

## SDDco Group Launches New Cybersecurity Consulting Service - Cyber



**NEW YORK, Aug. 8, 2018 /PRNewswire/** -- SDDco Group, an outsourced accounting and regulatory solution firm servicing the financial services sector, announced today the launch of its new Cybersecurity Consulting Service, named SDDco Cyber, designed to meet the industry's growing cybersecurity needs and fulfill existing SEC and FINRA regulatory guidelines and checklists.

SDDco Cyber offers a suite of compliance and guidance services, including infrastructure testing, customized policies and procedures, incident response coverage, data security training, vendor due diligence, and risk assessments. SDDco Cyber's flexible and scalable structure allows the offering to evolve as regulators move towards a defined rule set. "Anyone familiar with the compliance challenges financial services firms face understands the impact cybersecurity obligations are having on broker-dealers and investment advisors. We're committed to helping our clients meet these obligations and prepare them for the regulatory inquiries they are destined to receive," explains Hale Halasy, President of SDDco Regulatory Services, LLC.

"Cyberattacks have become so prevalent in our industry that the SEC and FINRA have passed guidelines to ensure appropriate measures are taken to keep firm and client data guarded," states Scott Daniels, Co-Managing Partner and Founder of SDDco Group. "The goal is always to fulfill our clients' needs. The current environment necessitated responsiveness with a comprehensive solution and we are proud to answer the call with SDDco Cyber."

### **Corporate Rebrand**

SDDco Group also unveiled its newly completed corporate rebrand and website. Led by new Head of Marketing, Erin Furtado, and driven by the need to maintain strong communications to constituencies, SDDco Group completed the rebrand with the help of Trungale, Egan and Associates, a branding firm located in Chicago. "We focused on creating an overall feeling or emotion that properly portrays our leadership position and commitment to innovation and client service," stated Furtado. "The goal was to revamp our marketing strategy and energize our organization with new messaging and design that supported our strategy. From evolving our logo to creating a new collateral program to launching our new website, we were able to achieve a modern, fresh, image-centric brand while still celebrating our history as a top CPA and Compliance Consulting firm."

"SDDco is always on the cutting edge of the financial regulatory industry. We want our website and brand to match while still maintaining our core traditional values," explains Bob Fortino, Co-Managing Partner of SDDco Group. "We are optimistic that our new brand will be embraced by our current clients and help to position us as the outsourcing and consulting firm of choice to the next generation of financial broker-dealers and registered investment advisors."

### **About SDDco Group:**

SDDco Group descends from Sanders and Daniels Company, a New York CPA and consulting partnership formed in 1952, and its successor CPA firm, S.D. Daniels & Co., PC, formed in 1995. The firm expanded to five entities to widen its specialized support to the financial services sector: S.D. Daniels & Company, PC; S.D. Daniels & Company, LLC; SDDco Regulatory Services LLC; SDDco Brokerage Advisors, LLC and Alva Advisory Services, LLC. These five entities form the SDDco Group.

Since 1952, the SDDco Group has maintained AICPA standards while delivering outsourced professional support to financial services firms globally. Their CPAs and consultants are skilled, multi-licensed professionals who serve as an extension of their clients' business.