



Banking on ZixCorp for Email Encryption

ZixCorp's the gold standard for securing financial data

When you're protecting the financial assets of millions of Americans, your key currency is trust.

That's why leading banks and federal regulators like the FFIEC agencies choose ZixCorp's email encryption service to secure their customers' sensitive financial and personal data.

"The whole philosophy behind M&I Corporation is about building trust with our customers and our concern for their privacy," said Scott Coghill, M&I's Vice President, Information Security. "Email encryption fits our brand—solid and trusted, but also the latest and safest service we can offer our clientele. Using ZixCorp's encryption service shows we care. It demonstrates we're a good corporate citizen concerned about our customers' privacy and security."

Focus on the customer – not just compliance

Banks are legally required to safeguard their customers' non-public personal information (NPPI) as defined by the Gramm-Leach-Bliley Act. They're also feeling increased pressure from regulators to encrypt their customers' NPPI.

While ZixCorp's email encryption service provides total compliance with federal and state regulations, automatically and transparently securing all NPPI, it also offers an added bonus—peace of mind.

"Securing the delivery of information to our customers is a very high priority for us, not only from a legal and regulatory point of view, but more importantly, from the peace of mind it gives to all involved," said Don Smith, STAR Financial Group's Security Information Officer. "We had been receiving email from customers that contained unencrypted confidential information. Thanks to ZixCorp, when we respond, the data gets encrypted. It demonstrates our commitment to taking that extra step to protect our clients' privacy."

Don Morash, Vice President and Information Security Officer for Bank Rhode Island, agrees. "Protecting our clients' information is our top priority. Regardless of the regulations out there surrounding privacy, it just makes good business sense to do that," he said.

ZixDirectory Includes:

- Over 13 million protected email addresses and growing at 80,000 new recipients every week
- 20 state bank regulators
- The FFIEC federal banking regulators
- Securities and Exchange Commission
- 700 financial institutions
- Conference of State Bank Supervisors



The power of ZixDirectory

The ZixCorp email encryption service lets financial institutions instantly plug into the ZixDirectory, the largest email encryption directory in the world, with more than 13 million protected email addresses and growing at more than 80,000 new members each week. Once connected, ZixCorp's customers send and receive secure emails transparently.

Barry Birchard, The National Banks of Central Texas' Information Security Officer, says the fact the Federal Financial Institutions Examination Council (FFIEC) agencies are ZixCorp customers was a key reason he decided to implement the ZixCorp solution. "We communicate regularly with the federal regulators and it's very convenient to be able to do so transparently and securely," he said. "In fact, the other day the Office of the Controller of Currency was in, conducting an IT audit. It made it a lot easier when they realized we were ZixCorp customers too."

Bank Rhode Island's Morash says he appreciated the power and reach of the ZixDirectory when he found out that many of the bank's business partners were also members. "Our check item processor is M&I Corporation. Because they've also implemented the ZixCorp service, all of our email correspondence is automatically encrypted. This is a huge bonus. And a number of our other partners are linked too—making the whole process very transparent."

Reliable and easy to use

ZixCorp's email encryption service is one of the most important security tools STAR Financial Group uses, says STAR's Smith. "It's a product that has become so valuable and necessary to our company that I can't imagine doing business without it. It's a totally transparent exercise. Any email that contains confidential information is encrypted. We take this very seriously."

For M&I's Coghill, ease of use was an important factor in choosing ZixCorp. "The ZixCorp solution made it very easy for us to take advantage of email encryption because no training was required. And, as it's virtually transparent for our customers, they've found it to be advantageous as well," he said.

Simplicity and cost effectiveness were the tipping point for Bank Rhode Island's Morash. "I wanted an encryption solution targeted to the financial services market that needed very little investment in human capital and resources to set it up and minimal maintenance after that. Ease of use and installation was key. That's what ZixCorp delivered."

Morash would like to see more financial institutions embracing the ZixCorp email encryption service. "If everybody were using the ZixCorp solution—if it became the world standard for email encryption—that would be great. Then nobody would have to worry about whether their email is secure."



About ZixCorp

ZixCorp provides an easy-to-use-and-deploy email encryption service that protects, manages and delivers sensitive information to the healthcare, finance, insurance and government industries. ZixCorp's hosted email encryption service enables policy-driven email security, content filtering and send-to-anyone capability.

For more information about ZixCorp call toll free **866-257-4949**, email **sales@zixcorp.com**, visit **www.zixcorp.com** or register for our weekly web demo at **www.zixcorp.com/info/onlinedemo**