

RISK IS IMMINENT

PAVE THE ROAD TO AVOID IT.

Rated Top SaaS Based Risk and Compliance Software
Banking CIO Outlook 2015

A SUCCESS STORY

GLOBAL RADAR

A RECOGNIZED SAAS LEADER FOR COMPLIANCE & RISK MANAGEMENT SOLUTIONS

Current risk and compliance issues in the Financial Services Market revolve around client data and how information can be stored, accessed, analyzed and enhanced to ensure compliance with evolving regulatory requirements.

Customer Due Diligence is the cornerstone of Global RADAR. Combined with automated risk rating, watch list screening and activity surveillance, Financial Services Organizations can manage compliance efforts with one solution.

Designed to make the compliance market manageable, Global RADAR is the premier SaaS Solution for Global Compliance Professionals.

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BUILDING A GLOBAL PRESENCE

4 PILLARS OF SUCCESS

GLOBAL RADAR CHOOSES 366 DEGREES

The business objective was to position Global RADAR's Brands across multiple owned brand assets including; Software, Consulting, Magazine Publication (AML Navigator) and Global's broad subscriber base for (BSA News Now) daily publication.

BUSINESS DEVELOPMENT

Global RADAR's challenge was to establish a consistent process for lead & prospect identification across all brand marketing activities. Before 366 Degrees' multiple email tools, landing pages and web technologies made it difficult to categorize the appropriate nurture and cross-sell opportunities. Now, all Business Development processes are delivered via 366 Degrees.

ENHANCED SOCIAL PRESENCE

Global RADAR needed better visibility as to which Social Properties provide the best results and merit additional investment. 366 Degrees was implemented to provide analytics and ongoing messaging context.



AS A LEADER IN THE SAAS COMPLIANCE SPACE & A GLOBAL CUSTOMER BASE, OUR BRANDS AND MARKETING COMMUNICATIONS ARE EXPECTED TO SHOW THOUGHT LEADERSHIP. THE 366 DEGREES PLATFORM HAS PROVEN TO EXCEED OUR HIGHEST EXPECTATIONS!

**Dominic Suszek, CEO
Global Radar**



BUILDING A GLOBAL PRESENCE

CUSTOMER REFERRALS

Building a Customer Referral program is one of the best investments a company can embark on. Global RADAR needed to maximize their current customer and consulting partners network to compliment and drive concerted referral marketing campaigns across all touch points including email, social, landing pages and events. 366 Degrees allows Global RADAR to create, execute and analyze all referral activity to ensure opportunities are not missed building on the Trust Factor, which is ultimately important in the Financial Services Market they serve.

EXECUTIVE AND EDUCATIONAL EVENTS

Global RADAR provides a multitude of Executive and Educational material that includes live video, webinars and speaking engagements. Compliance professionals from around the globe subscribe and attend. 366 Degrees drives all content and channel promotion pre- and post event, to ensure attendees receive the quality content and information expected by the Global RADAR Brand. Post event nurture and opportunity engagement is managed by 366 Degrees.

ABOUT 366 DEGREES

BUILT FOR YOUR SUCCESS

Customer engagement is not a tagline. It is the lifeblood and true measurement of business success. Our services act as a conduit to build stronger relationships between both our customers and the clients they serve.



LET'S TELL YOUR STORY

366 DEGREES

Marketing Automation. Sales Enablement. Brand Amplification. Success.

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TECHNOLOGY MATTERS. TRUST IS EARNED!