

# PRODUCT FOCUS

## CONFORM



In over 12 years of business Hitec Labs has managed to build an impressive client list, including over 30 banks in London's 'Square Mile'. The company knows the financial services industry very well, and has introduced Conform to help these clients to ensure that front office staff and management alike are as well-informed as possible on the implications of compliance regulations such as the FSA, Basel II, money laundering rules and much more.

Historically, the approach taken by many organisations towards regulation has been "stick it on the intranet and hope that everyone reads it". This is no longer enough. The challenge is not only to disseminate information, but also to demonstrate that it has been understood, and this is where Conform stands out.

Compliance, say Hitec, must be embedded, demonstrable and proactive. Because email is too easy to ignore (or delete!), Conform links into Active Directory (AD) - this makes for fast and simple deployment of the

product. The key benefit of Conform, according to Hitec, is certainty. Certainty that a new rule or procedure has been read and understood, thus reducing the exposure to risk of the employer.

The process begins with an email arriving in the inbox of an end user. The user is notified that they have new information which they must act upon, by clicking on a link to view a document in tamper-proof PDF format. The system administrator can set rules for this document in advance, e.g. read, reference, test or review. Because of the close integration with AD users won't be inadvertently penalised for not reading a document in time if they are off sick etc. - it can easily integrate with calendars, time & attendance systems.

Users receiving the notification can be given various options relating to the information given: they may have to read it within a specified timeframe, respond to a request to review it, or more probably, complete and pass a test to show they have understood what they have been told. The test

format is very flexible, allowing simple or complex tests in free form or multiple choice styles. Conform records each user's responses to the notifications sent out, so that managers know who has read the information, who has taken the test, and who has passed it. Polling of the system every ten seconds means escalation is visible and straightforward.

Conform is a great deal more than an e-learning tool - it offers a simple and very effective method of recording and reporting on how 'compliant' each member of a team is at any given time. It can handle staff moving between departments, and could even be used to show, if an individual moved to another organisation entirely, that at a given date they had demonstrated compliance with a particular piece of legislation.

This product is likely to sell itself, on a 'can you afford not to have it?' basis, as it appears to represent a powerful aid to risk management and compliance in organisations of all types, not just financial institutions. **DM**

**More info: [www.hiteclabs.com](http://www.hiteclabs.com)**

**VERDICT:** The AD integration and the common-sense functionality of Conform makes it a simple and attractive proposition for any organisation with compliance issues - and that means almost everybody. From a customer service perspective as well as a risk reduction one, it is hard to see a reason not to deploy it.