demand from both sides without an increase in resources puts enormous strain on teams.
- **A LACK OF CONSISTENCY AND TRANSPARENCY**
Getting a clear picture of the checks that need to be performed is tricky. Group A performs a certain set of checks while group B covers a different set with some overlap, and maybe a different interpretation. It is hard to know if the checklists are comprehensive, or if something slipped through.

Complying with the vast array of regulations in highly regulated industries is a mammoth and time-consuming undertaking. It requires the involvement of a small army of legal and compliance experts working seamlessly with their marketing and other colleagues across their organizations.

Employing process automation augmented by AI and machine learning dramatically increases efficiency while slashing costs.

TRUSTED BY



- A MANUAL, ERROR-PRONE, FRICTION-BURDENED PROCESS**
Tracking changes and comments in spreadsheets and annotation tools with various interpretations of the materials can create tension between legal, compliance and marketing teams, and increase the risk of regulatory errors or infractions that are costly to institutions in terms of fines and reputation.
- DELAYED TIME TO MARKET**
Excessive review cycles slow down marketing, allowing more agile competitors to capture new customer business, as competitors often target the same audiences.

The Solution

To execute more offers, more quickly, and in 100% compliance with all applicable regulations, institutions need an automated solution that employs Artificial Intelligence and Machine Learning capabilities to replace sluggish and error-prone manual processes.

NAEHAS COMPLIANCE AI is a trusted automated assistant that helps compliance and legal teams ensure 100% accuracy and compliance without slowing down their ever-increasing and ambitious workloads.

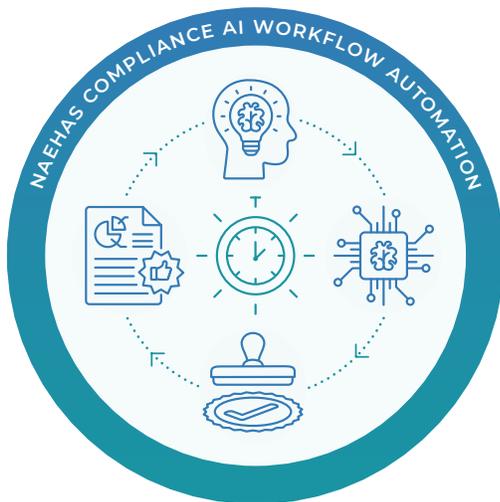
By employing artificial intelligence, augmented with industry-specific compliance rules, NAEHAS COMPLIANCE AI reduces tedious, error-prone manual review processes, and ensures consistency and

accuracy across the entire marketing workflow. Talented and valuable marketing, compliance, and legal staff are freed up to advance more interesting, pressing, and valuable work.

- REDUCE RISK**
by reviewing more content with greater accuracy
- INCREASE PRODUCTIVITY**
by reducing review cycle times and enabling more content and offers with confidence
- DRIVE CONSISTENCY**
by having a comprehensive rules-based assessment that guides your review and approval process
- IMPROVE AUDITABILITY**
by centrally managing all evidence in one source of truth thereby supporting credible challenges

Manual content change management, compliance, and legal review processes that once took days or weeks can now be reduced to hours or minutes, both reducing the institution’s regulatory risk and increasing its ability to reach more business targets with more offers more rapidly.

Additionally, NAEHAS COMPLIANCE AI enables institutions to centrally manage all compliance evidence in a single, searchable file system, and to demonstrate compliance using the built-in compliance reporting functionality. Imagine that: a bulletproof audit history for regulators.



ABOUT NAEHAS

For banks, insurance, and telecommunications companies that operate in highly regulated environments, Naehas automates marketing and compliance workflows to accelerate getting the right offers to the right customers at the right time. Leading organizations such as Wells Fargo, Bank of America, Comcast, MetaBank, and First National Bank of Omaha rely on Naehas to help them accelerate time to market, increase response and conversion rates, reduce costs and eliminate compliance errors.

Learn how your company can improve your marketing with Naehas’ unique, automated solutions at www.naehas.com.

For more information, contact Naehas at sales@naehas.com or visit www.naehas.com