RiskScreen
Powered by KYC360

KYC360
A part of experian.

How ADS Securities Transformed Screening with the RiskScreen Salesforce App

Case study



Comply and Outperform with KYC360 and RiskScreen

/ About the Client

ADS Securities (ADSS) is a leading financial services firm based in the UAE, offering institutional and retail trading in CFDs and equities. As a regulated firm, client screening is a critical component of its compliance operations.

/ RiskScreen

Our intuitive web-based manual screening solution 'RiskScreen' powered by KYC360 technology allows organisations to rapidly conduct manual screening across global sanctions, PEP and watchlist information provided by leading data provider Dow Jones. Organisations can perform as many one-off searches as and when they are needed, with no limit on the number of users. Riskscreen is available as a Salesforce app, allowing organisations to directly screen customers and prospects without friction.

/ The Challenge

Before implementing the RiskScreen Salesforce App, the ADS team was using a legacy screening system that lacked accuracy, visibility, and seamless integration.

"The challenges were clear. We had an old system with poor settings, and we didn't have secure or reliable visibility into sanctions risks, which was a major concern." - *Shady Mohamed, Director, Head of Client Onboarding at ADS Securities*

Given the evolving regulatory landscape and increased scrutiny around sanctions compliance, ADS needed a more robust solution to mitigate reputational and enforcement risk.

/ The Solution:

RiskScreen Salesforce app

ADS deployed the RiskScreen Salesforce App, a native screening tool that integrates directly into the Salesforce CRM. This enabled ADS to automatically screen prospects and clients without any manual import/export or friction between systems.

Cases are automatically generated for any potential matches, and the onboarding team reviews them in-platform to assess and rule out false positives. ADS is able to utilise leading data provider Dow Jones through RiskScreen and it has embedded the solution directly into the client approval workflow.

/ Key Benefits

Faster customer onboarding: Clear pass results allow the team to approve clients more quickly, significantly improving onboarding efficiency.

Ongoing risk management: Clients can easily be screened continuously throughout the customer lifecycle.

Regulatory assurance: With increasing expectations from regulators, the KYC360 provides a secure and auditable way to effectively manage sanctions and PEP compliance.

"The best aspect of the solution is the smooth integration into our onboarding process. The RiskScreen app has become a critical part of our regular checks for the past three years and we're very happy with the solution and customer support". - *Nikhil Sushil Agarwal, Head of CRM at ADS Securities.*



Discover how RiskScreen can transform ad-hoc screening for your organisation and purchase credits instantly.

Learn more