

## Does poor communication impede your compliance programme?

### Dramatically improve your compliance communication effectiveness

Financial institutions face numerous communications issues in their organisations, particularly in addressing regulatory compliance risk. Senior compliance management has the responsibility of implementing regulations and identifying and assessing risk on a continuing basis. Many compliance requirements cut across the entire organisation and must be proactively addressed.

*"In the 'attention economy' the value of e-mails is rapidly approaching zero."*

*Financial Times*

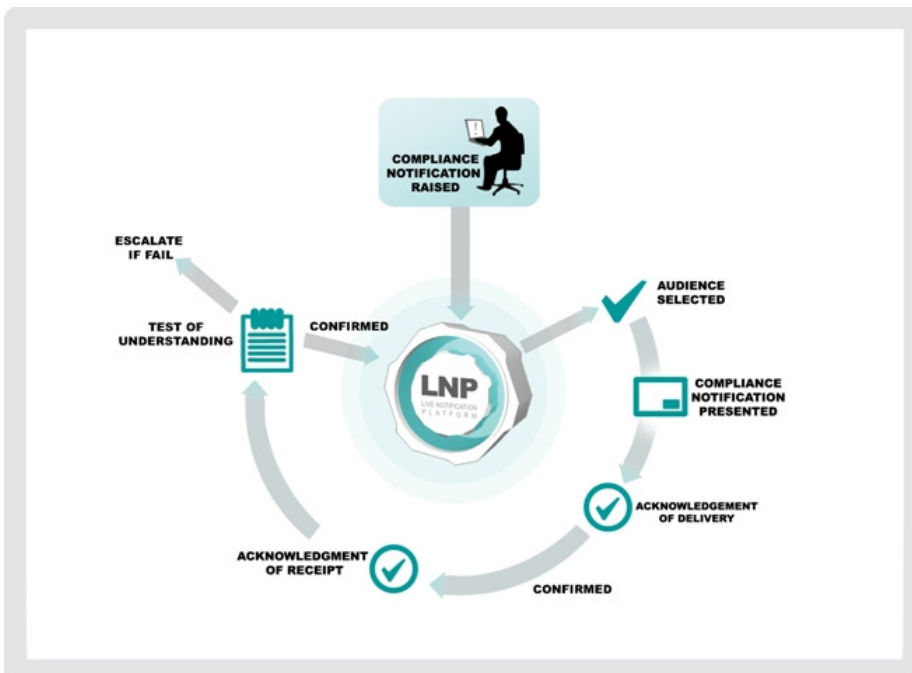
### Skinkers unique technology for compliance communications

The Skinkers Live Notification Platform™ ensures that important compliance related information is delivered with speed and high impact to the relevant employees and regulated sales channels within an audited and fully managed enterprise communication platform.

The Live Notification Platform presents compliance communications through the most appropriate device (computer, handheld, mobile) with visibility and impact, outside of email, and will be presented until acknowledged by the recipient. The Live Notification Platform can also test the user on their understanding of the contents of the compliance notification. This feature can help with two very important aspects of a compliance programme:

- The recorded delivery and acknowledgement of receipt of important compliance related information.
- The ability to test and record the score of a recipient on their understanding of the content.

### Skinkers audited compliance communication loop



*"An organisation of 10,000 employees can lose as much as £20M per annum from ineffective communication within the enterprise."*

*Gartner*

## Key benefits

### Targeted high impact notifications

- Ensure key personnel are kept informed of important changes to compliance related information.
- Target only those individuals that need the relevant information.
- Deliver text, images and video to improve communication effectiveness.

### Recorded delivery and receipt of compliance related information

- Ensure that users receive and acknowledge important compliance related information.
- Integration with existing compliance systems to automate audited communications.

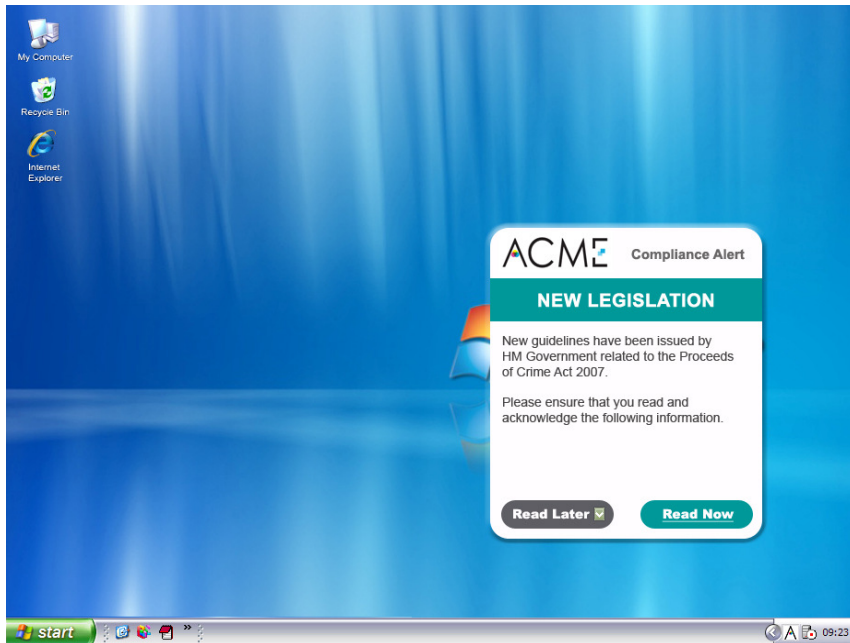
### Test users on understanding of compliance related content

- Perform instant multiple choice tests to ensure understanding.
- Ensure first time understanding of compliance related information.

### Test users on understanding of compliance related content

- Archived and online audit trail of all communications dispatched through the Live Notification Platform.
- Details of what compliance notification went to which individuals, when, by what device and whether they acknowledged and understood communication.

## A compliance message sent through the Live Notification Platform:



*“We are delighted with the capabilities of the product which enables us to deliver messages for business critical announcements, regulatory and important employee communications.”*

*Brewin Dolphin*

*“Winner of the MediaGuardian’s first ever Digital Innovation in Technology Award.”*

## Find out how Skinkers can help you manage compliance risk

For further information about our products and services, visit our website - [www.skinkers.com](http://www.skinkers.com).

# SKINKERS<sup>KS</sup>

[www.skinkers.com](http://www.skinkers.com) London, Milan, New York and Sydney.

© Skinkers 2008. All rights reserved.