

With the Goal of Making Compliance Management and Reporting Easy and Efficient, Complí Helps Clients in a Variety of Industries Efficiently Manage Compliance Activities in the Comprehensive, Easy-to-Use Portfolio™ System

**Business Services
Compliance Obligation
Management Software**

**Complí
610 SW Broadway, Suite 600
Portland, OR 97205
503-294-2020 or 800-481-8309
www.compli.com**



**David Childers
CEO**

BIO: David is a pioneer in the Governance, Risk and Compliance Industry. Prior to Complí, he was a founder of EthicsPoint, now NavexGlobal, and led the company's growth from a telephony-based hotline provider to a leading global risk awareness organization. David sits on the board of the Society of Corporate Compliance and Ethics (SCCE) and was named a Fellow by the Open Compliance and Ethics Group (OCEG) in 2010 for his work in developing best practices in compliance. He is a member of the Inter-

national Association of Privacy Professionals - where he gained Information Privacy Professional (CIPP) certification; and the National Association of Corporate Directors (NACD), where he has completed the Director of Professionalism course and is certified in Director Education. In 2008, David was named one of the "100 Most Influential People in Finance" by Treasury and Risk Magazine and has been named twice as a finalist for the Ernst & Young Entrepreneur of the Year, Northwest Region. He is Chairman Emeritus of the Technology Association of Oregon and sits on a number of private and non-profit boards directed at education and entrepreneurial growth in the State of Oregon.

About Complí:

Complí was founded in 2000 with a simple but ambitious goal: make compliance management and reporting easy, efficient and worry-free. More than 13 years later, Complí helps clients in over 3,200 locations, from industries such as financial services, automotive, healthcare, retail and others, rest easy knowing all their compliance activities are efficiently managed in one comprehensive, easy-to-use system.

A pioneer in the compliance industry, Complí's newest innovation, Portfolio™, is the first Compliance Obligation Management System that integrates content, training, policies and procedures in one system of record, providing the technology and content required to simplify compliance obligation management and required reporting for today's organizations. Portfolio's™

unique features include: Smart Content Assignment, which allows for the automatic assignment of any required activity throughout an employee lifecycle; Robust API Connectors which enable Portfolio™ to connect and share data with any system used to support compliance efforts; Transformative Workflow which makes content actionable, and allows for the automation and customization of individual, role and condition based paths; and Cross-Functional Reporting that works across, and within, organizational silos. The sum total of Portfolio's™ dynamic features are customizable dashboards and reports which provide real-time visibility into the status of compliance programs, making it easy to mitigate risk and prove organizational compliance with confidence – from anywhere, at any time, on any device.

**Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine**

CEOCFO: Mr. Childers, Complí's tagline is "cool, calm and compliant." What does the company do?

Mr. Childers: Fundamentally, Complí is in the business of helping organizations simplify their compliance reporting. Complí works with our clients to integrate the content, training, procedures and guidelines, in other words all of the activities that are required of them to meet their compliance obligations. We put these activities into a single system of record that allows them to assign those responsibilities out to the people who are required to complete them and automatically monitor their efforts.

Then we provide, throughout the process, a variety of dashboards and real time reporting to give organizations a crisp snapshot of where they are in relation to their compliance obligation management goals.

CEO CFO: Are all of your solutions personalized?

Mr. Childers: The core functionality of Complí Portfolio™ is a client-tailored software solution set. There are four parts of the solution that make up the special sauce within our solution set and two are designed to support the specific needs of the client. First is our Transformative Workflow Engine. Every industry has a number of subject matter experts who absolutely understand, chapter and verse, each industry risk aspect. However, the work produced from these SMEs is often very one dimensional. Portfolio's™ Workflow Engine provides the ability to take any content, like a policy or procedure and by attaching it to a workflow make it assignable, repeatable and auditable. We work with our clients to take their "flat" content and make it more three dimensional through Transformative Workflow. Next is something called Smart COM Assignment. COM, to us is Compliance Obligation Management. What we have learned over the last six or seven or eight years is that compliance is no longer relegated to international or federal state local requirements. Organizations must support industry based best-practice standards that often include contractual requirements and other third party related issues. Some industries have NGO or corporate social responsibility requirements and every organization has a plethora of HR related issues. Currently one of the biggest issues we are dealing with is data breach/data security and creating a human firewall by training people to understand how to do a better job of protecting data. Because organizations have a very large and diverse number of compliance obligations to manage, we built Portfolio™ to automatically care for the Smart Assignment of these obligations. With Portfolio™, if we know a person's role, location,

department, the groups and the communities to which they belong we can then match those to the compliance obligations associated to the risk factors that the company has identified to us, and the mitigation activities are automatically assigned to that individual. If they get promoted or they get moved to a different location or they move to a different department, then the system automatically looks to see whether or not they have been assigned each new compliance activity required as part of this move. We take the guesswork out of compliance assignment and tailor a complex system that is easier for the client to operate.

CEO CFO: I am guessing that most companies understand the complexities of compliance. Are most companies aware that a solution exists?

Mr. Childers: I wish I could say yes. But most are using a combination of tools to try and solve this problem.

**"Portfolio™ moves organizations to the next level of compliance management and our cloud-based environment cost-effectively creates a "three ring binder" to manage the complexity of operational compliance."
- David Childers**

Portfolio™ is one of the first solutions on the market that can actually coordinate this level of diversity and allow organizations to report cross functionally. Portfolio™ can also integrate with existing software solutions or push and pull information from the cloud. We built Portfolio™ like an electronic three ring binder. Organizations need one system of record to be able to demonstrate their compliance voracity and Portfolio™ pulls all of these items together. Portfolio™ moves organizations to the next level of compliance management and our cloud-based environment cost-effectively creates a "three ring binder" to manage the complexity of operational compliance.

CEO CFO: Do you work directly with your clients or do you reach them through partners?

Mr. Childers: It is a combination of both. We have a direct sales force that works directly with our prospective

clients. We have our own Professional Services Team that helps and supports the implementation period. However, we are also supported by law firms and channel partners that see the value of the system that refer and resell us as well.

CEO CFO: When you or one of your resellers speaks with a potential client what is the "aha moment"? When do they "get it"?

Mr. Childers: The "aha moment" really comes in at a couple of different moments. For many clients there is a real fear factor regarding the number of ways that their compliance systems can go off the rails. In a very short period of time, dynamic organizations can go from having a very solid compliance posture to being very shaky. Therefore, the "aha moment" for many organizations comes when they realize that Portfolio™ was designed to support a steady state of compliance regardless of their rate of growth or change. We do this without forcing our own point of view, but really allowing them to transform what they are already doing, and just doing it better. The other "aha" moment comes when organizations realize that they are doing many of the same things two and three times. This duplication of effort breeds miscommunication and results in a tremendous cost burden to running their compliance program. All of these extra costs can be shed by moving to one centralized system.

CEO CFO: What is the key to keeping up with all of the regulations?

Mr. Childers: There are two things that I will tell you that are "musts" in terms of keeping pace with regulatory change. Organizations must have a clear understanding of the influencers that create their compliance obligations. They have to monitor to know what industry or regulatory drivers are changing and know which compliance activities are associated with each driver. By mapping the risk to the mitigation activity they can quickly assess what programs they need to modify to support the environmental change. Repeating this process allows

their system to stay in that steady state of compliance. One of the things that we did within the Portfolio™ system is that we allow for multiplicity of content and activity tagging. If a compliance directive were to change or the risk factors that created it began to morph the organization can very quickly, with our system, look at all of the activities that are assigned to their employees, vendors, suppliers and agents and determine whether or not they are still in a steady state of compliance.

CEOCFO: What is the competitive landscape for Complí?

Mr. Childers: The largest competitive landscape is the fact that most people handle compliance obligation management internally. A majority of people believe that you can have multiple point systems and somehow connect them together with a series of spreadsheets that let you know where everything is. This system, or lack thereof, has failed in every environment. However, our challenge is really getting people to recognize that there is a “better mousetrap” out there. From a standpoint of competitive nature it really is SAP going to the mid-market and then there are a couple of other groups out there like MetricStream that are doing a decent job. In each of our target markets we are targeting the niche or long-tail of compliance.

CEOCFO: What is the strategy for the next year or so?

Mr. Childers: Our strategy is to effectively show that Portfolio™ can be rapidly adapted into twenty to twenty-five different niches of compliance and that our clients can demonstrate improved performance and cost savings. That gives us the

opportunity to further expand our markets and to look to double the size of our business year over year for the next two to three years.

CEOCFO: Are you strictly in the US? Do you see that changing?

Mr. Childers: We are currently in the United States and Canada. Yes, we will see that change and I hope to be able to see that change with the right channel partner. I would love to be able to find someone “on continent” that really supports the same vision and view as Complí and strike a partnership that would allow us to be able to deploy our software and allow them to benefit from Portfolio™ within their market as well.

CEOCFO: What have you learned in previous ventures that is most helpful for you here at Complí?

Mr. Childers: The genesis behind Portfolio™ was three things that I really felt that I had taken away from twenty years of being in the compliance world. The first thing is that there is never going to be a slow down or an elimination of compliance issues. These pressures are mounting for small to mid-sized businesses in particular, because of the pressure being put on third party vendor suppliers and agents. That is going to be driven by insurance as well as regulatory pressure. The second thing is that you cannot buy the expertise you need from one vendor. There is not one company out there that has the subject matter expertise to be able to deliver all of the things that an agile company needs. Therefore, you have to be able to coordinate the efforts of a variety of subject matter experts to be able to make your compliance program work. That is why we have built Portfolio™ the way that we did in

terms of its ability to integrate and support multiple units. The last thing that I can tell you is that everything today has to be done in a quick mobile environment. Compliant systems today can no longer be training once a year. They need to be designed for training in the moment. Handbooks need to be readily accessible. They need to be available on people’s phones. Employees need to be able to react and respond faster and more fluently when things occur within their organization. Therefore, having a system that allows those employees who are in a position to deal with compliance concerns have the tools to work with quickly and easily from anywhere on any device is critical. That is why we built Portfolio™ to work on any device.

CEOCFO: Why should investors and people in the business community pay attention to Complí today?

Mr. Childers: Complí Portfolio™ and the company represent the 3.0 of compliance. The compliance world has finally risen to the point that there are compliance professionals in every organization. Regardless if they are coming out of the audit, risk, IT or operational side, there is a focus now on the general view of compliance. Portfolio™ represents a cloud based system; built in the cloud, built to integrate, built to work mobile, built to work quickly and cost effectively, to support a variety of industries and to be able to allow our clients to transform the existing activities they do and to define repeatable workflows that can demonstrate a steady state of compliance.



Compli

610 SW Broadway, Suite 600

Portland, OR 97205

503-294-2020 or 800-481-8309

www.compli.com