



Recovery Tips

Don't Just Move.

Move Forward.

Identifying and adopting the technology you need is not always so simple. In fact, it's a bit scary.

By Reid Smeda

To survive and thrive in the 21st century, you need technology. But identifying and adopting the technology you need is not always so simple. In fact, it's a bit scary. Always risky. That's true today, more than ever.

Not too long ago, the choices were easy. For instance, deciding what phone to buy was not much of a decision at all. You might've had a choice in color, but that was it. Today, the choice is less clear and the decisions mean much more: Which smart phone platform to choose; which carrier to select; the size of your data plan; whether to purchase the phone insurance; etc.; etc.; etc. Whatever you buy, it'll come with a two-year contract and involuntary membership by association in one tech-cult or another (plus an eye-roll from your teenager if you just get a regular old cell phone). But ultimately, all of the smart phone options will deliver what you need – efficient communication and computing in the palm of your hand.

When it comes to your business, identifying the technology you need is far more challenging and the risk of getting it wrong more severe. To survive and thrive, you must find a way to focus on opportunities, mitigate risks, and prepare for change – regulatory and otherwise. How can you do this? What technology will equip you to advance and also to mitigate your risks (regulatory, reputation, transaction – to name only a few)? With a seemingly endless stream of new technology, it's easy to get confused. Sometimes, it helps to take a step back and reflect.

Modern technology is exactly that – modern. But the intrinsic value of technology is not. More than 100 years ago, an American philosopher put it best:

“Civilization advances by extending the number of important operations which we can perform without thinking of them.”

Thoughts are a limited resource. You can't focus on growing the bottom line if your business is consumed by outdated manual processes, uncertainty about how the next regulatory exam will go, or by concerns about adapting to frequent compliance and market changes.

When it comes to your business, **identifying the technology** you need is far **more challenging** and the risk of getting it wrong **more severe**.

Adopting cutting-edge technology that allows you to perform a process without thinking of it will give you the freedom to grow your bottom line – not your overhead. If, rather than identifying and implementing the right technology and partnerships, you respond to regulatory reform through tedious document updates or rely on outmoded mistake-prone manual processes, your team will always be in motion but not necessarily moving your business forward.

By contrast, if you adopt a technology-driven solution backed by the best partners, you will be able to both “keep up” and get ahead. You will be able to turn “rocking chair” activity (a lot of motion but little movement) into forward motion.

The technology you need can also save you from an uncomfortable encounter with your reg-

ulator. The Consumer Financial Protection Bureau is a data-driven organization that is laser-focused on consumer protection, and other prudential regulators are following suit. They expect institutions to adopt leading technology that will mitigate consumer harm. Failure to do so and inability to deliver thorough and accurate data are on the top of every

the receiving end of a frustrated regulator is not on anyone's wish list...

Identifying the technology you need to advance your business (and limit your risks) is a bit scary. But using a time-tested principle of identifying important operations you can perform without thinking of them will put you in a position to succeed.

To survive and thrive, you must find a way to focus on **opportunities, mitigate risks, and prepare for change.**

regulator's pet-peeve list. Like your teenager's eye-roll about your choice to buy a regular old cell phone – or worst yet...a flip phone, your regulator is likely to become visibly frustrated by your decision not to adopt technology that limits consumer risks and allows you to collect, process, deliver and retain the necessary transactional data. And being on

Thoughts are a limited resource. Your thoughts are needed for growing your business and meeting market needs. Look to a partner with innovative technology to allow you to focus on those things while the partner provides the technology and support necessary for mitigating your transactional risks and compliantly documenting your loans. ❖

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