# smarsh®

Communications Intelligence

Discovering Opportunities and Managing Risk
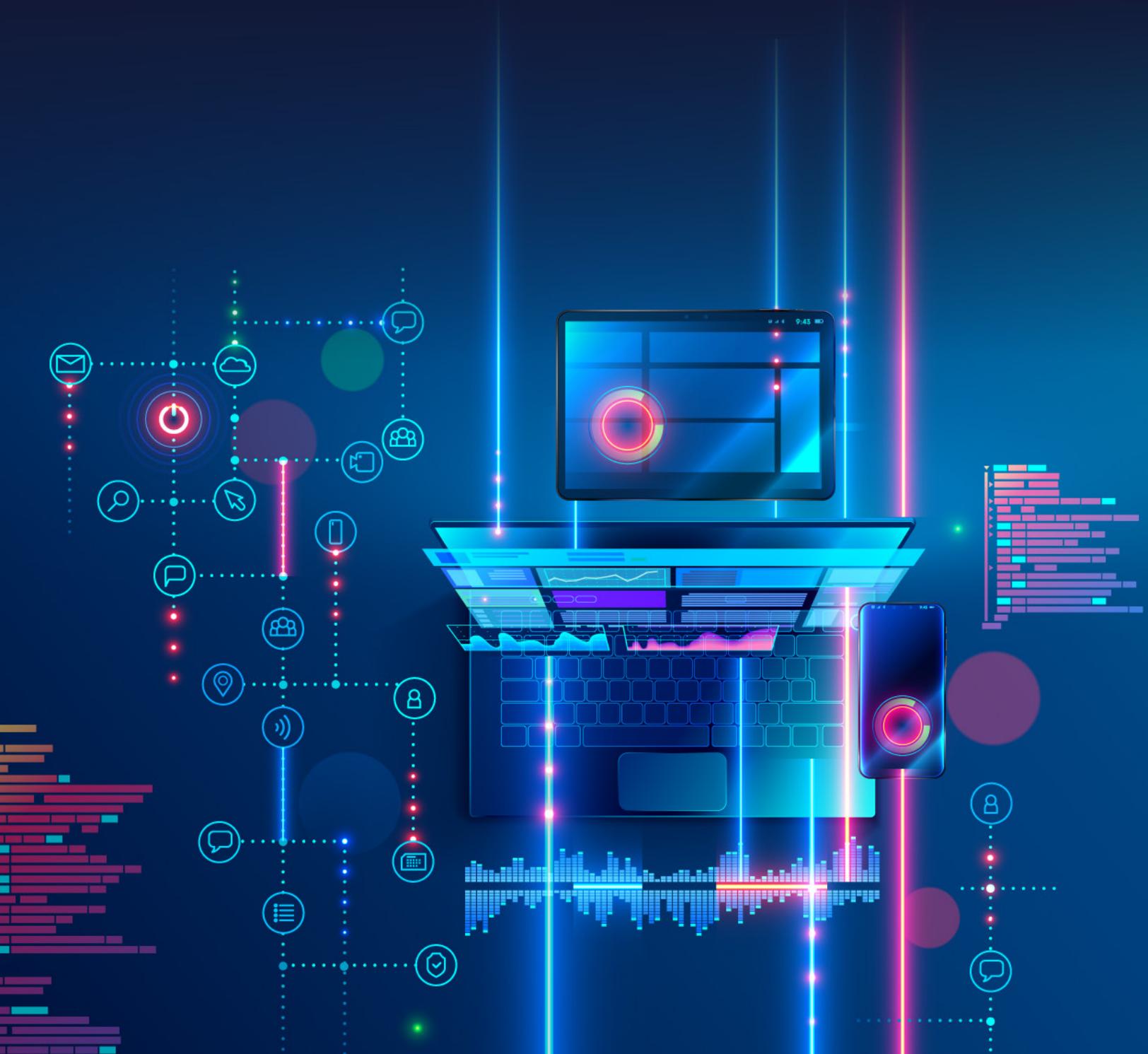
Business professionals have become immersed in a world where an increasing percentage of time and mental energy is engaged in, consumed by, and overloaded with digital communications tools.

For IT professionals, the implications are enormous. There have been staggering growth projections in the global datasphere, with IDC estimating the annual volume growing from 41 zettabytes in 2019 to 175 zettabytes in 2025.[1]

Data variety has also grown exponentially since the beginning of the pandemic. Consider the following:

- Daily participants on Zoom grew from 10M to 300M[2]
- The daily active Microsoft Teams user count jumped from 32M to 115M[3]
- Slack has 12 million daily active users and 156,000 organizations subscribe to the app[4]
- WhatsApp is now delivering roughly 100 billion messages a day[5]

These are impressive numbers, but what is more significant is that they reflect how and where people are working every day. They are using tools that are comprised of many different feature sets, can be accessed virtually, generate high volumes and varieties of communications data, and convey conversational context in unique ways.

Unfortunately, the technologies that many organizations still use to capture, monitor and understand this information were designed in a different era, for a very different problem.

Identifying and mitigating information risk has been and will continue to be an ongoing challenge. But firms reimagining how they can architect an information foundation with this ever-multiplying data variety can unleash new sources of value—not only to mitigate risk, but to surface new workforce insights and mine customer communication trends that drive engagement and satisfaction.

In other words, *communications intelligence*.

What is communications intelligence?

Communications intelligence is comprised of the strategies and technologies used for the collection and analysis of human communications data. It helps enterprises quickly identify risks, recognize new business opportunities and improve operational systems.

In this guide we'll cover the three building blocks of communications intelligence and take you step-by-step toward a deeper understanding of your data and a more competitive business posture.

1) https://www.networkworld.com/article/3325397/idc-expect-175-zettabytes-of-data-worldwide-by-2025.html
2) https://www.theverge.com/2020/4/30/21242421/zoom-300-million-users-incorrect-meeting-participants-statement
3) https://www.theverge.com/2020/10/27/21537286/microsoft-teams-115-million-daily-active-users-stats
4) https://www.businessofapps.com/data/slack-statistics/
5) https://techcrunch.com/2020/10/29/whatsapp-is-now-delivering-roughly-100-billion-messages-a-day/

BUILDING BLOCKS OF COMMUNICATIONS INTELLIGENCE

Remember

Direct-from-source
capture of communications
used for business

Understand

Preserve conversational
context across languages
and channels
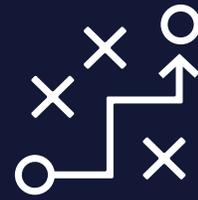
Act

Enable proactive
response to the most
complex use cases

REMEMBER | **Start with a future-proof content foundation**

Establishing a reliable, scalable system of record for petabyte-scale datasets from multiple unique data sources and deployed in multiple geographic regions is no small task. This is not just a challenge for firms faced with industry-mandated regulatory compliance requirements. Every organization needs to have a primary source of truth to address potential policy infractions, loss of intellectual property, investigations and/or disputes that could lead to litigation.

Organizations have two options to capture and preserve corporate memory from a new communications source:

1. Add yet another data repository
2. Attempt to stretch, contort and force-feed legacy systems to manage the load

A better way to approach this challenge is adoption of a system built on the public cloud. Amazon Web Service's (AWS) public cloud infrastructure is now adding $10B in revenue every 12 months. Not to be outdone, Microsoft Azure grew 48% in the first quarter of 2021 compared to the prior year.[6]

The number of unique data sources will continue to grow. The events of 2020 have accelerated the innovations contained within new collaboration tools, mobile apps and video-enabled communications. Designing a data foundation for the future must anticipate the next network and consider options for the API-driven capture of content and metadata — directly from source providers of new communications modalities.

> **Recommended Reading:**
> *The Definitive Guide to Electronic Communications Capture for Effective Compliance and Risk Management*

6) https://news.microsoft.com/2020/10/27/microsoft-cloud-strength-fuels-first-quarter-results-2/

UNDERSTAND | Capture and preserve conversational context

Context is key when attempting to understand a conversation that may contain chats, video, bots and collaborative authoring. Consider conversations that jump across communications ("hit me on WeChat," "txt me," etc.), use multiple languages, or are encoded with combinations of emojis. Then consider the implications when they include or are instigated by individuals with bad intentions.

> In 2019, there were 101 court case references to the use of emojis — a trend expected to increase following 2020's shift to a virtual world.[7]

Given where we spend most of our work hours, it is only a matter of time before we see major regulatory action or court decisions focusing on the use of Microsoft Teams, Slack or Zoom. Understanding the conversational context of these interactive, multi-modal tools is critical to managing risk. Fundamental considerations should include:

Does the content platform provide a native-like playback of conversational snapshots?

Participating in a Teams meeting or Slack channel can often consist of dozens or hundreds of individuals (including anonymous dial-in users), and may include sharing and co-authoring of documents or distributing information that contains value or risk to the firm.

> An unmodified view of the original collaborative experience is vital to helping a compliance or legal officer find the "needle in the haystack" when searching for content.

It is here that the unique nature of collaborative technology is most apparent, and where firms need to examine the suitability of their legacy technologies to understand the interactive, multi-modal and full-fidelity nature of today's content sources.

Does the content platform index and normalize all content sources?

Today's collaborative technologies are all unique. Each tool is made up of its own combination of messaging content, event information (such as who is joining or leaving a chat), and multimedia content like voice and video. Unlike email, these multi-modal tools lack an established standard (or schema) to normalize communication elements and enable search across platforms through a central point of control. While artificial intelligence and natural language processing can help in understanding disparate data sources, their effectiveness is significantly enhanced if pointed at content repositories that are clean and normalized, and that use an XML model or schema as a common language across all collaborative elements.

7) https://blog.ericgoldman.org/archives/2020/01/2019-emoji-law-year-in-review.htm
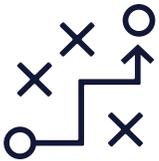
ACT   Delivering insights that impact the business

For firms faced with rigorous regulatory obligations or frequent discovery or investigative burdens, changing the relationship with communications data from a source of risk to a source of insight means the ability to impact multiple objectives at once: cost reduction, risk mitigation and value creation. A modern content platform can accomplish these goals in several ways:

Improved risk mitigation effectiveness by leveraging machine learning (ML) to build models specific to use cases such as insider activity, market abuse or customer complaints. Insights derived from models can also identify emerging risk vectors, which can enrich existing policy sets and be built into written supervisory procedures (WSPs) for ongoing inspection. Built-in lexicon policies can be configured and activated to surface pre-determined threats based on industry regulations.

Resource savings and increased productivity by reducing time and energy spent tracking down false positives. This helps to direct compliance, legal or investigative resources toward those items that represent greater business risk.

Greater business agility and flexibility by enabling the firm to harness insights gathered from stored information to better meet client needs, capitalize on opportunities for new service delivery and respond to requirements in new markets.

How Smarsh Can Help

Smarsh solutions are cloud-native, scalable, extensible and designed to interpret the unique nature of today's communications and collaborative technologies. Our platform is an end-to-end solution for data collection and retention, risk mitigation and actionable business intelligence. By including Smarsh as an integral part of business strategy, regulated and litigious organizations can unlock communications intelligence and properly recast stored data as a competitive tool for growth.

Smarsh solutions help clients deliver results

Agile, Future-Proof Systems	Mitigated Risk	Improved Return on Investment
Export rates up from **20** to **365** items/second	**500%+** risks identified	Supervised users with **25%** less staff
Achieved **99.99%** uptime over 12 months	Up to **95%** false positive reduction	Reduced discovery volumes by **40%**
Deployed in **9** regions in **2** months	**300%** true positive increase	Produced TCO savings of **64%** over 3 years

smarsh®

Smarsh® is the recognized global leader in electronic communications archiving solutions for regulated organizations. The Smarsh Connected Suite provides innovative capture, archiving, e-discovery, and supervision solutions across the industry's widest breadth of communication channels.

Scalable for organizations of all sizes, the Smarsh platform provides customers with compliance built on confidence. It enables them to strategically future-proof as new communication channels are adopted, and to realize more insight and value from the data in their archive. Customers strengthen their compliance and e-discovery initiatives, and benefit from the productive use of email, social media, mobile/text messaging, instant messaging and collaboration, web, and voice channels.

Smarsh serves a global client base that spans the top banks in North America and Europe, along with leading brokerage firms, insurers, and registered investment advisors. Smarsh also enables federal and state government agencies to meet their public records and e-discovery requirements. For more information, visit www.smarsh.com.