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Company

[Customer story]

## Customer

# Commonwealth Financial Network

**Region** United States

**Employees** 1,400

**Vertical** Financial  
(broker/dealer)



## Key benefits

- Secure, reliable, and easy-to-use platform.
- Enhances communication effectiveness.
- Enables higher level of interaction at virtual events.
- Provides service excellence.
- Offers flexible meeting management.

## Nation's largest independent broker/ dealer uses Arkadin Webcast to keep analysts informed of regulatory issues

### Overview

As the nation's largest, privately held independent broker/dealer, Commonwealth Financial Network processes the investment transactions of its affiliated advisors and serves as a conduit for information these advisors need to successfully service the needs of clients in their local communities throughout the U.S. In light of the fact that the investment industry is heavily regulated, it's essential that Commonwealth provide its advisors with the guidance they need to comply with securities laws and other regulatory mandates.

"We need to enhance our advisors' understanding of the rules that govern the investment industry," said Scott Wilkinson, Compliance Advisor at Commonwealth.

"Educational seminars delivered as virtual events that can be hosted live or on-demand at a future date are the most efficient means for us to communicate this information. Our vast network of 1,600 advisors is scattered throughout the country, and they all have very busy schedules, so it's critical that we offer flexible scheduling."

# Commonwealth Financial Network

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## Arkadin solutions

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- Arkadin Webcast



“With Arkadin’s capable in-house event producers, we were able to complete the programming and have the events scheduled and pushed out to our advisors within a matter of weeks, which was very much appreciated.”

Scott Wilkinson, Compliance Advisor,  
Commonwealth Financial Network

## Challenge: Find reliable technology and service excellence

Commonwealth’s challenge was finding a technology service provider that it could rely on to deliver the same high levels of customer service and satisfaction that the firm provides to its advisors. “Our ‘Anything but Common’ philosophy drives us to ensure that our advisors are 100-percent satisfied with us, so they, in turn, don’t have to worry about anything but satisfying the needs of their clients.”

Commonwealth’s previous supplier of virtual event technology was not delivering satisfactory service. “The pricing structure was not in line with our expectations, from both a product and a service perspective,” commented Wilkinson. “And the reporting function was insufficient for our needs. Proper reporting is critical for ensuring that our advisors fulfill regulatory requirements, so we need to have built-in reporting functionality that is reliable and easy to use.”

Following a review by Commonwealth’s Technology team, the Compliance department was convinced that Arkadin Webcast met its stringent requirements for product and service excellence. And with multiple levels of built-in security – including password protection, registrant authentication, secure data transfer over a private content delivery network, and IP address blocking – Commonwealth was assured of Arkadin’s high level of security, which is so critical for financial reporting.

## Service is impressive

“From the outset, we were impressed with Arkadin’s service,” continued Wilkinson. “We had a three-month backlog of approximately 15 to 20 events that needed to be produced and scheduled. With Arkadin’s capable in-house event producers, we were able to complete the programming and have the events scheduled and pushed out to our advisors within a matter of weeks, which was very much appreciated.”

“The folks at Arkadin have always been extremely timely and a pleasure to deal with. I can’t say enough good things about them.”

Because most of Commonwealth’s financial advisors do not have a technology background, Arkadin’s easy-to-use interface has been a tremendous advantage. “We knew an easy-to-use solution would be a key factor in getting advisors to participate in the events. The feedback has been very positive, with many commenting on the simplicity of the service.”

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## About Arkadin

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Arkadin is one of the largest and fastest growing providers of Unified Communications and Collaboration services in the world. With a vision rooted in the belief that progress emerges from people's desire to share, Arkadin offers a complete range of integrated audio, web, video and Unified Communications solutions. These services are delivered in the cloud for fast, scalable deployment and a high ROI. The company's global network of 50+ operating centers in 30+ countries has dedicated local support teams to service its 37,000+ customers.

As an NTT Communications Group company, Arkadin offers the most comprehensive collaboration and Unified Communications services for meeting customer needs around the world.

To find out more about Arkadin, please visit [www.arkadin.com](http://www.arkadin.com)

"It is exceedingly easy to use. All you need to do is click 'next' to advance your slides. The advisors are very happy about the simplicity of the service."

## Scheduling and reporting features ensure smooth event management

With a frequent production schedule of four to six webcasts per month, Commonwealth values the convenient scheduling and reporting features of the technology. "It's extremely helpful to have the invitations link directly to Microsoft's Outlook calendar. Without this, it would be much more challenging to get the advisors to attend."

Post-event reporting capabilities enable Commonwealth to review and analyze information about the event and the attendees—a critical feature for compliance management.

Wilkinson is confident that the attractive pricing features will allow Commonwealth to eventually pass on savings to its advisors. "My hunch is that we'll do significantly better with Arkadin, which will allow us to bring the advisors' registration costs down."

In summing up Commonwealth's experience with Arkadin, Wilkinson underscored the firm's satisfaction with the webcasting technology and the high level of customer service:

"Arkadin Webcast is one of the easiest products I've ever used, and the Arkadin support team is among the most pleasant I've ever worked with. Customer service is a big thing here at Commonwealth. We recognize good service when we see it, and Arkadin provides that in spades."

After experiencing such a high level of satisfaction with the webcasting technology, Commonwealth also has moved its audio conferencing needs to Arkadin.