



## 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 federal, state and other governmental agencies.

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

## The Challenges

### **Increasing Volume of Content, Increasing Complexity of Regulations**

The demand from both sides without an increase in resources puts enormous strain on teams.

### **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.

### **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.

### **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.

## 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 Intelligent Reviews** 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 Intelligent Reviews 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.

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 Intelligent Reviews 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.



**Reduced Risk**  
by reviewing more content  
with greater accuracy



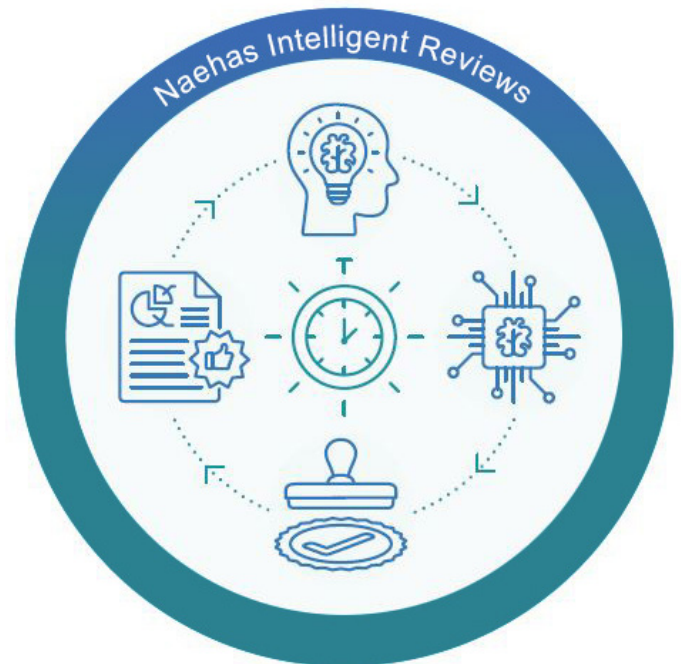
**Increase Productivity**  
by reducing review cycle times  
and enabling more content  
and offers with confidence



**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



### About Naehas

Naehas is the leading industry cloud for financial services companies to deliver exceptional customer experiences. Six of the ten top financial services companies, as well as innovative companies, such as MetaBank and First National Bank of Omaha, trust Naehas to grow revenue, dramatically accelerate time to market, and improve productivity while reducing compliance and operational risk.

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