

**“Records must be archived in an immutable storage medium that cannot be changed or deleted, and must be available to clients and regulators on demand.”**

## The Impact of the 2018 MiFID II Regulation on Storage

The Markets in Financial Instruments Directive (MiFID I and II) is the EU legislation that regulates firms who provide services to clients linked to financial instruments (shares, bonds, units in collective investment schemes and derivatives), and the venues where those instruments are traded. The new MiFID II requirements, administered by the European Securities and Markets Authority (ESMA), are set to take effect on January 3, 2018 and include a revised MiFID I and a new Markets in Financial Instruments Regulation (MiFIR).

The new regulation specifies that financial advisors and corporate brokerage firms must record all electronic communications including telephone conversations, related to a trade. The records required to be captured, stored, and managed for MiFID II now includes:

- Email
- Social media
- Instant messaging
- Telephone calls
- And other mobile communication data

### Compliance Storage

These records must be archived in an immutable storage medium that cannot be changed or deleted, and must be available to clients and regulators on demand.

The archived data must be stored for a minimum of 5-7 years.

A data storage and management

platform that combines WORM storage, sophisticated search and retrieval, combined with analytical capabilities would appear to meet the principles behind the MiFID II legislation.

### Records Being Regulated

The records specified in the annex to the Delegated Regulation span a wide range of records, not just records related to actual trades including (but not limited to) client agreements, compliance reports, information about costs and charges, security information, marketing information, investment research, inducements, and risk management reports.

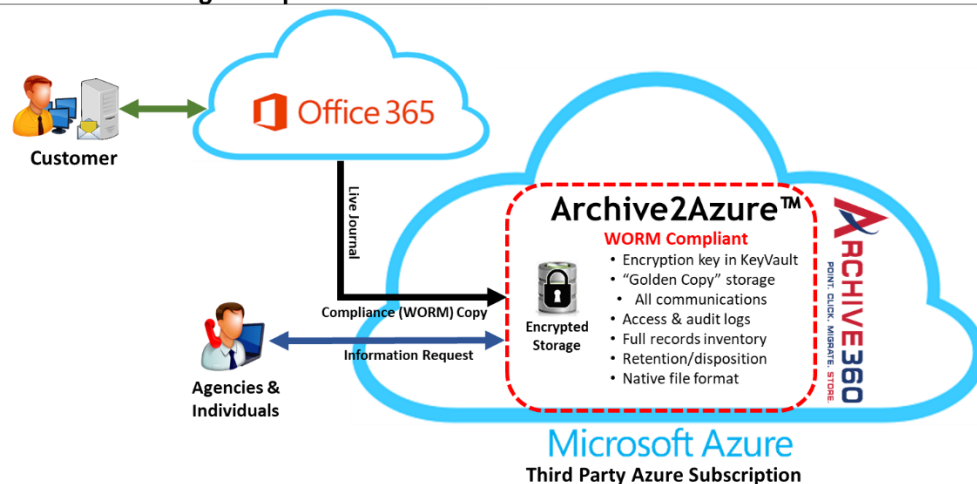
### How Archive2Azure helps meet MiFID II Requirements

Archive2Azure is a cloud data management solution developed by Archive360 leveraging Microsoft's Azure platform's feature rich infrastructure to offer an open, scalable immutable data archive. Archive2Azure uses an object storage architecture based on Microsoft Azure Blob Storage. Designed from the ground up to manage petabytes of information and billions of objects across multiple geographic locations, Archive2Azure now makes it affordable to leverage the Microsoft Cloud infrastructure while minimizing risk and delivering greater value to your business.



The Archive2Azure information governance API controls and enforces the creation, storage, search, retrieval, and retention management of data. Archive2Azure offers a secure storage platform that satisfies the regulatory storage requirements of MiFID I & II including storage immutability or WORM.

**MiFID I & II Storage Compliance Archive Based on Microsoft Azure and Archive2Azure**



Archive2Azure provides financial services firms the capability to stream copies of their live email and other data directly from cloud-based Office 365 and other platforms into a full feature MiFID cloud repository which includes immutable storage, native format storage to ensure “golden copy” status, powerful Azure Cognitive Services including audio and video services included with custom indexing & powerful Azure-based search to enable fast and accurate data retrieval. Archive2Azure enables organizations to remain in compliance with MiFID regulations, including the indexing, search, and transcription of audio files (telephone calls) while steering away from those expensive specialty cloud archives that convert and throttle your data extraction making it much more difficult to change vendors.

### About Archive360

Archive360 is the world’s leading provider of data migration and management solutions for the Microsoft cloud. Since 2012, Archive360 has securely migrated tens of petabytes into the Microsoft Cloud with record-breaking speed, verifiable data fidelity, and legally defensible chain of custody. Archive360’s Archive2Azure solution is the industry’s first compliance and unstructured data storage and management solution based on the Microsoft Azure platform. Archive360 is a global organization that delivers its solutions both directly and through a worldwide network of partners. Archive360 is a Microsoft Cloud Solution Provider and the Archive2Azure solution is Microsoft Azure certified. To learn more, please visit: [www.archive360.com](http://www.archive360.com).

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Gold Messaging



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