

email classification service

The MiFID II compliance solution for email inducements

Visible Alpha has introduced a unique technology solution that limits an investment professional's exposure to research inducements via their email inbox.

Why implement an email classification solution?

Per the European Securities and Markets Authority (ESMA), firms must have policies and systems in place to evaluate all research and research services for its material benefit to the firm.

"Firms need to have in place policies and **systems to assess the nature of any service**, benefit or material paid or provided by any third party to determine whether they can provide or accept it."

"...firms should have **systems and controls** in place to enable them to cease providing unsolicited research."

ESMA Q&A April 4th, 2017

Email is the primary route for research consumption within most firms and it is also among the least-monitored or controlled form of communication.

Identify potential inducements

By leveraging a business logic-driven approach, potential inducements can be identified and limited by extracting key information from email and email attachments. Any emails that may contain potential inducements are flagged for the user's review before they are consumed.

Key information extracted and classified includes:

- Identifying if there is research in the body of the email or PDF attachment
- Classifying research that is substantive and/or unsolicited based on business rules
- Categorizing content by asset class and genre

Dedicated global support

A global team of client success managers and implementation specialists provide education, streamlined onboarding and ongoing support.

About Visible Alpha

Since Visible Alpha's commercial launch in February 2017, the company has been helping investment firms of all sizes and geographies discover ideas through its deep consensus platform and track and value research for MiFID II compliance. Visible Alpha creates a unified consumption and collaboration experience across research reports, analyst models and corporate access events and enables clients to discover, track, budget, value and pay for research content. Visible Alpha has a growing client base with \$16 trillion in AUM, more than 450 banks contributing content, and over 400 employees globally. The company is backed by some of the largest banks in the world.

Dashboards & reporting

At-a-glance dashboards provide compliance departments and senior-level team members with a holistic view of the email content entering their company across three key categories:

1. Approved (whitelist)
2. Not-approved (blacklist)
3. Review required

Granular reports provide visibility into content received to identify risks to the business while monitoring performance and developing a strategic focus through data-driven analytics.

Secure hosting

Two options:

1. On-premises and managed
2. Virtual Private Cloud

Contact us

visiblealpha.com | info@visiblealpha.com