

J.W. Cole Financial

The Challenge

J.W. Cole Financial Inc. (member FINRA/SIPC) is a full-service independent broker/dealer offering a wide array of general securities, investment products and insurance services. With investment professionals throughout the United States, their main objective is to provide clients with the best products and services available in the financial services industry.

In late 2004, J.W. Cole employees were finding it difficult to manage all of their representative and client files. File cabinets were beginning to take over their Tampa offices. "Managing documents was beginning to be a problem. We had file cabinet upon file cabinet and boxes full of paperwork that still needed to be filed," explained J.W. Cole administrator Candy Osborne. "We started to think that paperless was the way to go."

Once an associate told J.W. Cole President and CEO R.J. Wood about eBridge, a web-based document management service that was also located in Tampa, a perfect marriage was created.

The Solution

A few weeks after Wood's initial meeting with eBridge, J.W. Cole began using the hosted document management solution.

The staff attended online training and was up and running on eBridge the very same day. "All of our employees were very receptive to adding eBridge," Osborne explained. "They saw what a nightmare it was to look for documents in our file cabinets and in boxes of loose paper throughout the office. Plus, training was great."

The Result

Because there was so much paperwork, J.W. Cole started with a better, bigger, faster scanner to accommodate the volume. But



once the initial scanning was completed, it was smooth sailing. In fact, there are no file cabinets, boxes of paper or storage spaces at all left at corporate headquarters.

Since then, J.W. Cole has saved thousands on paper, postage, toner and labor by using eBridge. "We can instantly e-mail documents to representatives or have them log into eBridge and pull up the documents themselves," Osborne said. "We rarely mail anything out of the office."

Osborne's favorite benefits, however, are that employees and representatives can access documents from any computer with Internet access and that it only takes minutes to teach eBridge to new employees.

"Using eBridge's customizable Web Services feature, our representatives can use it to view their documents through our system — JWConnect — regardless of where they are located. We've been able to adjust security settings so that they can only see their documents, which is a huge benefit," Osborne said. An additional benefit is the increase in compliance with the various financial service regulations, such as Sarbanes-Oxley and SEC and NASD rulings.

About eBridge

Since 2001, eBridge has helped businesses eliminate the waste, risk and inefficiencies of paper-based records and processes by digitizing and storing documents in a central online repository. Web-based file cabinets allow users to securely access documents from any computer with an Internet connection. To explore what eBridge can do for your business, visit us online at www.eBridge.com to read more case studies, or contact one of our industry experts at info@eBridge.com or (877) 676-6067.

J.W. Cole Financial

Background: Tampa, FL-based broker/dealer
305 agents nationwide
28 corporate employees

Challenges: Managing representative/client files
Eliminating on and off-site document storage

Result: One central repository for records
Cost savings on office supplies
Disaster-recovery plan
Increased compliance with regulations