



EXECUTIVE GUIDE

# FUTURE-PROOF COMPLIANCE WITH COMMUNICATIONS INTELLIGENCE

Creating the Foundation  
for Your Organization's  
Communications Data Strategy

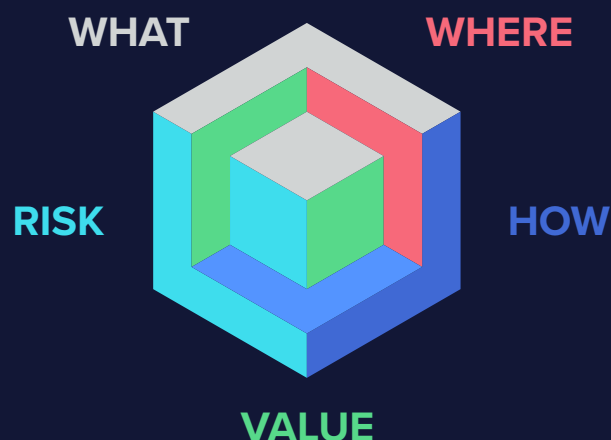


# Introduction

The way we work has changed. A rapid increase in the number of communication channels is creating greater volume and velocity than ever before. At the same time, governance and regulatory demands are accelerating, putting pressure on IT, legal and compliance departments.

## Organizations need to know:

- What data they have
- Where that data is located
- The data's business value and risk
- How the data can be protected



Unfortunately, most companies have no systematic way to surface these signals.

Communication methods and habits are changing as organizations embrace hybrid and remote work. Water-cooler chats and conference room discussions are now Slack chats and Zoom calls. What was previously a passing hallway conversation is now required to be a permanent record of corporate communications.

These changes have profound implications for corporate responsibility, legal and discovery risks, and the operational viability of compliance programs.

Left unaddressed, organizations will find themselves pouring resources into managing disparate tools and data in multiple formats. Worse still, the inability to produce records during regulatory audits can result in fines and irreparable harm to an organization's — and its leadership's — reputation.

Fortunately, how we capture, retain and analyze the information has also changed. Communications Intelligence technology uses breakthroughs in natural language processing — coupled with advances in cloud architecture — to create a foundation for evolving communications challenges and demands.

# What is Communications Intelligence?

Communications Intelligence (CI) comprises the strategies and technologies used by enterprises for the collection and analysis of human communications data. But it goes beyond capture, retention and even e-discovery.

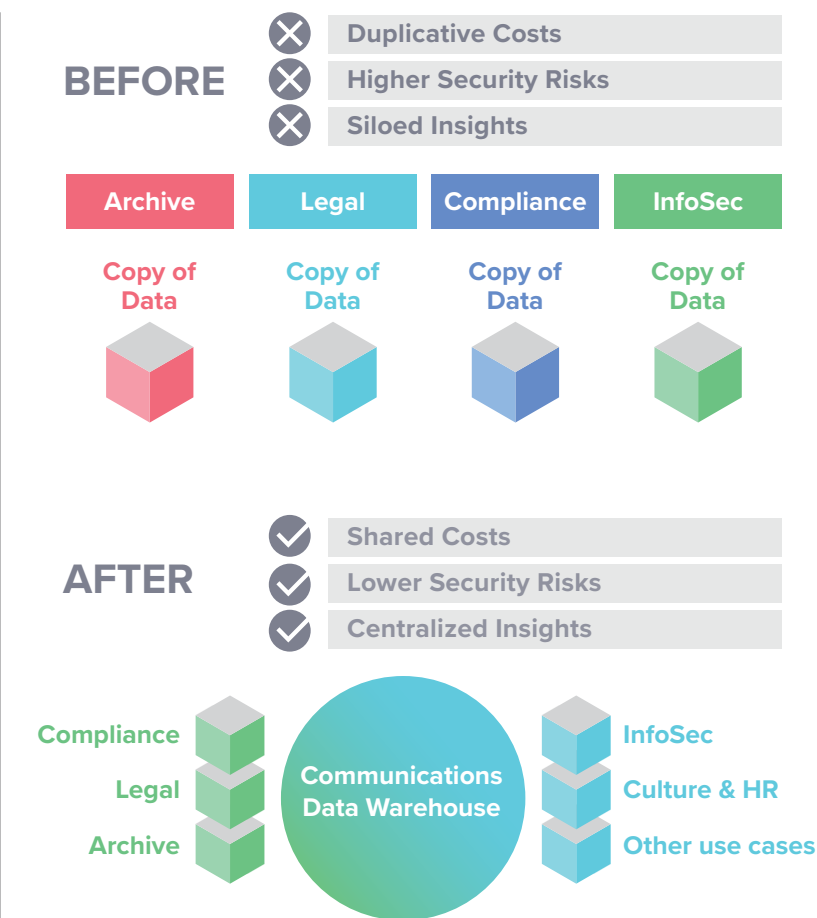
CI uses machine learning to enable you to analyze and act on the signals in your communications that are most critical to your business. This includes:

- Identifying risks
- Recognizing new business opportunities
- Improving operational strategies
- Servicing intelligence at scale

## How is communications intelligence different from information archiving?

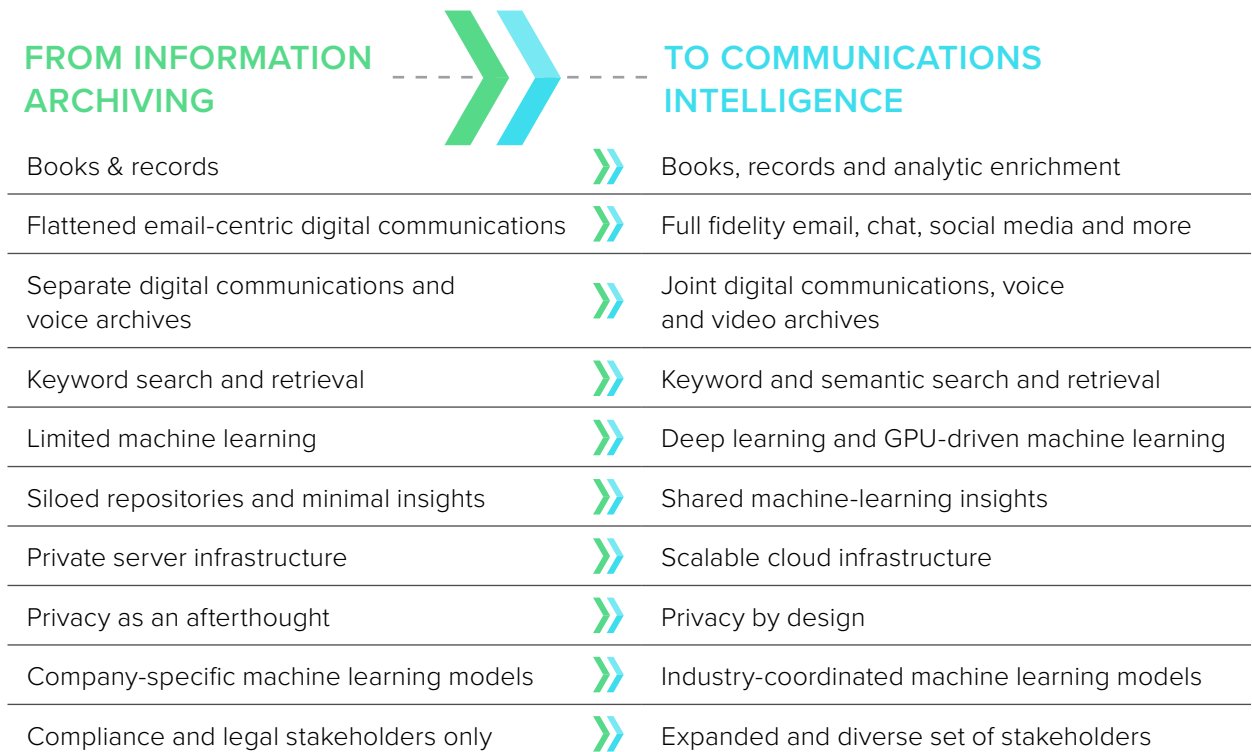
Information archiving enables firms to meet search-ready archiving and supervision processes (books and records) required for compliance. However, traditional information archives are often siloed repositories that can no longer meet the scale, speed and expanded stakeholder needs of modern-day enterprises.

To make matters more complicated, communication trends and channels continue to grow. Not only do firms need to meet customers where they are online, they also need to accommodate a more tech-savvy generation of employees who conduct business on nontraditional channels such as social media, video chats, encrypted messaging apps and more.



**Communications intelligence is a natural evolution of enterprise information archiving and is built on three key principles:**

1. Communications are a strategic asset that must be retained and managed for governance purposes
2. Communications data differs from transactional data and requires a unique set of technologies to be managed and governed appropriately
3. Only machine learning can surface critical signals at the speed and scale that enterprise businesses require



## Key benefits of Communications Intelligence

An effective CI infrastructure enables firms to quickly analyze their vast — and growing — communications data to:

- Uncover hidden risks and opportunities
- Cost-effectively scale to the speed and volume of today's communications
- Safely govern sensitive data

## Uncover hidden risks and opportunities

Despite strong corporate cultures and extensive training, people still make mistakes. Left undiscovered, bad actors within companies will continue to mistreat or harass their coworkers, the firm and its customers. Even well-meaning people can have lapses in judgment.

Most companies have no systematic way to discover and act on these business-critical risks. Others are looking beyond traditional risks and using communications to uncover hidden opportunities.

What firms don't realize is that communications data contains predictive and postmortem evidence of these risks that go far beyond what metadata systems can do.

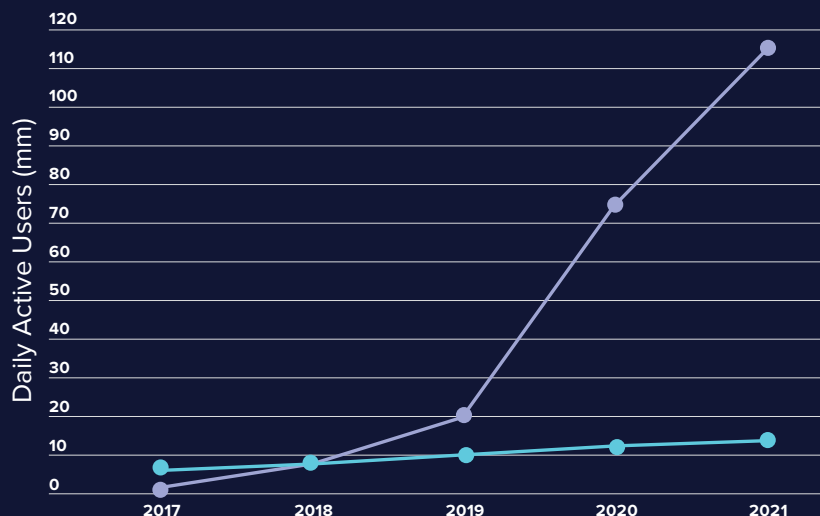
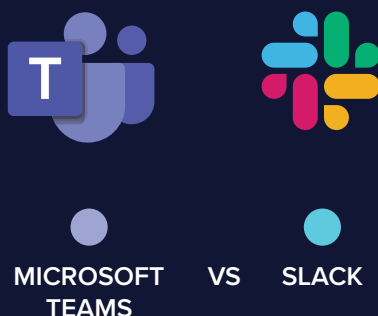
### The Smarsh Communications Intelligence Platform

- ✓ **Capture the communications you use** — with more than 80 supported channels — directly from the source
- ✓ Simplify regulatory demands for **e-discovery** by preserving content context and fidelity
- ✓ **Empower compliance and legal personnel** to easily review communications and quickly identify risks or business value
- ✓ Reduce the demands of your staff by using **machine-learning powered governance models** to analyze thousands of daily messages to identify risks with fewer false positives
- ✓ Intuitively **retrieve data** with both keyword and semantic search

### Cost-effectively scale to the speed and volume of today's communications

"Work from anywhere" has created an explosion in speed, scale and types of business communications. Exponential growth in tools such as Microsoft Teams and Zoom have changed how we communicate from email-centric to truly multi-modal.

# Daily active users



Microsoft Teams Revenue and Usage Statistics (2022),  
<https://www.businessofapps.com/data/microsoft-teams-statistics/>

Over time — and with the steady uptick of data — more communications-based use cases have arisen across departments. Security and HR teams conduct internal investigations. Client-facing teams may mine the data for customer insights.

These efforts are often siloed. At best, these stakeholders are gluing together a complex web of data types from multiple vendors. At worst, they are paying for overlapping infrastructure and creating data privacy and security concerns.

Traditional methods of oversight can't handle the scale of modern communications. It's no longer viable to use basic search terms in e-discovery, keyword spotting in customer calls, and random sampling in compliance checks. These approaches are costly and labor intensive, result in a prohibitive false-positive count, and fail to surface the most critical insights.

Machine learning and multilingual natural language processing can solve the scale issue. Owing to breakthroughs in both fields, modern technologies can “understand the semantic meaning” of language and elastically scale to nearly any workload. This enables cost-effective, timely responses and risk management.

## THE SMARSH COMMUNICATIONS INTELLIGENCE PLATFORM

- Access your cloud-based “data warehouse” any time with the highest levels of uptime and availability
- Eliminate the costs, management needs and deployment of on-premise legacy systems
- Future-proof your communications strategy by easily scaling your service to support petabytes of content
- Ensure regulatory compliance demands with content immutability for records preservation and systematic policy management



## Safely govern sensitive data

Your communications contain some of your firm's most sensitive information. Each time you export this data to another application (e-discovery, surveillance, etc.) you are creating potential breakdowns in your ability to safely govern the data.

Furthermore, GDPR and the California Consumer Privacy Act define the "right to be forgotten." Should a demand arise to delete data, every application in your ecosystem that consumes communications data must abide by these rules and regulations.

By adhering to best practices in your technology stack, you can mitigate privacy and security concerns while quickly maximizing your time to value. This includes thoughtful information governance, security practices and privacy adherence.

## THE SMARSH COMMUNICATIONS INTELLIGENCE PLATFORM

- Simplify regional regulatory requirements by warehousing data in appropriate geographies
- Easily comply with "right to be forgotten" laws
- Enable manual review of training data to correct for biases

## How does the Smarsh Communications Intelligence Platform work?

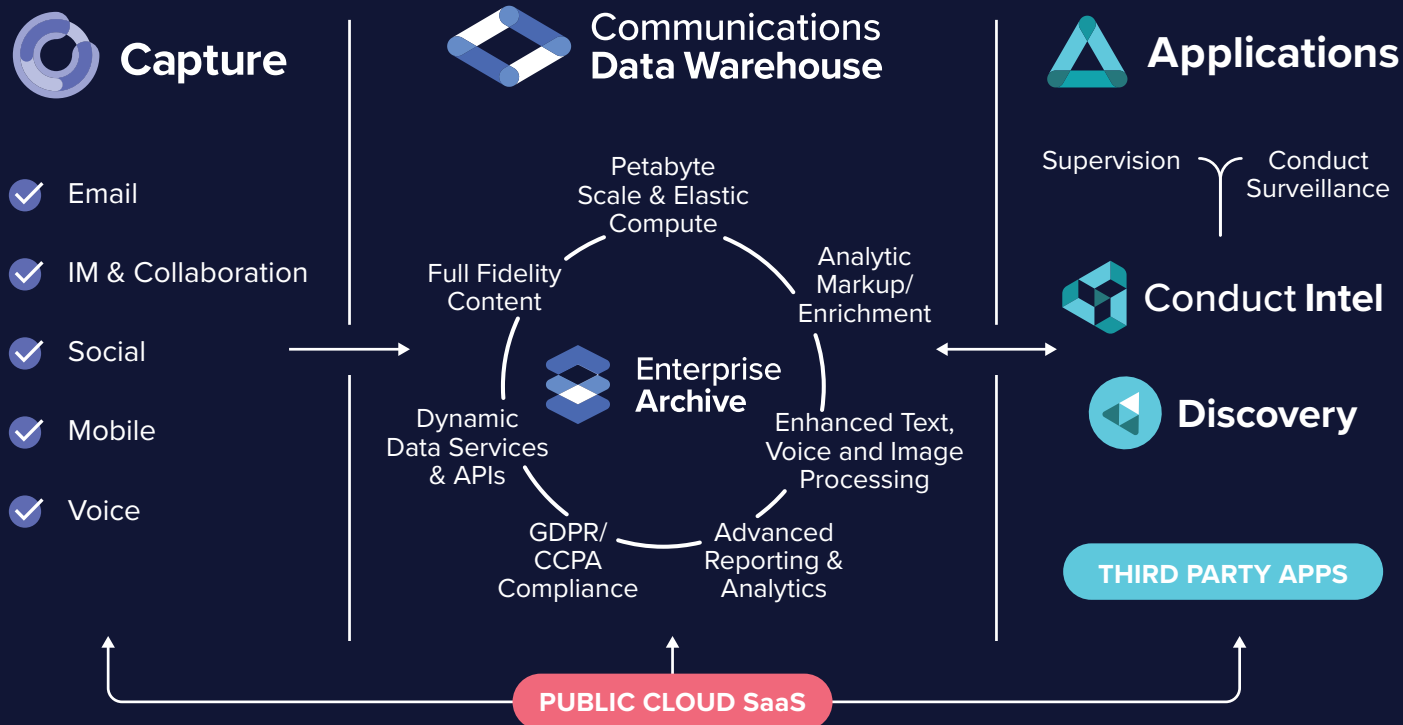
The Smarsh Communications Intelligence Platform is the first-of-its-kind SaaS platform that is AI-powered, cloud-native and built to scale to meet communication data needs of modern global enterprises.

It works by securely processing all relevant communications, in key languages, at your company's scale. To maximize business value, this requires tight integration of three top-level components: communications capture, information archiving and end-user applications that work with communications data.





# Communications Intelligence Platform



## CAPTURE

Smarsh captures all of the most popular email, mobile, social, IM & collaboration, video and voice tools used today. Retain and index important contextual details to speed up and improve supervision and e-discovery reviews.

## ENTERPRISE ARCHIVE

A cloud-native, contextually aware, extensible archive for global enterprises with complex security, data privacy and regulatory requirements.

## CONDUCT INTEL

The combination of two powerful, industry leading products, Smarsh Enterprise Supervision and Digital Reasoning Conduct Surveillance, Conduct Intel enables companies to act on signals of misconduct in electronic communications.

## DISCOVERY

Collect, preserve, review and export electronic communications data on-demand to reduce the time and cost of e-discovery.



# Why it's important to future-proof your communications strategy now

It is predicted that by 2025, the total volume of data created and shared worldwide will reach 181 zettabytes — a 1068% <sup>2</sup> increase from 2015. That ten-year span has also seen the advent of widely popular communications tools such as Microsoft Teams and social media apps like Tik Tok, the emergence of cryptocurrencies as a viable financial product, retail investing applications, and fully remote or hybrid global enterprises.

The tools we use have changed, the financial markets have changed, the very structure of the corporate office has changed. As we look to the future, it's important to lay the foundation for your infrastructure now to stay prepared for shifting sands. Communications intelligence as the basis for our platform is designed to be future proof. And we will continue to partner with the industry to shape this future.

<sup>2</sup> Amount of data created, consumed, and stored 2010-2025, <https://www.statista.com/statistics/871513/worldwide-data-created/>



**BY 2025**

THE TOTAL VOLUME OF  
DATA CREATED AND  
SHARED WILL INCREASE

**1068%**



Smarsh enables companies to transform oversight into foresight by surfacing business-critical signals in more than 80 digital communications channels. Regulated organizations of all sizes rely upon the Smarsh portfolio of cloud-native digital communications capture, retention and oversight solutions to help them identify regulatory and reputational risks within their communications data before those risks become fines or headlines.

Smarsh serves a global client base spanning the top banks in North America, Europe and Asia, along with leading brokerage firms, insurers, and registered investment advisors and U.S. state and local government agencies. To discover more about the future of communications capture, archiving and oversight, visit [www.smarsh.com](http://www.smarsh.com).

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