



The Content Experts

# AGILE BUSINESS SERIES INVESTORCOM

# DELL EMC ENABLES INVESTORCOM TO CREATE EASY TO USE FINANCIAL SERVICES COMMUNICATIONS



Like many consumers today, Brandon likes to have as much information as possible before making a purchase, especially when it comes to investing his money. One of the primary sources for his financial information is his advisor. After Brandon answers a few questions, his financial advisor can retrieve the relevant documents providing him the details needed to make an informed decision before investing Brandon's hard-earned cash.

Access to pre-sale information wasn't always available to Brandon or his financial advisor. Compliance regulations in the financial industry have evolved quickly and financial institutions have been scrambling to develop best practices and the services required to meet the needs of digitally savvy customers. Brandon's customer-focused financial institution was able to provide the required guidance because of a technological solution created by InvestorCOM, an Ontario firm leading the fintech communications industry.

**“Dell EMC has allowed us to create solutions for our financial institutions that are simple to use. Anytime we can make complex information easy to understand it builds better and more trustworthy customer relationships.”**

**– Randy McIver, VP Technology, InvestorCOM**

InvestorCOM is a financial technology company that leverages solutions to help clients – typically banks, investment fund dealers, mutual fund companies, and insurance companies – to create investor communications. The company strives to help clients meet regulatory, disclosure and compliance requirements through technology solutions. Those solutions empower clients to focus on their core competencies, such as managing assets and retirement plans. InvestorCOM also builds, hosts, maintains and licenses compliance solutions.

The company has three different branches: a print wing; a warehouse segment; and a technology division. The divisions are united by the common purpose of producing communications for the financial industry. Traditionally, the focus was on print marketing and direct marketing activities but increasingly, the company has moved towards responding to the customer need for digital communications for regulatory and disclosure support. With a greater emphasis on disclosure and regulatory events, and a growing roster of financial services clients, the company has focused its spending on security, infrastructure and disaster recovery.

### **Why is digital transformation so important for InvestorCOM?**

Digital transformation is the only response possible to stay competitive in a rapidly changing market. With regulatory burden creeping into even the simplest transactions, digitization was the only way to automate the responses and allow clients to clear the bureaucratic hurdles developing around compliance, transparency, disclosure and suitability. To make that happen, InvestorCOM needed to advance digitally within their own business.

**“Dell EMC has played a vital part in our transformation. As we have dealt with an increasing variety of customers with increasingly diverse demands, their support has allowed us to meet and exceed client expectations.”**

**– Anthony Boright, President, InvestorCOM**

### **How Dell EMC helps the digital transformation of InvestorCOM**

InvestorCOM continues to rely on Dell EMC to help create the infrastructure that allows the company to build the applications and solution they host and license to clients. This solid foundation supports the entire InvestorCOM business, but more importantly, supports efforts to meet InvestorCOM’s client

expectations. According to Mclver, Dell EMC secured their partnership with InvestorCOM following a detailed search. He said it was the only vendor able to meet the company's requirements.

**“Dell EMC came to the table with multiple technologies. We needed security systems and firewalls; we needed network systems; we needed storage; and we needed to compute. They came in and designed an entire solution for us.”**

**– Randy Mclver, VP Technology, InvestorCOM**

The solution covered two different data centres and Dell EMC assisted with implementation. Mclver says the company would never have experienced its recent growth spurt without their technology and their professional services.

### **What impact has digital transformation made for InvestorCOM?**

Over the past decade, the company has evolved from a traditional print communications company to a multichannel communications provider with a strong emphasis on digital and electronic communications. By digitizing existing products and building several SaaS offerings, InvestorCOM can now provide better services to customers. Those customers, in turn, can optimize the communications they provide to their clients. InvestorCOM has grown its business by approximately 25% since 2013.

InvestorCOM's digital transformation allows its clients to remain compliant and satisfy all regulatory statutes, efficiently and effectively. Without the technological solutions offered by InvestorCOM, financial institutions wouldn't be able to offer technology to their sales channels and advisor base that allows for the disclosure and deliverance of the necessary information and documents.

“It's important for us to be responsive, nimble and flexible so that we can anticipate the next change, whether it's new regulation coming down the pipe or a change in the technology,” said Anthony Boright, President of InvestorCOM. “It's key that we can recognize a change in the market early and rapidly position ourselves appropriately. Dell EMC helps us plan for these eventualities.”