Practifi Protect

Elevate your approach to cybersecurity

As gatekeepers to valuable client data, wealth management firms are vulnerable to cyberattacks, breaches and audits. Practifi Protect provides an additional layer of security to protect client data and strengthen your firm’s cloud infrastructure.

Practifi

Overview

As gatekeepers to the personal data of investors, large wealth management firms are constantly under threat. Cybercriminals are working around the clock to break into the technical infrastructure of RIAs, broker-dealers and banks to access the data they manage.

In addition, as advisory teams adopt “work from anywhere” lifestyles and access data in the cloud from various locations, monitoring system use is increasingly complex. As such, having the right security infrastructure to ensure your firm’s data is safe is more important than ever.

Practifi Protect helps enterprises address cybersecurity concerns by guarding sensitive client data, improving oversight and proactively preparing firms for audits. With data encryption, event monitoring and field audit history, Practifi Protect provides an additional layer of protection to your cloud infrastructure to elevate your firm’s approach to cybersecurity.

✓ **Data Encryption**

Natively encrypt PII data at rest across all your Practifi apps. Maintain full control over encryption keys and set data permissions.

✓ **Event Monitoring**

Prevent malicious activity in real-time. Use reports to track over 40 different usage activities within Practifi.

✓ **Field Audit History**

Monitor the state of your data from any date, at any time. See when field data was changed and by who.

> “There are two kinds of financial services firms: those that have faced a cyberattack and those that will.”
>
> PWC, TOP FINANCIAL SERVICES ISSUE, 2018

Data encryption

Protect sensitive client data.

Due to the high volume of personal client data wealth management firms and enterprises hold, these institutions are increasingly attractive targets for cyberattacks. As more companies store this data in the cloud, it’s crucial to ensure the privacy and confidentiality of that data meets compliance requirements.

While a standard Practifi subscription offers classic encryption for data in transit, Practifi Protect provides encryption for system data at rest across all your Practifi applications. This ensures all sensitive client and firm data stored in the platform is secure, even when it’s not actively being used.

Wealth management firms and banks can benefit from encryption to secure credit card details, health history, account balances, insurance policies, wealth information, and any other personally identifiable information (PII) that may be stored in company systems.

50% of organizations have an encryption strategy

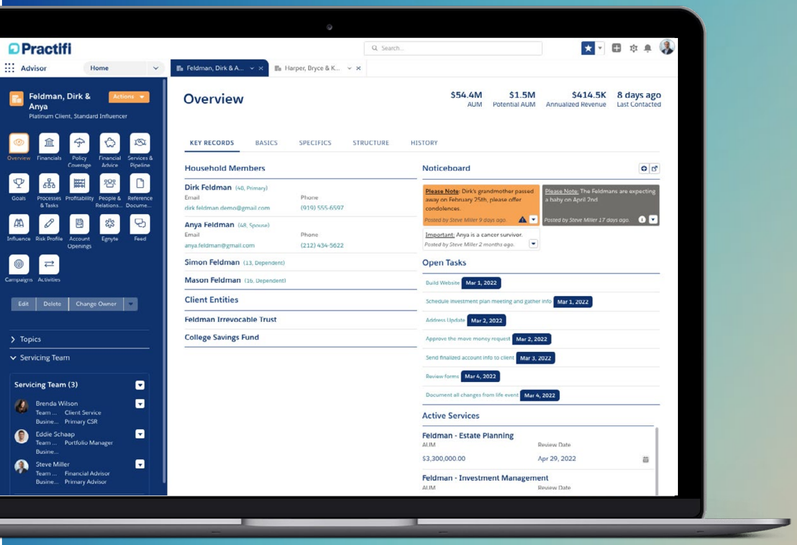
Source: Global Encryption Trends Study, Ponemon Institute, 2021

#1 reason to encrypt is to protect client information

Source: Global Encryption Trends Study, Ponemon Institute, 2021

42% of organizations are encrypting client data

Source: Global Encryption Trends Study, Ponemon Institute, 2021



Feldman, Dirk & Anya
Platinum Client, Standard Influencer

Servicing Team (3)
Brenda Wilson
Team ... Client Service
Busine... Primary CSR
Eddie Schaap
Team ... Portfolio Manager
Busine...
Steve Miller
Team ... Financial Advisor
Busine... Primary Advisor

Overview

$54.4M	$1.5M	$414.5K	8 days ago
AUM	Potential AUM	Annualized Revenue	Last Contacted

Household Members

Dirk Feldman (48, Primary)
Email dirk.feldman.demo@gmail.com
Phone (919) 555-6597

Anya Feldman (48, Spouse)
Email anya.feldman@gmail.com
Phone (212) 434-5622

Simon Feldman (13, Dependent)

Mason Feldman (16, Dependent)

Client Entities

Feldman Irrevocable Trust

College Savings Fund

Noticeboard

Please Note: Dirk's grandmother passed away on February 25th, please offer condolences.
Posted by Steve Miller 9 days ago.

Please Note: The Feldmans are expecting a baby on April 2nd
Posted by Steve Miller 17 days ago.

Important: Anya is a cancer survivor.
Posted by Steve Miller 2 months ago.

Open Tasks

Build Website	Mar 1, 2022
Schedule investment plan meeting and gather info	Mar 1, 2022
Address Update	Mar 2, 2022
Approve the move money request	Mar 2, 2022
Send finalized account info to client	Mar 3, 2022
Review forms	Mar 4, 2022
Document all changes from life event	Mar 4, 2022

Active Services

Feldman - Estate Planning
AUM $3,300,000.00
Review Date Apr 29, 2022

Feldman - Investment Management
AUM
Review Date

Event monitoring

Take a proactive approach.

In addition to building client relationships and protecting their personal information, identifying ways to grow revenue is top of mind for most advisory firms. Whether it’s through advisor networks, introducing new servicing arms, adding divisions, through mergers, or acquisitions; wealth management firms and international banks are moving quickly to stay ahead.

As a result, it becomes increasingly difficult to monitor system use, ensure staff are getting good use out of the platform, and manage who can view sensitive data. This can lead to poor product adoption, unengaged staff, and in worst-case scenarios, unintentional breaches of client information.

Event monitoring helps chief security officers and IT managers address these concerns by providing visibility into user actions and behavior to better support your Practifi applications, audit your users and optimize system use. With over 40 different event types, Practifi provides a strong foundation to track user activity in the platform.

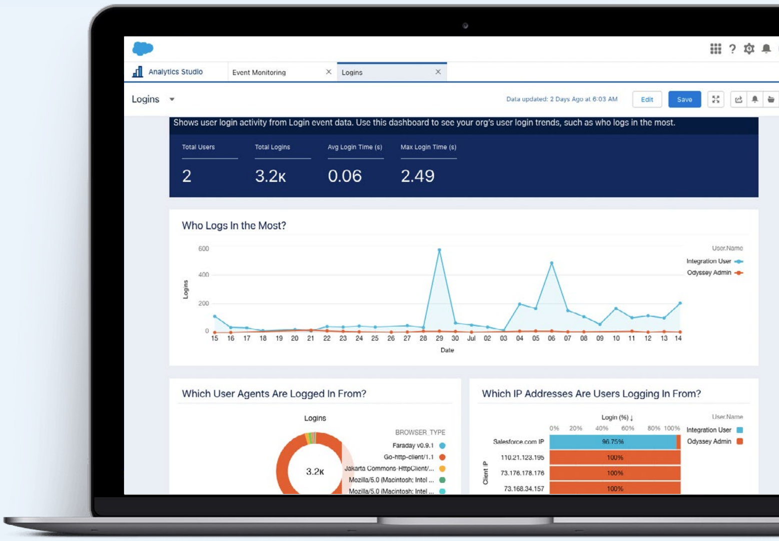
Using this data, teams can leverage event monitoring reports and dashboards to identify and stop malicious activity in real-time. By analyzing and understanding user activity over time, IT and security teams can build personalized security policies that suit your firm's needs. Finally, with event logs for each employee, your firm can proactively prepare for audits by checking specific user history before employees depart the firm.

25% of breaches involve inadvertent misuse of data by insiders

Source: Data Breach Investigations Report, Verizon, 2017

98% of breaches are discovered by employees, not the security team

Source: High Performance Security Report, Accenture, 2016



Data updated: 2 Days Ago at 6:03 AM

Shows user login activity from Login event data. Use this dashboard to see your org’s user login trends, such as who logs in the most.

Total Users	Total Logins	Avg Login Time (s)	Max Login Time (s)
2	3.2K	0.06	2.49

Who Logs In the Most?

600
400
200
0
Logins
15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 Jul 02 03 04 05 06 07 08 09 10 11 12 13 14
Date
User.Name
Integration User
Odyssey Admin

Which User Agents Are Logged In From?

Logins
3.2K
BROWSER_TYPE
Faraday v0.9.1
Go-http-client/1.1
Jakarta Commons-HttpClient/...
Mozilla/5.0 (Macintosh; Intel ...
Mozilla/5.0 (Macintosh; Intel ...

Which IP Addresses Are Users Logging In From?

Field audit history

See how client data is being used.

With the massive amounts of PII, financial data, health history and wealth information that financial institutions manage, it's becoming increasingly difficult to track and govern how this data is being used. Maintaining an audit trail is difficult, and is made even more complicated when staff access and update client data from across the globe. As a result, sensitive data can be easily misused, leaked or accidentally deleted from the system altogether.

Field audit history automates much of this manual work by giving you a forensic data-level audit trail with retention of up to 10 years. In addition, you can also automate field retention, configure custom retention policies, capture the full life-cycle of your data, as well as gain quick access to data at a massive scale.

Protecting the sensitive data your company generates is crucial to meet compliance regulations and tracking its use should be an essential part of your governance strategy. With field audit history you can derive insights into how your data is being used, protect it from being lost or misused, and ensure the integrity of your data across the firm is maintained.

10
Years of History

60
Fields Per Object

120
SECONDS
Query Performance

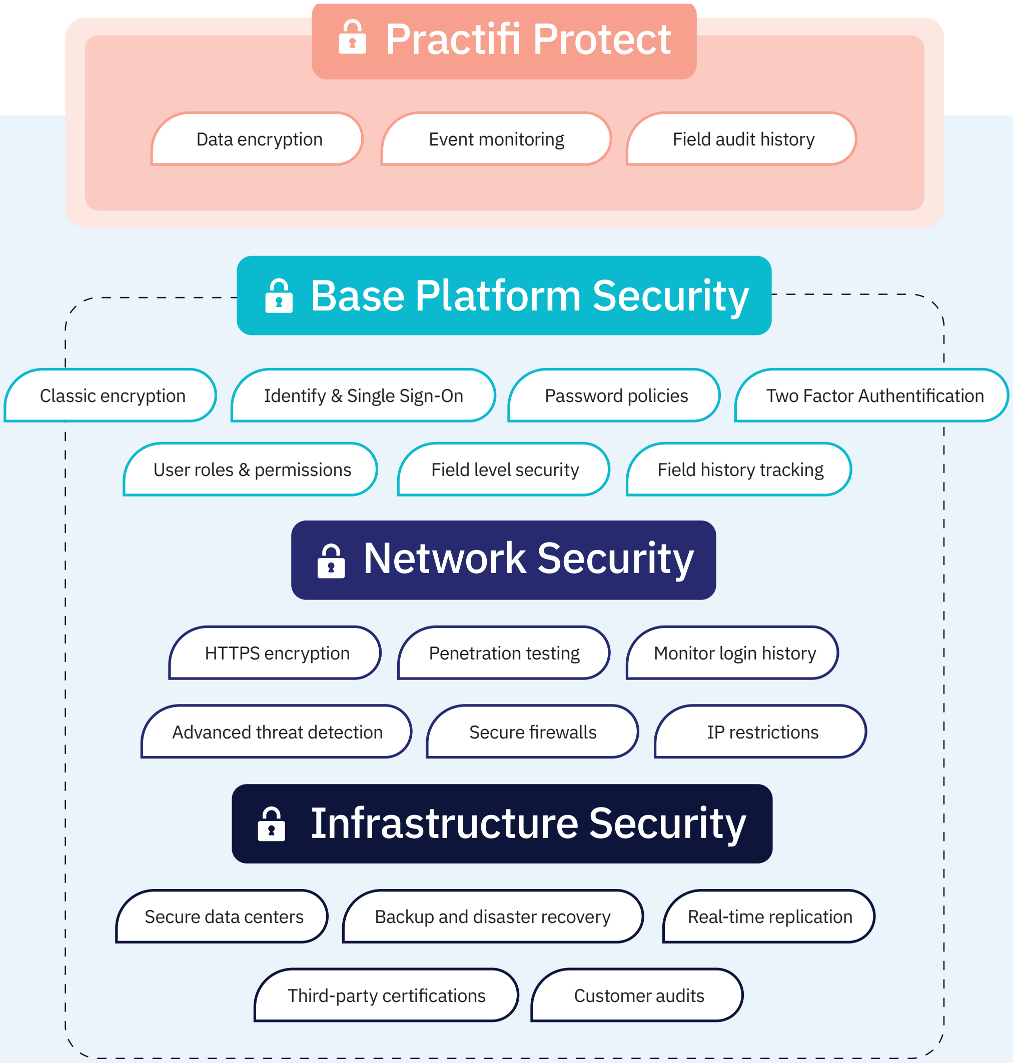
FIELD AUDIT HISTORY

Field Audit Trail	Field Retention	Custom Retention Policies	Data Lifecycle	Data Access
Retain field history data on 60 fields per object for up to 10 years.	Define standards and rules to decide what field data is retained, for how long, and when it should be archived or deleted.	Configure retention policies for key objects including custom objects, accounts, cases, contacts, leads, and opportunities to ensure data is protected.	Capture the full lifecycle of your data by having the power to view and access the full history of field data changes and usage across your firm.	Quickly access data at scale with less than 120-second query performance and determine the state and value of your data for any date.

Strengthen your cloud infrastructure

Compliant by design, Practifi provides the features and capabilities to help you know your clients (KYC), document processes, communicate compliantly and store, access and share data securely. In addition, every Practifi instance provides the infrastructure, network and platform security large wealth management firms and enterprises need to meet compliance regulations.

For firms that desire more control and oversight, Practifi Protect offers an additional layer of protection. With data encryption, event monitoring and field audit history, Practifi Protect strengthens your firm's cloud infrastructure and elevates your approach to cybersecurity.



Practifi Protect

Data encryption
Event monitoring
Field audit history

Base Platform Security

Classic encryption
Identify & Single Sign-On
Password policies
Two Factor Authentification
User roles & permissions
Field level security
Field history tracking

Network Security

HTTPS encryption
Penetration testing
Monitor login history
Advanced threat detection
Secure firewalls
IP restrictions

Infrastructure Security

Secure data centers
Backup and disaster recovery
Real-time replication
Third-party certifications
Customer audits

Practifi Protect is a subscription add-on.

If you'd like to learn more, get in touch with your CSM or contact a member of our team today.

CONTACT US

LEARN MORE

Practifi