

# *The Elucidation Compliance Solution*

Broker-dealers face a unique set of business roadblocks, and the task of ensuring regulatory compliance is one of the most difficult. In a highly competitive environment, broker-dealers must monitor and control the activity of a large number of financial planners who are most often geographically disbursed. The broker-dealer is responsible for seeing that financial planners work within the ever changing rules and guidelines set by regulatory agencies, while at the same time minimizing interference with each planner's ability to remain highly productive.

Too often compliance is seen as simply a monitoring task for the broker-dealer. A successful compliance program is a team effort in which the broker-dealer and the financial planners both understand their roles and work together to create an effective compliance program.

## *Creating An Effective Compliance Program*

- ❖ Keep planners up-to-date on compliance requirements without creating a burden on their time.
- ❖ Provide planners with the tools they need to address compliance requirements as effectively as possible.
- ❖ Monitor planner activity to verify compliance
- ❖ Identify and resolve issues as quickly as possible.

## *The Elucidation Compliance Solution*

**Elucidation CE** Provide Internet based continuing education to financial planners with broker-dealer status monitoring that reflects your organizational hierarchy

**Elucidation EMS** Monitor email communications between planners and their clients to ensure compliance with NASD Notice 98-11 and other rulings that regulate written communications.

**Elucidation MasterTrack** Track your transactions with clients, client receipts, and placed and pending trades. Compile client data and maintain NASD required logs

**Elucidation Mail** Provide effective, web-based email for your entire organization.



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# *Inside The Elucidation Compliance Solution*

## *Keep Planners Up-to-Date*

Elucidation CE is a cost effective tool for delivering structured information over the Internet. It can be used for meeting annual CE requirements as well as communicating guidelines and background information specific to your organization. Elucidation CE provides you with complete control of course module content, and includes easy-to-use tools for creating curricula that include both required and optional course modules. On demand reporting and automatic exception alerting keep you on top of the status of every planner in your organization.

Elucidation Mail provides the means for filling in details and announcing changes to a widely disbursed organization. Elucidation Mail is a Web-based mail system that gives broker-dealers of any size a cost-effective system that is integrated with other products in the Elucidation Solution Suite.

## *Provide Planners with Effective Tools*

With Elucidation CE planners can meet their ongoing certification requirements wherever and whenever it is most convenient for them. The Elucidation CE system is available through the Internet 24/7. Course modules can even be taken in segments so it isn't even necessary to block out large chunks of time. All activity is traced and each planner can see his or her personal status at any time.

Elucidation MasterTrack allows planners to easily track client information and transactions while automatically maintaining NASD required compliance logs.

## *Monitor Planner Activity*

Elucidation CE includes a complete, on-demand reporting system that allows the broker-dealer and his management team to know exactly what each planner has done and how well they have performed. Elucidation CE provides status monitoring based on supervisory jurisdiction and/or marketing organization. Built-in email functions provide quick access to planners by groups.

Elucidation EMS automatically monitors all email communications between planners and their clients. The use of any questionable statements or prohibited words is reported to designated reviewers immediately. Summary reports are also available for identifying specific problem areas.

Elucidation MasterTrack records and reports complete up-to-date logs of each planner's trade activity. When planners use Elucidation MasterTrack to log their activity, an audit trail and record of each transaction are created automatically, and all information is accessible through a comprehensive set of reports.

## *Identify and Correct Problems*

The alerting and reporting capabilities built into all Elucidation Solution Suite products provide a broker-dealer with the immediate, accurate information they require to identify issues at the earliest possible time and deal with them before they become major problems.

Processes built around Elucidation tools are simple, efficient, and reliable. Knowing that there are effective work processes and monitoring mechanisms in place allows planners to spend more time and attention on the needs of their clients and less time fretting about procedural issues.

## **Elucidation – Internet Technology for the Financial Services Industry**

Elucidation, Inc. has a proven track record in providing advanced Internet technology to major financial services companies. Today, Elucidation CE makes it possible for more than 10,000 financial planners across the nation to meet their continuing education requirements with a minimum of disruption to their work activity.



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