SIDEDRAWER™

Case Study

Continuum II Inc

How C2Inc. Is Taking Client Data Privacy to the Next Level
Without Compromising User Experience

Industry:
Employee Benefits, Investments, Financial Planning, Insurance

Introduction

As a business that grows entirely from referrals, Peter Andreana, Partner at C2Inc. is constantly thinking of ways to surprise and delight his clients while still keeping their data secure. From his early days, Peter has always kept a keen eye on technology. An industry veteran of the benefits and financial planning space, he's constantly reminded of the often contradictory relationship between data security and client experience. He knows that firms and their advisors often have to choose between a secure experience and a pleasant one.

The Challenge

C2 Inc. prides itself on providing a premium boutique experience for it's clients that span medium-sized businesses in industries spanning technology, manufacturing, and more. Providing an excellent customer experience is always at the forefront of Peter's mind, with security taking equal mindshare as well.

"We hear our clients say that 'you care more about my data privacy than I do,' and we love to hear it. We're never going to be the people you read about in the news who were asleep at the wheel when it comes to data privacy. I have to know we've done everything in our power to protect our clients' information."

Prior to SideDrawer, Peter and his firm were using Microsoft Sharepoint to share and collaborate on sensitive client data, a process which was often frustrating to both the firm and the client. 50% of the links sent would often expire or get lost, and valuable time would be wasted resending or resharing documents. There was no concept of a central source of truth for collaboration between the client and the advisor.

Another issue facing C2 Inc. was the lack of support options. It wasn't possible for clients or C2 Inc.'s employees to reach out for support with whatever issue they were facing.

As people continue to wake up to the importance of protecting their client data, it's paramount C2 Inc. takes all precautions possible to reduce the likelihood of a data breach.

The Solution

After experiencing the continual frustrations and limitations inherent to cloud storage solutions like Sharepoint and Dropbox, Peter began looking for other solutions that would solve the client collaboration and data protection problem. Upon being introduced to SideDrawer, Peter was immediately drawn to two things: Bank-grade security and an intuitive user experience.
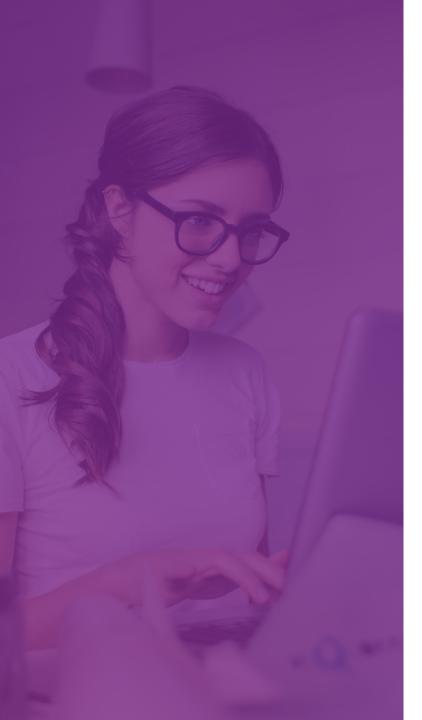
"SideDrawer won because it was immediately clear security was something they took extremely seriously, it's bank-grade. Once I knew my client's data was secure, my next key criteria was ensuring it would solve the
back-and-forth headaches of collecting and distributing client documents. As we inch closer to a paperless society, it's important we onboard tools that will allow us to collaborate in real time with our clients."

Peter also knew he wanted a solution that would provide a level of white-glove support for both his firm and the clients themselves. With SideDrawer, Peter knew there was a support team standing by to help ensure success.

As a firm that doesn't keep dedicated IT support on staff, it was also important that the tool was easy to roll out and administer.

The Benefits

After rolling out SideDrawer, the advisors and financial planners at C2 Inc. were able to spend more time on activities that produce value for the clients, and generating new revenue through business development. "Now, we're spending less time dealing with technology issues, we're able to focus on our clients more and do more to generate new business."

In order for a new solution to succeed, it had to be intuitive enough for anyone to use. SideDrawer is easy to use on any device and allows the clients of C2 Inc. to easily upload and access their own information anytime, anywhere.

SideDrawer is also helping elevate the perception and brand clients and prospects have of the firm. By providing a fully branded URL and portal, a deeper connection is built between firm and client. "If you're an independent advisor and you give someone a Microsoft link, how does it make you look? The branded link and platform makes it so much more professional, it goes a long way."

Ultimately, the largest benefit Peter sees with SideDrawer isn't necessarily in what happens, but what hasn't happened. "Advisors have a responsibility for their clients' data and many advisors don't have the savvy to configure their technology in a way that will keep them compliant. Many people don't even know that unless you configure Microsoft correctly, your clients' data is probably being stored on servers around the world."

Staying compliant is an ongoing challenge for many firms of all sizes, but Peter sleeps better at night knowing SideDrawer takes care of compliance for him.

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