

## Saifr® Collaborates with Microsoft to Use AI to Ease Regulatory Compliance Requirements

*Saifr's models are now accessible in Microsoft Azure AI model catalog*

BOSTON, MA, November 19, 2024 – Saifr®, a leading AI model compliance solutions provider created by Fidelity Investments, today announced the launch of a new collaboration with Microsoft aimed at bringing Saifr's latest compliance models to the Microsoft Azure AI model catalog. The partnership enables Microsoft customers to benefit from advanced compliance solutions for regulated industries, starting with financial services.

“Harnessing AI's power in regulated fields requires careful oversight and domain expertise. Whether content is generated by a large language model or humans, our solutions offer an additional guardrail. Saifr is somewhat like a grammar check for regulatory compliance,” said Vall Herard, CEO of Saifr. “Adding our capabilities to Microsoft's products that professionals already use can help them produce more compliant content much faster while helping reduce risk.”

At Microsoft Ignite, Saifr unveiled the availability of its models in the Azure AI model catalog, creating a seamless user experience for clients in the financial industry looking to use generative AI to provide more guardrails and controls around content creation.

“Microsoft is committed to empowering industries with technology that addresses their unique needs. Adapted AI models, such as Saifr's, can be used to build AI solutions in Azure AI Studio and Microsoft Copilot Studio to help facilitate better outcomes for financial services organizations,” said Satish Thomas, Corporate Vice President, Business & Industry Solutions, Microsoft. “We're pleased to collaborate with Saifr to offer solutions that address a critical need within the industry for innovative AI compliance solutions.”

Azure customers can easily integrate Saifr into their Azure instances. Key capabilities enabled by Saifr in the Azure AI model catalog include:

- Retail Marketing Compliance: Detects compliance risk in public communications language.
- Suggested Language: Offers more compliant language alternatives for potentially noncompliant language.
- Risk Interpretation: Provides insights into and rationale for potentially noncompliant language that is detected.
- Image Detection: Detects compliance risk in public communications content imagery.

These adapted AI models can be integrated into end-user applications and workflows by internal development teams or by companies building AI apps that need to be compliant with financial regulations. For example, these models can be deployed in many financially focused chatbots and LLM financial retrieval-augmented generation (RAG) processes.

These are the first set of models built with high-quality, compliance-curated data reviewed by Saifr subject matter experts. In the coming months, Saifr expects to release additional models covering public and non-public electronic communications compliance rules.

Read more about the benefits for Microsoft customers at <https://saifr.ai/microsoft-azure>. Azure customers can get started with Saifr's compliance models in the [Microsoft Azure AI model catalog](#).

Saifr was named "Best AI-based Solution for Financial Services" at the 7th Annual AI Breakthrough Awards and was recognized by FinTech Global as one of the AIFinTech100 in 2024. The company was launched in 2020 by [Fidelity Labs](#), Fidelity Investments' in-house software incubator and digital studio. Fidelity has been integrating AI into its work for close to a decade, building discipline into machine learning use cases that are grounded in driving the best associate and customer experiences.

###

### **About Fidelity Investments**

Fidelity's mission is to strengthen the financial well-being of our customers and deliver better outcomes for the clients and businesses we serve. Fidelity's strength comes from the scale of our diversified, market-leading financial services businesses that serve individuals, families, employers, wealth management firms, and institutions. With assets under administration of \$15.0 trillion, including discretionary assets of \$5.8 trillion as of September 30, 2024, we focus on meeting the unique needs of a broad and growing customer base. Privately held for 78 years, Fidelity employs more than 75,000 associates across the United States, Ireland, and India. For more information about Fidelity Investments, visit <https://www.fidelity.com/about-fidelity/our-company>.

### **About Saifr**

Saifr, a RegTech within Fidelity Investments' innovation incubator, Fidelity Labs, is committed to safeguarding organizations from pervasive AI and regulatory risks. Using intelligent technology that efficiently and effectively navigates complex compliance and regulatory requirements, Saifr helps clients save time, reduce costs and improve accuracy while protecting their firms. Our advanced, AI-powered risk prevention and management solutions include capabilities for marketing compliance review, adverse media screening and monitoring for AML/KYC and electronic communications surveillance. Learn more at <https://saifr.ai>.

### **About Fidelity Labs**

Fidelity Labs is Fidelity Investments' in-house software business incubator. Founded in 2005, Fidelity Labs has played a critical role in driving growth and innovation for the firm. The Fidelity Labs organization has a portfolio of internal capabilities and commercial businesses, and is actively exploring concepts for future Fidelity businesses to enter new markets and better serve our customers. Learn more at <https://labs.fidelity.com>.

Media Contacts: PANBlastmedia for Saifr [saifr@panblastpr.com](mailto:saifr@panblastpr.com) 317-806-1900 ext. 139

Saifr models are not intended to replace the end user's legal, compliance, business, or other functions, or to satisfy any legal or regulatory obligations. Note that all compliance responsibilities remain solely those of the end user and that certain communications may require review and approval by properly licensed individuals. Saifr is not responsible for determining compliance with rules and will not be liable for actions taken or not taken based on model use.