

Keep finances fluid with notification



Financial institutions like banks, credit unions, trust companies, mortgage and loan companies and investment firms are subject to increasingly stringent regulations and rules of transparency, like those of the Sarbanes-Oxley Act (SOX). They must be able to share information in a variety of ways while scrupulously guarding the privacy of clients. Notification is a powerful tool that can help institutions protect financial information while mitigating the impact of emergencies and interruptions.

Here are ways that financial institutions use notification to protect business assets:

- 1 Unauthorized activity or intruders** – Financial institutions are busy places and it's easy for criminal types to take advantage of the level of activity and cause problems. With notification you can discreetly send an alert to all personnel at once to get the word out, making it difficult for an interloper to escape without notice.
- 2 Technology interruptions** – Imagine a fiber optic cable is accidentally cut by a careless construction worker down the street. While systems are down, notification makes it easy to summon extra staff to report in to manually help customers until repairs are made.
- 3 IT management** – IT operations are essential in supporting the infrastructure and functioning of financial institutions and downtime can compromise security. Use notification to alert the right staff and get help quickly when IT systems lag.
- 4 Damage assessment** – After an earthquake or severe weather, bank security officials can use notification to check in with staff at various branches to assess damages and even notify emergency responders.
- 5 Evacuations** – Use notification to alert all staff in a bank or facility of dangerous situations, directing them to secure their workstations and guide any visitors in a safe evacuation.
- 6 Investor updates** – Notification is great for alerting shareholders when online resources become available, privacy policies are updated or strategic corporate decisions need to be communicated quickly.

- 7 **Call center communications** – When you need to reach call center employees where access is limited and unsecured email or phone lines are prohibited, notification can make it easy to reach staff with an important message.
- 8 **Data exposed** – When a bank experiences a security breach and sensitive customer data may have been compromised, an urgent alert can be automatically launched to IT staff advising them to focus all efforts on protecting data.
- 9 **Executive communication** – When a bank president needs to speak with key decision-makers in various branches at once, the call-bridge feature of notification software can deliver a message instantly, inviting attendees to join the call with the touch of a key.
- 10 **Opportunity knocks** – When a stock opportunity presents itself a broker can use notification to contact any number of potential investors at once rather than calling each one individually, directing them to additional information online.

Notification can be a valuable tool to enhance communications and increase resiliency when financial institutions suffer interruption. Learn more about how you can keep your business going with the help of notification at www.mir3.com.

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