

# MADISON INTERNATIONAL REALTY EMPOWERS BROKERS AND DEAL MAKERS WITH COMPLIANT SECURE TEXT MESSAGING POWERED BY TELEMESSAGE

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Compliant chats and calls  
for regulated financial markets



 TeleMessage  
Case Study

A background image of a cityscape with modern buildings. Overlaid on the image is a white smartphone icon with a blue lock symbol and a blue padlock icon, representing secure messaging.

## Secure Enterprise Messaging

Text securely with co-workers, teams & customers

# Madison International Realty

## Company Overview

Madison International Realty provides liquidity to real estate owners and investors through its world class global investment platform, facilitating early exits from client illiquid real estate ownership positions or monetizing embedded equity, with offices in New York, London, Frankfurt, Amsterdam and Luxembourg.

Madison has become a global leader for a diverse range of real estate transactions involving class A properties and portfolios and portfolios located throughout the US, UK and Western Europe. .

Madison has raised \$6.5 billion in capital commitments from more than 150 institutional investors worldwide and has invested in more than 185 million square feet of privately owned commercial real estate with a gross asset value \$116.1 billion.

Madison is regulated by several US and UK government authorities, with the SEC being the most relevant of the regulators focusing on text messaging archiving compliance.

With more than 60 professionals dedicated to the sourcing, underwriting, acquisition, asset management, and investor relations for the firm, Madison is required to record all chats and calls to comply with regulations, its internal cybersecurity policies, and other governance rules which are regularly reviewed and updated.

## The Challenge

The Madison professional teams communicate with a wide variety of real estate brokers and other professionals worldwide whose default channel is SMS. The Madison team actively initiates and participates in a variety of venue and funding arrangements on an ongoing basis. The team must remain immediately and continually accessible from the European open to the US close of business and the firm must be supportive of this, fully compliant and with message archiving.

Previously the company had employed Blackberry WorkLife to address SMS communication compliance which was unsatisfactorily unwieldy and complex on the back-end and for the end-users it was costly. The solution had to be streamlined, intuitive, cost-effective, expandable, with more options, and suited to company size and an emerging work-from-home (WFH) reality. Madison required a seamless intuitive communication process that doesn't impact on anybody using it, from new employees to one-time external contacts.

Secure mobile messaging is the best way to enable reach and availability around the clock, even while professionals are working from home. Madison requires instant access from the mobile phone, web and desktop as part of its compliant communication channels.

The Covid-19 outbreak, intensified the urgency for a compliant secure communication channel, as many team members were required to work from home (WFH), and thus seeking a go-to-communication tool for regulated WFH employees.

## THE SOLUTION

### TeleMessage Enterprise Network Archiver

The TeleMessage Enterprise Network Archiver (ENA) creates an enterprise text messaging solution on a secure messaging platform allowing for safe and private messaging while instantly communicating with colleagues or clients. Among the helpful features are: End-to-End Encryption, Self-Destruct Messaging, PIN Code Enforcement; Remote Lock and Wipe and Forward Locking.

Installed on the phones of regulated company employees, it is compliant with all industry and internal regulations.

The TeleMessage ENA central management and administration features message archiving and full reporting tools.

## Benefits for Madison

### IMPROVED CUSTOMER EXPERIENCE AND REACH:

- Facilitates uninterrupted communication with global financial market customers, peers and brokers, becoming a key channel for deal making.
- The Madison team adopted ENA to share their deep understanding with local and international customers regardless of international borders and time zones.
- Facilitates group chat as well as one-on-one reach and availability on mobile and desktop.
- Fully addressing client communication expectations, whenever the firm is called or receives text messages; Using ENA allows Madison to provide an outstanding customer service and be attentive over mobile and in a secure manner.

### IMPROVED EFFICIENCY:

- Use ENA to communicate more efficiently: protect revenue streams and drive more deal-making while maintaining regulatory compliance.
- In a world where remote-working and WFH became the norm, adding ENA communication allowed Madison to be flexible, risk free and to maintain business as usual.
- Be where your customers and peers are: Enable instant chat with multimedia sharing, group chat and broadcast with full delivery and read receipts.
- Seamless automated capture and archive of all enterprise chats and calls, for compliance with US, UK, CA, and EC regulations.

## CUSTOMER'S RESPONSE

*"The TeleMessage ENA enables our team to provide compliant communication and reach wherever they are. Instant Messaging is the best means to satisfy external communication requirements for speed and efficiency in these challenging times. We provide greater reach, improved interaction and customer service while being compliant with regulations. ENA provides us with a sort of an instant messaging preview of what's going to happen",*

**Kathleen Hurley, CIO, Madison International Realty LLP.**



#### Advance Message Security

Communicate secretly with encrypted messaging across multiple platforms



#### Central Management

Manage users, enforce company policies and get data usage reports



#### Compliance

Meet compliance standards, including: FINRA, MiFID II, SEC, SOX, GDPR, HIPAA & more



#### Delivery Confirmation

Ensure real-time message delivery with a guaranteed 99.5% SLA uptime



#### Message Archiving

Record and archive messages on secure servers for compliance and auditing



#### Application Integration

Connect to our platform via a wide range of APIs: SOAP, REST, XML and more

## ABOUT TELEMESAGE

TeleMessage has been providing robust enterprise messaging solutions since 1999. Our innovative mobile communication archiving, mass messaging and secure messaging products are successfully deployed and used by thousands of enterprises; we power billions of messages through customers' networks.

For more information, please visit [www.telemessage.com](http://www.telemessage.com)