



"Great experience since the GRAX enablement. Very pro-active approach from their Enablement Team"

**Compliance Specialist
Leader in FinTech Payments**



Leader in FinTech Payments Adapts Faster with GRAX: FINRA/WORM-Compliant 360° Customer Support

OLD WAY » Before GRAX

- Customer support interactions in Service Cloud need to be FINRA/WORM compliant (write once, read many)
- Existing solution archived emails but not SMS messages
- Write once, read many access needed via WORM-compliant data facility

NEW WAY » After GRAX

- All Service Cloud customer interactions archived into FINRA/WORM compliant data facility
- Emails, SMS messages and any other Service Cloud objects capable of being backed-up and archived
- Auditable Chain of Custody for Service Cloud meets stringent regulatory requirements

CUSTOMER STORY DETAILS



BUSINESS CASE

They needed to ensure that new customer support features in their latest app release were compliant with WORM and FINRA regulations

TECHNICAL NEEDS

- Archive customer SMS & email interactions
- FINRA/WORM compliance
- Flexible data access across multiple systems

PRODUCTS

-  BACKUP & RESTORE
-  DATA ARCHIVE