

## Customer Story

# LeapXpert enables 15,000 front-end employees at Tier 1 financial institution to message responsibly

## Customer profile

An international, European-based financial services firm with more than 60,000 employees providing investment banking, wealth management, retail and corporate banking, and asset management services in dozens of countries

## Business Challenges

- **Compliance** - Ensure record-keeping compliance for new communication and messaging channels across multiple countries and regulations
- **Productivity** - Increase employee productivity by using Microsoft Teams as one centralized, feature-rich communication and collaboration platform for internal and external communication
- **Cyber protection** - Protect assets against cyber attacks on messaging platforms
- **Operations and costs** - Decrease operational burden and costs of legacy communication systems by consolidating multiple tools into Microsoft Teams across their operating countries

*"LeapXpert is the most innovative and feature-rich enterprise messaging solution and the only one to integrate seamlessly with Microsoft Teams."*

**Chief Compliance Officer, Tier 1 Financial Institution**

## Requirements

- **Multichannel support** - Must address the needs of bank clients in various geographies and preferred communication channels, including Whatsapp, WeChat, SMS/iMessage and LINE
- **Microsoft Teams support** - Must align with the deployment of Microsoft Teams replacing a legacy collaboration platform used for internal communications (video, voice and chat)
- **Operational simplicity** - Must integrate with existing Microsoft Azure cloud infrastructure with easy user onboarding
- **Seamless integration** - Must easily integrate with existing systems in place (security, monitoring and more)
- **Security** - Must pass strict security audits
- **Innovative and future-proof solution** - Must be open, scalable, reliable, and expandable to other channels
- **Lower TCO** - Must be cost-effective by allowing the customer to directly interface with messaging platform providers
- **Fast time-to-market** - Must be deployable in three months across dozens of countries

## Selection process

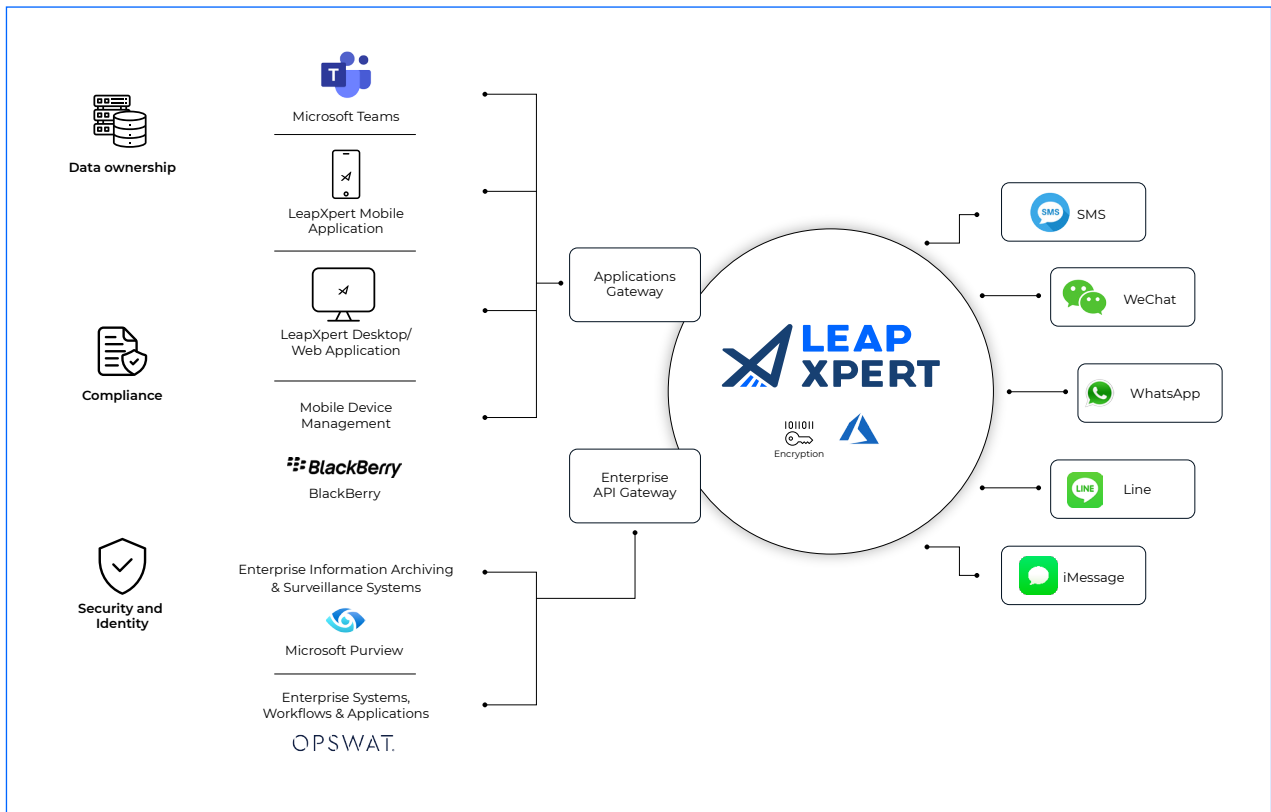
The customer issued an RFP and evaluated multiple players over six months, among them:

- Main legacy collaboration platform vendor - used for voice, SMS with recent support for Whatsapp and WeChat
- Innovative enterprise messaging solution providers supporting WeChat, WhatsApp, and Microsoft Teams

## The LeapXpert Solution

LeapXpert Federated Messaging Orchestration is an enterprise messaging platform that enables employees to interact with clients on instant messaging applications with strict data security, control, and governance, while fulfilling record-keeping requirements for regulatory compliance.

LeapXpert's open, modern API-based architecture enables easy integration with enterprise systems, applications, and processes such as archiving, security, monitoring and surveillance, CRM, and enterprise productivity and collaboration tools.



LeapXpert's customer solution

## Benefits

- **Regulatory compliance** - Feature-rich solution streamlining capture and archive of messaging communication across multiple messaging platforms
- **Rich data governance and security** - Advanced detection and prevention of security, cyber and data loss risks safeguarding the enterprise from security threats
- **Employee satisfaction, productivity and privacy** - Authorize external communication via messaging channels from within Microsoft teams while keeping personal conversations separate
- **Client satisfaction and engagement** - Improve business relationships by allowing clients to interact with bank employees on their preferred platform of choice
- **Enterprise-grade** - Market-proven, highly available and secure solution
- **Future-proof** - Flexible solution that can easily expand to new channels and new enterprise applications and workflows (through open architecture using open APIs, microservices and official channel APIs)

## About LeapXpert

LeapXpert provides organizations peace of mind by creating an accessible digital record of all business interactions carried out over mobile messaging and voice applications. The LeapXpert Communications Platform is the first Federated Messaging Orchestration Platform to provide full visibility into data from instant messaging channels, as well as unparalleled governance and control. LeapXpert enables financial institutions and enterprises to embrace a customer-centered communication approach while maintaining professional conduct and ensuring compliance. Founded in 2017, the award-winning company is headquartered in New York with 6 global offices.

For more information, visit <http://leap.expert>.