



# QUARTERLY DIGEST LAUNCH: REFLECTING ON 2022



## INTRODUCTION

BY SEAN STAPLETON

After a difficult couple of years, it feels like we *finally* got back on track in 2022. Conferences, events, client meetings... we even found ourselves opening an office in Austin! Expanding Stateside has been part of the plan for some time, and we're delighted that we finally got the chance to make it happen.

In the meantime, another quarter bites the dust! Welcome to the first edition of our Quarterly Digest, where we'll keep you, our wonderful clients, fully up to date with what has been happening in the land of MirrorWeb. We have lots to catch up on, so read on.

MIRRORWEB COMPANY  
NEWSLETTER

## TABLE OF CONTENTS

CEO's Message • P. 2

A Reminder of our Journey • P. 2

MirrorWeb Services • P. 3

MirrorWeb Customers • P. 4

Customer Feedback • P. 5

Industry News • P. 6

Company Culture • P. 7

Referral Scheme • P. 8

Follow Our Journey • P. 8

# THE CEO'S MESSAGE

BY DAVID CLEE

Well, what a year this has been. It feels like we finally overcame the global pandemic, and came out the other side stronger and more ambitious than we were going in. We have been awarded significant contracts by some of the world's largest companies, and we have maintained zero customer churn. We've also finally realized our ambition of establishing ourselves Stateside.

But, more important than all the outward facing success we've achieved over the last 12-months, is the growth of our team. I spent many years working on my own and then alongside Phil and Karl before we started building the MirrorWeb team. I can tell you hand on heart that working with a fantastic group of talented, driven, individual team players is much better.

Back in 2012, the genesis of what eventually became MirrorWeb began. Phil (CTO) and David (CEO) were working together on an idea, eventually joining forces with Karl (CDO) and forming a compliance alliance to develop their idea and take MirrorWeb forward.

While working part-time on the project above a pub in Manchester city centre, it was hard to envisage what was on the horizon. The \$30 we received from our 3 customers at the time did little to ease our apprehension, but it didn't weaken our ambition either.

Following a chance encounter at a conference in London, the team sold MirrorWeb's merits to influential individuals at tech giant AWS, securing their support in bidding for the UK National Archives tender. A few months later, the contract was secured.



## A REMINDER OF OUR JOURNEY

Since this award, MirrorWeb hasn't looked back. We've added further significant clients in the public sector, such as the United States' oldest federal cultural institution, the Library of Congress, and our roster has expanded significantly to incorporate an outbound sales team. They have spoken to thousands of financial services (FS) prospects, recognizing that the industry's stringent regulations make MirrorWeb the ideal solution for businesses like yours. FS firms now make up the majority of our client base.

In June we finally opened our long-awaited office in Austin, Texas! It's already proven to be vital, and we can't wait to build on these sturdy foundations and continue scaling our US team and client base.



# MIRRORWEB SERVICES

## SOCIAL ARCHIVING

We capture all major social media platforms; never miss a post again. Empower your teams to use social media compliantly, with real-time monitoring.



## EMAIL ARCHIVING

We capture and monitor all internal and external email activity for any users within the firm. We also offer options for encryption and threat protection.



## INSTANT MESSAGING ARCHIVING

We maintain permanent records of all instant messaging platforms. Archiving supervision and real-time monitoring of all inbound and outbound communication comes as standard.



## WEB ARCHIVING

We archive websites and support your compliance, regulatory and preservation obligations. We capture, store, index, and replay all content within our intuitive, easy to navigate SaaS platform.



## SMS ARCHIVING

We capture SMS, WhatsApp, WeChat and Telegram in real-time and give you the ability to apply lexicon policies as standard. Choose between personal (BYOD) or corporate device capture.



## WEB CHANGES

Web Changes change reporting allows you to monitor what content has changed on your websites on a day-to-day basis. It focuses on extracted text content rather than HTML changes, which means clean change reporting and a simple user experience.



# MIRRORWEB CUSTOMERS

We had an exciting end to 2022, signing lots of new clients of different shapes and sizes. Our CS team has been busy working with these new customers and ensuring they have what they need to manage their ongoing compliance efforts, through onboarding and beyond.

We're lucky enough to be growing fast, and with that comes lots of new requirements from our customers.

The CS team are busy taking your feedback on board and sharing that with our Product and Technology teams. We're always striving to enhance the MirrorWeb platform wherever possible, and our customers are in the best position to give the feedback that we need to do this. That means you! Please don't be shy sharing your thoughts on the platform, as it will help us to build a better product for everybody.



# CUSTOMER FEEDBACK

"I've been very pleased with the onboarding process. It's been really smooth with the whole team. They've been attentive and taken a lot of the heavy lifting, which meant that I was willing to make a change. If the transition was going to take up a lot of time, there's no way I could have managed that."



"The service is fantastic. Having Evie help walk through each step - she's a real treat to work with. She gets the correct person connected very quickly for any issues I have, and handles everything in a very pleasant way. It's really benefitted me as a growing firm that I can ask questions and get answers from a person, and it's not overwhelming."



"We joined MirrorWeb after researching options for website archiving, in which they really stood out to us. We appreciate their goals to continuously improve the archiving platform. They have gone above and beyond to help with our needs for all things compliance!"



"I find that with a lot of SaaS companies you see a really clean demo, everything sounds amazing, then when you actually start using it, it doesn't necessarily work that well. I've not found that to be the case with MirrorWeb. Everything runs just as it was sold."



"We chose MirrorWeb for the intuitive design and use. The platform is very easy to use and, most importantly, easy to understand. Customer service been awesome. Evie has been really responsive and very available to our questions, whether simple or less so. MirrorWeb provides us with everything we need in an approachable package."



"When we saw the (MirrorWeb) platform, it was just much easier to manoeuvre and work your way around. And then the pricing doesn't even compare. I mean, it's a third of the cost! And you can actually talk to somebody at MirrorWeb. You couldn't talk to anybody at our previous vendor."



# INDUSTRY NEWS

2022 has seen some major shifts in the ever-evolving landscape of regulatory compliance.

in September, [16 leading financial firms were fined a combined total of \\$1.1billion](#) by the SEC. This centred around the use of employees' personal devices, from which WhatsApp messages, text messages and emails were sent for business purposes and not archived.

On November 4th the 18-month transition period ended, and Registered Investment Advisers (RIAs) have had to fully adhere to the [SEC's new marketing rule](#). This is extremely impactful, as with the redefinition of what constitutes an 'advertisement', firms must now capture all forms of digital communication.

What these two developments signify is that regulations (and the penalties for breaking them) have intensified in 2022. It's very likely to continue on this trajectory in an increasingly digital landscape.

We've covered these topics, amongst others, in more detail in the below guest articles which we've drafted in 2022.

- **FINRA Reviews Rules on Social Media Influencers and Customer Acquisition**
- **The Compliance Implications of a Remote Workforce in Financial Services**
- **Shifting Goalposts: The Many Challenges of a Chief Compliance officer**
- **Unpacking President Biden's Crypto Executive order**
- **The SEC's New Marketing Rule: How to Stay Compliant and Avoid Big Fines**



# COMPANY CULTURE

## UK OFFICE UPGRADE

Our UK team has recently relocated to a larger new office with panoramic views of Manchester city centre, allowing the team to work more collaboratively as the company continues to grow.

We toasted the ribbon-cutting ceremony with champagne, cakes and a quiz!



## TROPIC LIKE IT'S HOT

Our UK Sales team spends a lot of time speaking to prospects in the United States, observing weekly 'US Days' where they start and finish work later to account for the time difference across the pond.

Naturally, they like to spice things up once in a while. The most recent fancy dress theme was 'Tropic Like it's Hot', with the obligatory tiki hut in tow.



## VOLUNTARY INITIATIVES

We're passionate about giving something back to our local community and helping out where we can.

We've signed up with [onHand • the impact app](#) to help us make a difference, both locally and on a global scale. This allows us to volunteer in our community, pick up sustainability pledges, and educate our team, with on Hand planting trees based on our activity.



## MIRRORWEB FC

Our 5-a-side football match is something we look forward to each Monday. With a busy team, it's essential that we carve out some downtime with our colleagues (as we quite like spending time with each other!).



# REFERRAL SCHEME



As we mentioned, we're growing fast here at MirrorWeb. We'd love to continue doing so!

Recommendations go a long way in a B2B context, and so we'd like to offer a month's free service to any successful referrers; just get the referee to pass on the information and we'll apply your discount.

## FOLLOW OUR JOURNEY

We hope you've enjoyed the first edition of our Quarterly Digest. Here's to a great Q1!

Don't forget to follow us on LinkedIn if you'd like to hear from us a little more regularly...



For help with any onboarding, training or general account issues, get in touch with

our Customer Success team at

**[customersuccess@mirrorweb.com](mailto:customersuccess@mirrorweb.com)**

For Partnerships queries, it's  
**[partnerships@mirrorweb.com](mailto:partnerships@mirrorweb.com)**

