



CASE STUDY: A4 Wealth Advisors

Professional wealth
advisory team
proactively secures
client data with Haven



How A4 Wealth Advisors, LLC exceeds client expectations with Corvid Cyberdefense's all-in-one cybersecurity solution

The Business

- Full-Service Financial Management Company
- Offices in Huntersville, Charlotte, Hendersonville, NC and Columbia, SC
- Approximately 275 Clients

The Corvid Cyberdefense Solution

- Haven: 24x7x365 Prevention, Detection, and Response Service

The Context

A4 Wealth Advisors helps people navigate their lifelong financial journey. Many of their clients are in the most delicate phase of their journey, either retired or nearly retired.

The team of seven passionate, experienced professionals accomplish this by focusing on the development and preservation of all four asset classes: Financial, Intellectual, Social and Human. As a result, their clients and their families are able to achieve more clarity, balance and confidence in their lives.

The Challenge

Investors are most vulnerable as they near retirement age because time is limited to correct for a mishap with their money. With so many high-profile stories of massive data breaches where account numbers and balances are being stolen, it's not surprising that the protection of personal information is a part of every client conversation.

"(Our clients) read every day about companies like Equifax and Target getting hacked," said John Balcerzak, Managing Partner at A4 Wealth

Advisors. "And they say 'well, if they can get hacked, can it happen here? What are you doing to protect my information?'"

Any firm that has access to personal information - such as wealth advisors, lawyers, and insurance agencies - are subject to increasingly stringent state and federal regulations. These companies can find themselves under audit, and those without adequate data protection in place can face significant repercussions. For firms with clients in multiple states, this dynamic set of compliance rules can be very difficult to manage.

In the worst-case scenario, if a hacker were to gain access to a firm's client data, the results would be devastating.

Besides the obvious loss of client trust and potential fines from the SEC, Balcerzak said there would be a huge investment of time and money to resolve the issue. "I could just imagine if someone in this industry got hacked. They'd be out of business for a year answering to regulators. They'd be pulled out of being an advisor to resolve it."

"We feel that we're able to sleep better at night just knowing that our clients have the best protection we can give them. Corvid Cyberdefense definitely knows what they're doing."

- John Balcerzak, Managing Partner, A4 Wealth Advisors



“They took control and did what needed to be done. They were amazing throughout the entire thing.”

- Shauntae Funkhouser, Director of Operations, A4 Wealth Advisors

The Solution

The A4 team takes their role as stewards of client data very seriously. The company was already investing in protective measures. But they were aware of how destructive a breach would be and decided to investigate cybersecurity providers.

“We wanted to make sure that all of our clients’ confidential information was being protected on the highest level,” said Shauntae Funkhouser, Director of Operations at A4 Wealth Advisors. “We knew that in order for that to happen we needed to find the experts in that field to help us.”

The A4 team investigated several options, but they ultimately chose the only one that offered the full spectrum protection and monitoring they were looking for. “We definitely did our due diligence, and Haven with Corvid Cyberdefense provided the most comprehensive package available,” said Funkhouser. “We didn’t want to have to manage any of it. One company we considered offered us the tools to monitor ourselves but I don’t want to have to deal with that,” added Balcerzak.

Haven is Corvid Cyberdefense’s all-in-one managed prevention, detection, and response solution for business. It includes all the necessary security controls, management and monitoring to protect against, and react to, cyberattacks. Network connectivity, email communications, and endpoints like laptops and desktops are all protected.

Installation was scheduled for a Friday afternoon and completed quickly, minimizing downtime. “They made sure everything was communicated upfront and were really proactive, working directly with our IT provider,” recalled Funkhouser.

With security controls in place, the Corvid Security Operations Center (SOC) took over. They monitor

activity on A4’s network around the clock, instantly detecting and managing any threats.

A4 receives weekly reports from Corvid Cyberdefense by email and A4 also has access to the proprietary dashboard anytime. It provides a plain-English, on-screen view of blocked viruses, malicious activity, and by-user information such as applications used, websites accessed, files shared and bandwidth used.

Haven covers all aspects of cybersecurity, from securing webcams to employee education, and even regular email security tests.

“One of the cool things Corvid Cyberdefense is doing is sending out false phishing emails,” said Balcerzak. “If we open and click on a fake phishing email, our test score goes down. It helps to keep our employees vigilant against email scams.”

The Result

With Haven in place and the Corvid Cyberdefense SOC watching for any potential cyber threats, John Balcerzak and his team can focus on what’s important to their clients.

“Our clients want to make sure they don’t lose what it took them a lifetime to build. It makes them feel at ease that we’ve done everything possible to protect their information.”

Balcerzak and his team help protect the financial assets of their clients during one of the biggest transitions in their lives. Securing their data with Haven is a significant step in that goal.

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About Corvid Cyberdefense

Corvid Cyberdefense is the prevention-focused cybersecurity services company. Their solution combines leading experts and best-in-class technology to provide visibility, control, and monitoring for complete, proactive network and data protection.

