

SOLUTIONS BRIEF

Smarsh APIs Give You AI-Ready Data Advantage





Why AI projects fail

Generative AI has massive promise, but many initiatives ([Gartner predicts up to 30%](#)) stall before delivering results. Most AI projects are abandoned after proof of concept due to poor data quality and unclear business goals.

Three root causes stand out:

- **Garbage in, garbage out:** AI requires clean, quality, context-rich data, and most firms have siloed, inconsistent, or “dark” data
- **Tech for tech’s sake:** AI with no clear business goal wastes money and creates noise instead of insight
- **Integration headaches:** Data volumes and legacy systems cripple many vendor solutions

Unlocking the value hidden in your communications data

For most financial institutions, the compliance risk, outdated systems, costs, along with fragmented, unstructured data make AI innovation across the business even more challenging.

But here’s the good news: thanks to regulatory obligations, most financial institutions have already captured and archived their communications data. That’s high-quality, contextualized data, and it’s a goldmine for powering AI innovation, risk detection, and business insights. But how do you make use of it?

That’s where Smarsh APIs come in.





Smarsh APIs: The bridge between data and AI insights

At Smarsh, our vast library of APIs act as data connectors to break down silos and enable automated workflows. Our APIs grant:



Data freedom: Seamlessly move data out of your archive into downstream systems for analytics, reporting, and discovery



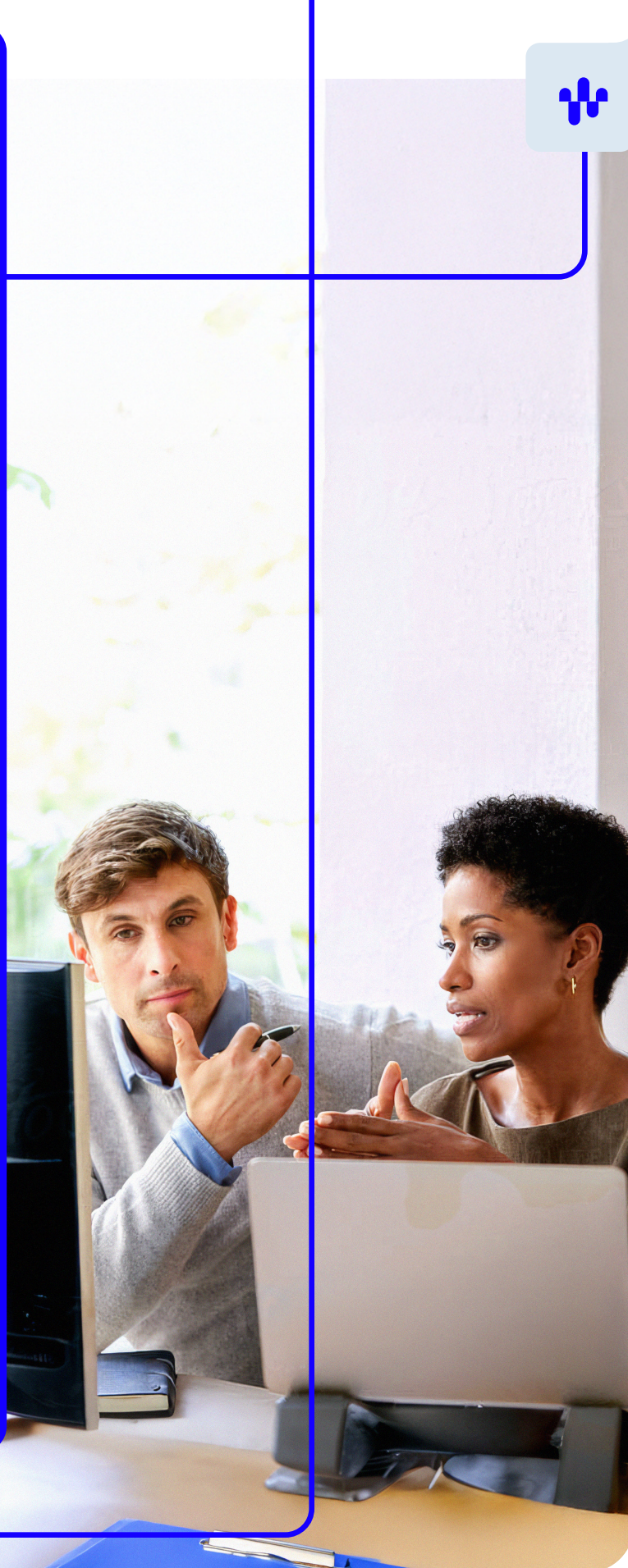
Real-time data access: Connect live data streams with LLMs, AI models, or third-party platforms



Built-in compliance: Enforce access policies, maintain audit trails, and ensure organization-wide governance



Efficiency at scale: Replace manual exports and reconciliation with automated workflows



Top 5 API innovations from Smarsh

Smarsh has introduced a new generation of APIs — secure, extensible, and purpose-built for regulated enterprises.

1. Secure API framework

Protect critical data while safely integrating with internal systems, external apps, and AI models. This security-first entry point provides guardrails for sensitive financial data and supports concurrent secure access at scale.

2. Monitoring and observability

Compliance teams can monitor patterns, detect anomalies, and streamline governance with granular activity tracking and usage visibility.

3. Throttling controls

Get predictable, reliable API performance under heavy workloads. Smart guardrails for performance and cost management give you greater control and prevent overrunning the system.

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4. Extensibility

Build on your terms with custom data integration that future-proofs your investment. We follow AWS' best-practice framework to enable custom innovations.

5. New application APIs for next-level intelligence

Supercharge discovery, risk detection, and AI-driven innovation. Our APIs enable:

- **Data acquisitions** by rapidly onboarding new data sources and expanding coverage across the most commonly used communication channels
- **Deeper surveillance** by ingesting unique behavioral or risk signals into the platform
- **Custom risk detection and analytics at scale** by enabling the deployment of your own machine learning models and signals within the Smarsh secure environment

The Smarsh advantage

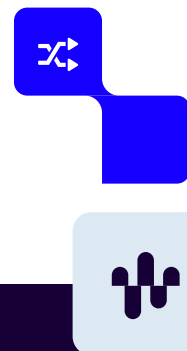
With Smarsh APIs, your financial institution gets:

- ✓ **AI-ready data** that's clean, contextualized, and compliant
- ✓ **Integrated workflows** across capture, archive, discovery and AI models
- ✓ **Customization on your terms** with open APIs for BYO signals, models, and applications
- ✓ **Reduced costs and lower risk** with automated manual processes, enforced governance, and efficient scaling

Successful AI deployment depends on high-quality, accessible data. Smarsh APIs bridge the gap between siloed compliance archives and AI-driven innovation. We enable firms to automate with confidence, unlock new insights from communications data, and power intelligent risk management and business outcomes.

With Smarsh, your compliance archive becomes the engine for innovation.

Ready to build the future? [Let's talk.](#)



Smarsh® enables companies to transform oversight into foresight by surfacing business-critical signals from the most in-demand 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

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