



## Application Story

### Scottrade

### Leading Online Brokerage Deploys WiredRed's e/pop for Secure, Real-Time Communications from Headquarters to 200 Branch Offices Nationwide

Scottrade, an online brokerage based in St. Louis, Missouri, with more than 200 offices in 47 states across the U.S., is devoted to providing its customers with a brick-and-mortar presence for greater convenience and better access to a broad range of online and broker-assisted investing services. This commitment to customer service has earned Scottrade the J.D. Power and Associates ranking of the Highest in Investor Satisfaction with Online Trading Services four times in a row. In order to maintain the high level of service it has offered since opening its doors in 1980, and accommodate rapid company expansion at the same time, Scottrade has deployed innovative software technologies, including new trading systems and secure instant messaging software, e/pop from WiredRed Software.

In order to more effectively manage the company's network of branch offices, Scottrade centralized many of its business operations and processes in St. Louis headquarters' offices. One of the most critical departments to support business operations in the headquarters and throughout all branch offices is the Information Technology (IT) department. Realizing it was unfeasible to try and communicate with 200+ branch offices using the phone or email, which lacks a sense of urgency, is unreliable and prone to spam and viruses, Scottrade sought another way for IT personnel to communicate immediately with branch office employees about potential problems with the network, servers and web site. A critical component of Scottrade's continued success is the company web site, [www.scottrade.com](http://www.scottrade.com). The site logs approximately 40,000 customer trades per day and also provides access to research and other resources its customers need to make informed trading decisions.

According to Jeff Polsgrove, chief information officer at Scottrade, with 97 percent of all trades executed via the web, site availability is critical to the success of Scottrade and its customers.

#### Problem:

- Scottrade needed a fast, secure and efficient way to communicate with 200 branch offices about IT issues and system outages

#### Solution:

- e/pop Professional, a secure instant messaging, presence and real time communications software for business

#### Business & IT Benefits:

- Centralized IT operations are able to communicate with all branch offices simultaneously and in real-time
- Employees are kept up-to-date on system and web site problems that could affect stock trades.

“We decided to use instant messaging to enable our IT department to immediately notify all branch offices about Web site and network issues,” Polsgrove said. “Through our research we found that e/pop met our computer security requirements, is completely customizable and leverages our network directory. We instantly know who is online and can blast out specialized macro messages that alert all employees to potential IT issues, which they will receive whether they are logged onto the system or not.”

e/pop supports corporate standards for secure operations, including authentication and end-to-end encryption with options such as RC4, DES, triple DES, AES & RSA. e/pop doesn't require hours of maintenance and can be easily installed and deployed by qualified IT personnel. Using a directory-driven presence model, e/pop leverages established network directories, such as LDAP, Active Directory, Microsoft Domains, eDirectory and the Groupwise Address Book to populate the presence system with employee names. These presence objects can be grouped by office, department or job title. e/pop messages can be sent to groups office or the entire company in just seconds.

Scottrade also uses WiredRed's e/pop Audit and Reporting Server to achieve compliance with new U.S. regulations requiring the recording and archiving of electronic communications, which includes instant messaging and message content.

In an industry where timing is everything, Scottrade has adopted innovative communication technology that allows message delivery in real-time to enable the company's centralized IT operations to keep all employees up-to-date on computer and web site issues which could affect or interrupt stock trades. This dedication to top-notch customer service has made Scottrade one of the leading brands in the online trading industry.

“Giving our employees the tools they need to continue delivering our award-winning customer service is a top priority,” said Rodger Riney, president of Scottrade. “This includes deploying the very latest technologies, like secure instant messaging and trading systems, to enable our employees to assist customers with the most timely internal and market information they need to execute smart trading decisions.”

###