

The Future Belongs to Enterprises that Operationalize Communications Data

Your governed communications data is the fuel for compliant, AI driven intelligence and competitive advantage.

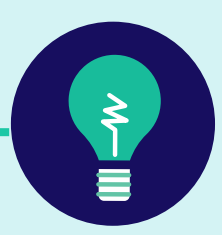
AI is surging. Governance isn't.

AI is scaling fast—but controls, oversight, and shadow AI management are lagging.

55% are actively deploying AI tools

26% say AI governance is fully keeping pace

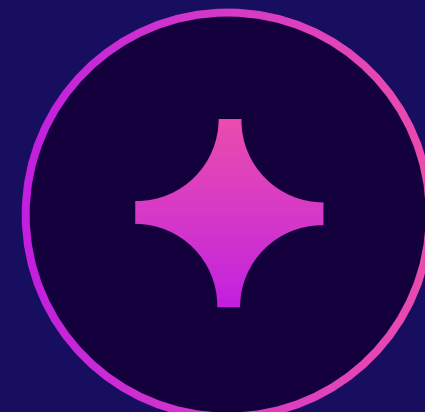
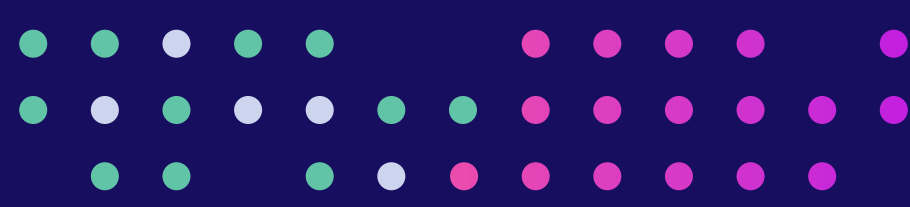
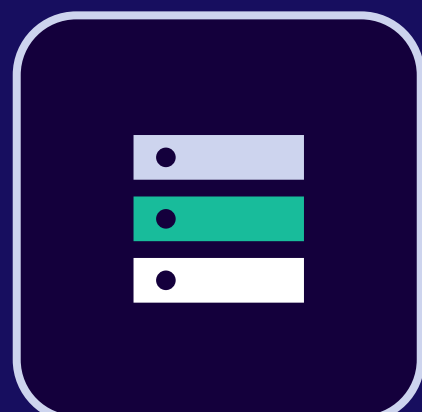
30% have comprehensive shadow AI controls



Tip: You can't govern what you can't see.

Your archive is an intelligence engine

Communications data is shifting from compliance record to AI ready signal.



62%

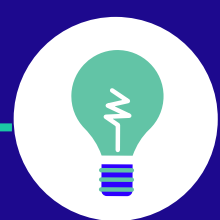
prioritize
AI/ML driven
insights

53%

invest in data
quality and
enrichment

51%

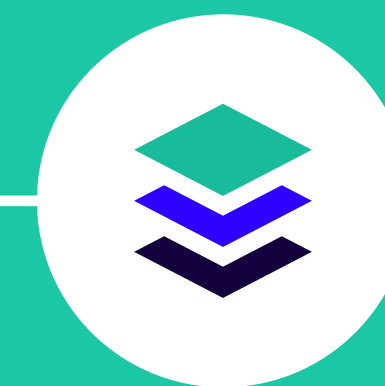
focus on
archive
modernization



Tip: Governed communications data is a competitive advantage.

Risk lives in the seams

Risk now moves across APIs, AI agents, vendors, and legacy platforms.



40% struggle with legacy systems and limited integration

34% see gaps between platforms and workflows

43% maintain a centralized inventory of AI agents/APIs



Tip: Legacy and siloed systems are the new blind spot.

Static controls can't track dynamic risk

Enterprises are shifting from periodic checks to continuous assurance.



32%

use adaptive
or risk based
controls



32%

struggle with
consistent controls
across systems



55%

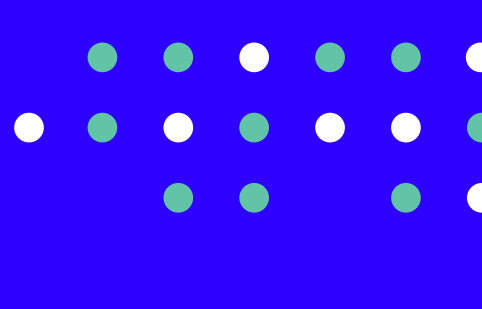
regularly test
and validate
controls



Tip: Reactive governance can't manage real time risk.

Governance is now a strategic function

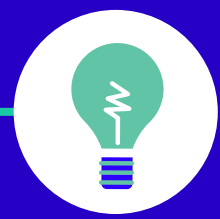
Compliance and governance are shaping AI, tech, and vendor decisions.



59% say compliance is active in strategic planning

91% involve compliance in vendor decisions

72% involve compliance in tech selection



Tip: Transform compliance from a checkpoint into a control tower.

 **smarsh**

Smarsh helps enterprises govern every conversation, understand every risk, and activate governed data for enterprise intelligence.

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