

Efficient Communications and Seamless Deployment:

case study

How a New York-based trading and investment firm uses Send Word Now® to relay market developments domestically and internationally.

Comprising of a corporate headquarters in New York City, and with offices across the United States, the United Kingdom, and Australia, this industry-leading trading and investment firm focuses on its primary business of managing capital through hedge fund strategies. With approximately \$8.3 billion in managed assets and 180+ employees, the firm was searching for an efficient and technology-driven solution for communicating with its geographically-diverse employee base and meeting the overall goal of preventing downtime, staying abreast of market changes, and connecting in a real-time environment on needed updates.





Efficient Organizational Systems

Serving as a contractor for the organization, Dean Dedmon was impressed when he first signed on with the hedge fund and realized they had the Send Word Now system already in place. “I was first introduced to the system in a prior position. That was a company that used it very heavily, and I thought it had first-rate capabilities. I also had the chance to use Send Word Now when working for another organization, so when I started here, I was relieved to see that I would be able to use an efficient communications system.”

The financial services firm initially deployed Send Word Now prior to the 2016 Presidential Election.

Real-Time Communication Assists an Evolving Business Structure

Recently, there has been a great push by management of this financial services firm to transition their internal services to cloud-based platforms. Moreover, in their adaptation of new processes, they have expanded the scope by which they use the Send Word Now platform and added new features. This has turned out to be beneficial to the business.

Outside of monitoring external and internal happenings during the election, the group has also implemented Send Word Now when conveying notifications about market changes to internal trading groups. Additionally, the company regularly utilizes the platform when updating employees

across the world about environmental and weather-related situations that might cause an office to be shut down unexpectedly, and also alerts workers about adverse road conditions and other situations that could make their journey to and from work each day challenging.

Furthermore, Mr. Dedmon notes that there is a focus on using Send Word Now more frequently to alert internal groups when IT systems are down or malfunctioning.

“After all,” Mr. Dedmon states, “if email is down, you really can’t email employees to tell them the system isn’t working. Send Word Now is perfect for this.”

One of the primary reasons for employing the system was to stay aware of any troubling market fluctuations or issues with IT services that might be impacted by market trades due to developments on the campaign trail and on election night. It was the organization’s goal to head off any potential problems before they occurred and realize an “all hands on deck” approach if there were complications in technological operations or in processing trades. Thankfully, Mr. Dedmon attests, “A negative situation did not occur, even though there was trepidation in the markets —it was business as usual. However, it was comforting to know the system was in place, should we need it.”

Superior Customer Service Offered by Send Word Now

While the technology of the Send Word Now platform has met the needs of the organization when communicating on-the-go to employees worldwide, interaction with members of the Send Word Now team have also been stellar.

“I have to commend our Account Representative and Customer Support Manager,” said Mr. Dedmon. “They have been superb in their approach and communication. They are responsive and helpful and get the job done when escalating an issue or when organizing trainings on Send Word Now for our team. The individuals behind this platform bring it alive for us —and because it is implemented correctly, we have a wonderfully targeted way of reaching our people. I am definitely an advocate of Send Word Now.”

