

# CASE STUDY

**Global insurance provider implements Star's Employee Conflicts of Interest (ECOI) solution for insider trading, personal trading, and gifts and entertainment, enabling the firm to enhance and scale its employee compliance program, increase efficiency, and deliver a more consistent user experience.**

## CHALLENGE

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A global leader in investing, insurance and retirement security, with 40,000 employees worldwide, was being hindered by systems that lacked flexibility, configurability, and scalability. The use of two separate systems from a third-party provider for insider trading and personal trading created reporting challenges due to the high degree of manual input required. With a third, internal system for monitoring gifts and entertainment also in place, the employee experience was less than ideal and created friction across the organization.



## SOLUTION

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After considering a range of options, the insurance company selected Star's employee conflicts of interest solution for insider trading, personal trading, and gifts and entertainment because of its configurability, scalability, and enterprise features – not to mention the benefits the firm would reap from having a consolidated tech stack, and all critical data in one system of record.



## DELVING DEEPER

The Star team worked with the insurance company to identify, understand, and address the firm's key priorities, objectives, and expectations, including the need to:



**Reduce the administrative burden and costs of maintaining three bespoke systems.**



**Improve the user experience, establish consistent processes, and provide mobile app access.**



**Establish employee groups and classifications that would automatically assign members based on specific properties, informing user experience and workflows.**



**Establish a single data hub and dashboards, produce timely activity reports, and generate deeper insights.**



**Increase transparency for line managers into direct report activities and reduce risk.**



## BUSINESS OUTCOME

The STAR Platform has streamlined the company's compliance systems for insider trading, personal trading, and gifts and entertainment, automating processes like pre-clearance, surveillance, reconciliation, and certifications. Its configurability allows the compliance team to adjust fields and settings independently, improving responsiveness. STAR has reduced overhead costs, manual review time, false positives, and improved efficiency and the user experience.

- 1 **Creation of configurable system rules**, automated alerts, and business unit-specific workflows to support their complex, global organization.
- 2 **Ability to specify data visibility** rights by user and user group to protect employee Personal Identifiable Information (PII) more effectively.
- 3 **Flexible restricted list management** supports 70+ lists, enabling specific restrictions at the security, direct issuer, or ultimate issuer level, with automatic application across multiple groups.
- 4 **Ability to direct personal trading requests** in need of review to multiple/specified groups of reviewers.
- 5 **Reduction in manual trade reconciliation** because of the robust number of electronic broker feeds Star offers.
- 6 **Eliminated siloed data and manual collation**, resulting in comprehensive dashboards and actionable insights.

## GET IN TOUCH

Find out how to protect your business and employees with Star's intuitive, configurable employee compliance software – visit [starcompliance.com/compliance-solutions](https://starcompliance.com/compliance-solutions).



## CONCLUSION

This large, complex global organization identified both a need and an opportunity to enhance its compliance program and challenge the status quo. For similar sized firms, change can often be difficult or even insurmountable, leading to complacency. The compliance team's forward-thinking approach pushed them to challenge norms, adopt best practices, and design processes tailored to the firm's needs rather than settling for existing ones. The company is now well-positioned to scale its employee compliance program to meet the dynamic needs of its diverse global workforce into the future.