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CASE STUDY

# Baird

Over a decade of strong partnership to enable Baird to centralize and scale its electronic records management

## Customer profile

Founded in 1919, Baird is an international, employee-owned financial services firm offering investment banking, private equity, asset management, and wealth management solutions. For more than a century, Baird has delivered trusted financial advice and innovative strategies to clients across the globe.

With a strong commitment to integrity, transparency, and long-term relationships, Baird prioritizes compliance excellence at every level of its operations to meet the needs of its clients and associates.



## Over a decade of strong partnership

As an investment firm with global reach, Baird's regulatory obligations demand the comprehensive capture, retention, and supervision of its electronic communications. Baird has been a Global Relay customer for over 10 years, first implementing Global Relay Archive in 2013 to centralize its communications compliance.

At the time, Baird was looking for a holistic solution that would meet its growing communications capture needs and offer robust reporting capabilities. With a dedicated compliance team and supervision units embedded across the business, Baird needed a solution that could support its internal collaboration, improve review workflows, and provide an audit-ready trail of every communication.

**Overall, Baird wanted to move on from a patchwork of legacy vendors to a modern, centralized platform that would provide a unified view of all business communications.**

What stood out most about Global Relay in the search was the strong reputation among industry peers and five-star customer service.

Global Relay was selected as the vendor of choice for Baird, beginning what is now more than a decade-long partnership in support of its electronic communications compliance program.

## Scaling for new channels of communication

In 2020, the communications landscape went through a transformation as new modes of communication emerged to meet an increasingly connected global workforce. Baird found itself needing to expand its compliance program to capture and retain mobile and social media communications—without compromising efficiency or security.

In particular, the Baird compliance team needed to capture text message communications as mobile messaging apps had become a more popular tool for business collaboration. Christa Graverson, Chief Compliance Officer who oversees the compliance program for Baird, recalls the evaluation process for mobile capture:



Texting has become an essential communication capability for meeting our clients' needs. We knew this was a growing channel that we had to capture and that Global Relay had these capabilities already. We saw the benefit of having a 'one-stop shop' from a compliance capture surveillance standpoint, and the process of adding these solutions to our existing compliance program was seamless.

## Investing in Global Relay

In addition to adding new compliance solutions to meet changing demands, the Baird team is also committed to investing and maintaining its existing vendor partnerships. The firm is particularly conscientious about upgrading its technology stack to stay on top of emerging functionalities. Global Relay's next-generation platform, Archive 10, offered the advanced functionality Baird was looking for—escalation tracking, expanded visibility, and improved communication across compliance teams. The Baird team upgraded to Archive 10 in January 2025 to take advantage of the advanced tools to support its growing team and program.



When you bring in a vendor, you need to nurture that relationship and make sure everyone is working together. Archive 10 made that easier. We knew from the beginning it was going to be a gamechanger.

**Christa Graverson**  
CCO for Baird

## The implementation

For the upgrade, Baird was assigned a dedicated Enterprise Project Management team to oversee and manage the transition to Global Relay Archive 10. Global Relay worked with Baird through each key phase of the implementation process to cover their requirements, build and test, set up compliance policies, and train the Baird team on new capabilities available.



There was a lot of handholding throughout the process. The Global Relay team were incredibly helpful every step of the way during the upgrade. It really showcased Global Relay's value as a partner in how they helped us standardize and automate our compliance processes.

### Pat Nowak

Associate Director – Electronic and Public Communications Compliance for Baird

## The outcome

Since implementing Global Relay Archive 10, Baird has seen significant improvements across its compliance program:

- **Improved internal coordination**  
Archive 10 has transformed how supervision teams communicate, escalate, and collaborate. Previously, Baird's supervision teams had to review every item manually. Now, a new centralized team within the Compliance Public Communications team supports first-line reviews, freeing up capacity for more strategic oversight. This has led to better escalation tracking, enhanced communication between reviewers, and reduced noise.

- **Reliable capture and supervision**  
Global Relay is the sole solution used across Baird for capturing emails, texts, and social media communications—ensuring full regulatory compliance, no matter the channel.
- **Streamlined social media oversight**  
Working closely with Baird's marketing and communications teams, the compliance department developed a process for capturing and reviewing social media content, especially for business-related activity across platforms like LinkedIn and Facebook.
- **Full organizational confidence**  
Global Relay has earned trust and recognition across the Baird team, and is seen as a cornerstone of the firm's compliance program.



Global Relay has truly become our 'one-stop shop' for all things electronic communications. It's a household name for us across the organization; I can talk about Global Relay with teams even outside of compliance and they know about it. This is something that's not very common for a compliance tool, and it's a sign of the trust Global Relay has earned at Baird.

**Christa Graverson**  
CCO for Baird



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