

# MARKET WITH CONFIDENCE

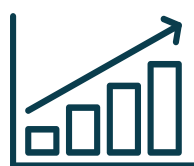
Trusted, streamlined regulatory compliance across all your marketing communications – facilitated by Artificial Intelligence

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 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.



## REDUCE RISK

by reviewing more content with greater accuracy



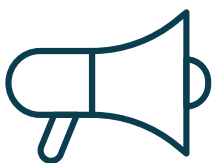
## INCREASE PRODUCTIVITY

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



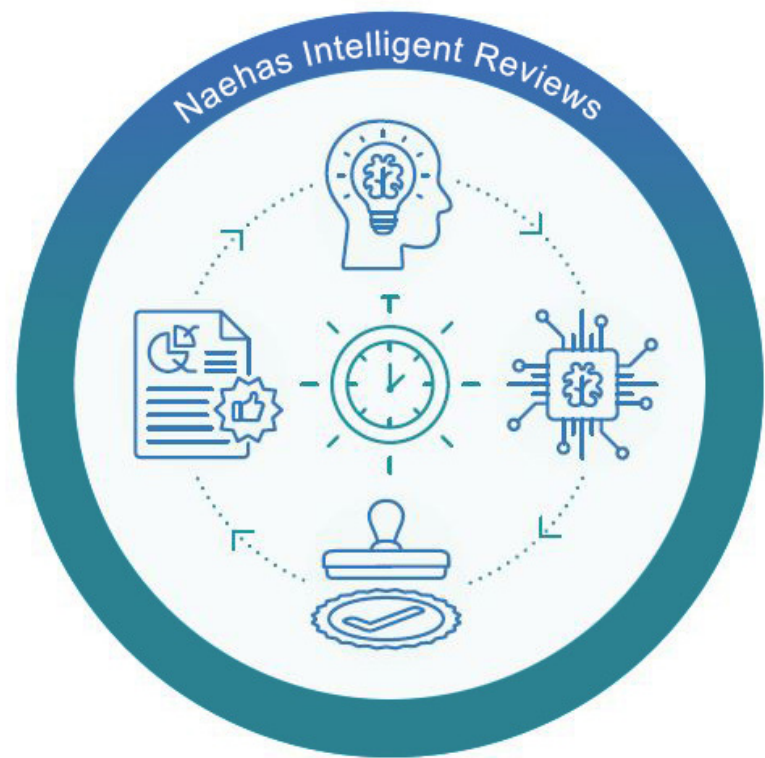
## DRIVE CONSISTENCY

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



## About Naehas

Naehas is a customer experience cloud that enables financial services companies to flawlessly deliver personalized products, pricing and experiences. Our Offer Management solution automates the creation and delivery of personalized offers and relationship pricing for all financial services products and services. The Naehas platform manages the complete offer lifecycle from strategy to fulfillment, including tracking of when customers have met the offer requirements.

For more information, contact Naehas at [sales@naehas.com](mailto:sales@naehas.com) or visit [www.naehas.com](http://www.naehas.com)

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