

CellTrust SecureLine for Financial Services

Realize the full potential of a BYOD-enabled workforce



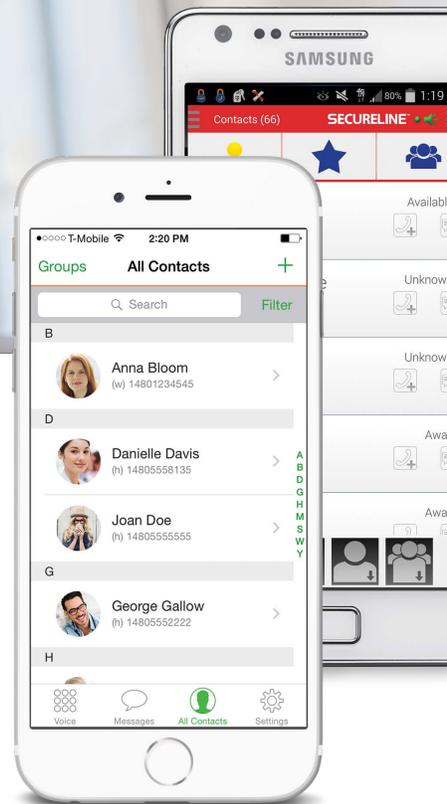
An empowered mobile workforce can help speed communication exchanges and financial transactions—transforming the mobile device into a direct acquisition tool.

Mobility has created important opportunities to increase employee productivity and customer engagement in financial services. With that, mobile communication on personal devices has introduced new challenges, including increased regulatory scrutiny and the need to maintain regulatory compliance. That's where CellTrust comes in. The CellTrust SecureLine™ app provides global financial institutions with secure mobile communication—to deliver a complete BYOD-enabled solution in support of compliance.

An array of compliance mandates and regulatory agencies confronts your organization—SOX, FINRA, SEC, GLBA and the Dodd-Frank Act in the U.S.; FSA and FCA in the U.K.; and MiFID II in Europe—to name a few. And lack of attention to mobile communications can expose firms to compliance risks, specifically those unable to address archiving. At CellTrust, we deliver out-of-the-box integration with long-term archiving providers to ensure communications are logged, tracked and archived for eDiscovery.

Key Features and Benefits

- Secure voice and messaging
- Device and carrier agnostic to support BYOD, COPE and COBO (Corporate Owned, Business Only) strategies
- Assigns a separate Mobile Business Number to enable secure mobile communications
- Calls and messages made to and from the MBN can be archived for eDiscovery
- Senders receive proof their secure messages are delivered, opened or deleted
- Enterprise-grade control for IT administrators to manage user permissions and enforce policies



The CellTrust SecureLine app:

- Assigns a separate Mobile Business Number to the device
- Features a separate SMS inbox, contact list and phone log
- Creates a dual persona, so personal and business communications are always kept separate
- Is available on both iOS™ and Android™ devices



One device. Two personas.

Financial services professionals need to ensure their organization distributes sensitive financial information safely, securely and in compliance with regulations such as FINRA. CellTrust SecureLine's unrivaled "dual persona" technology allows the organizations to track and trace mobile voice and text communications associated with financial transactions and client management.



Greater administrative control

Whether you are considering BYOD, COPE, COBO or a mixed mobile strategy, CellTrust delivers enterprise-grade tools for IT administrators, allowing them control user permissions and enforce communication policies over any mobile deployment.



Customer engagement

Driven by mobility and social platforms, today's consumer is more connected than ever before. Empowered consumers are informed on their choices and want immediate access to their financial data and services. Gain a competitive advantage by providing your workforce with the right mobile tools to help them interact with customers and prospects anywhere, anytime.



Additional cost savings

CellTrust supports split through Good Technology, which can eliminate the need for mobile device reimbursement. Employees are charged for personal calls, while business calls are applied to the company. Additional cost savings can be realized by migrating away from company-provisioned phones, which can be costly to purchase, manage and support.



Risk mitigation and compliance

The amount of fines levied by FINRA has been increasing since 2009, due to the sharp increase in mobile communications and the firm's inability to produce data such as text messaging on personal devices. Whether it's for a routine audit or a specific issue, CellTrust SecureLine is integrated with market-leading archiving providers to help financial firms produce mobile communications on request.



Safeguard company assets

The financial firm owns the Mobile Business Number (MBN) assigned to the device, so if an employee leaves, the business number and associated financial contacts stay with the organization. This helps protect your organization's client list to ensure there is no break in service. Additionally, all stored application data can be remotely wiped if a device is lost, stolen or compromised.

CellTrust is ready to help. Learn how our powerful, engaging and collaborative mobile solutions can help your organization:

- Reap the full benefits of BYOD and improve business processes
- Empower your workforce so transactions can be done in real-time, anywhere
- Mitigate risk, ensuring all mobile business communications are secure and archived

Contact us today at **888-515-5201** or **www.celltrust.com/finance**, to get started.

About CellTrust

CellTrust is a global leader in collaborative and secure mobile communication with tracing and archiving capabilities and mobile aggregation across 200+ countries and over 800 carriers and mobile operators. CellTrust SecureLine archives and protects mobile communication content supporting enterprise mobile collaboration, eDiscovery and major global regulatory compliance for financial services, government and healthcare. Learn more at www.celltrust.com.