



Case study —

Joffe & Associés

Interview with Fanny Cebrian,
Secrétaire Général

A fully electronic AML process for Joffe & Associés

“We wanted a simple tool and a team able to guide us. That’s exactly what we found.”

As compliance expectations increase and internal processes became more complex, Joffe & Associés wanted a more structured and efficient way to manage AML obligations across the firm. We spoke with Fanny Cebrian, Secrétaire Général at Joffe & Associés, about the impact of the RegLab application on their AML process.

As Joffe & Associés continues to grow, the firm has been investing in tools and processes that support its long-term vision. With increasing digitalisation in the legal sector and rising expectations around AML compliance, the firm wanted to ensure that their internal procedures remained aligned with the highest professional standards.

Demonstrating professionalism through structured compliance

“Showing clients that we take AML compliance seriously is part of demonstrating our professionalism,” explains Fanny Cebrian, Secrétaire Général of Joffe & Associés. The firm saw an opportunity to adopt a solution that would make KYC more structured and more reassuring for both lawyers and clients.

When exploring the market, Joffe & Associés looked for a tool that was easy to use and backed by a responsive team. RegLab stood out immediately. “We wanted a simple tool and a team able to guide us. That’s exactly what we found.”

Adapting to different clients and different matters

RegLab’s dynamic questionnaires, which adjust automatically based on the type of client or matter, were particularly appreciated. “It’s very dynamic. Building something like this internally would have taken us years.”

The difference shows up in everyday practice: for a legal entity, the questionnaire immediately requests beneficial ownership details, whereas for a natural person it focuses on identity verification. “It guides us without overloading us.”



Supported through change

Embedding a new workflow into daily practice requires more than a product handover. And that's why one of the most valued aspects of the collaboration is the close involvement of RegLab's French team.

"Change management is complicated when you have multiple projects at the same time. Being supported in that process is extremely valuable," says Fanny Cebrian. RegLab's French team is closely involved throughout. "They regularly visit the office, review what has been completed, and provide practical guidance on how to get the most out of the platform. They are very friendly, very professional, and very useful."

"This automation saves time and ensures consistency across all matters."

Most appreciated feature: automated screening and monitoring

Among all the capabilities RegLab brings, one stands out as particularly impactful: The RegLab application automatically screens entities against sanctions lists, sensitive jurisdictions and politically exposed persons. "It performs research we no longer need to do manually. It's extremely useful. This automation saves time and ensures consistency across all matters."

"They make my job easier."

A solution worth recommending

Fanny Cebrian has already recommended RegLab to other firms, including through the KYC committee of COM'SG, the association of general secretaries and office managers of French law firms. "RegLab is a tool that really helps. I encourage everyone to contact them and see for themselves." She adds: "I really like RegLab and their French team. They make my job easier."

About Joffe & Associés

Joffe & Associés is a leading French law firm recognised for its strong expertise in business law, litigation, and advisory work for both national and international clients. With a team of highly experienced partners and lawyers, the firm combines technical excellence with a pragmatic, client-focused approach.

About RegLab

RegLab makes money laundering prevention simple and efficient for lawyers, tax advisers, accountants, administration firms, notaries and investment institutions. Over 250 firms rely on RegLab for their AML compliance.

Our [user-friendly application](#) automates the entire screening and monitoring process from a single platform. This ensures a simple, efficient and client-friendly onboarding process.

In addition, RegLab's [compliance as a service](#) ensures a sound approach and implementation. With our support, you will have a clear and up-to-date policy, experienced compliance specialists who know your firm, and an extra pair of eyes to review matters.



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