

# CROSS-BORDER API

## Use Case 2 - Compliant dispatch of marketing documentation

### ► SCENARIO

The bank's Marketing department publishes a weekly client newsletter featuring macro-economic insights and stock analyses, aimed at reaching the widest client base.

### ► CHALLENGES

Based on the country of domicile, certain clients should not receive certain elements of the publication, since it could lead to the breach of applicable cross-border rules by the Bank.

#### MANUAL PROCESS

- ✗ Manually review the publication's content with the compliance or legal team.
- ✗ Check the list of potential recipients.



Several hours to days, based on the complexity of the publication and number of involved jurisdictions.

#### WITH INDIGITA AUTOMATED API PROCESS

- ✓ Automate the review process by applying flags to sections of the publication and dispatching it based on client profiles.



A few seconds

### ► KEY ADVANTAGES OF API

- ✓ Reduced risk of potential fines by foreign and domestic authorities
- ✓ Audit trail on marketing activity
- ✓ Certainty of correct answers
- ✓ Proper cross-border risk management

### INTERESTED?

Contact us at [info@indigita.ch](mailto:info@indigita.ch)  
Or, directly book a demo via QR code:



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