smarsh

Strengthen Communications Compliance With the Right Enterprise Supervision and Surveillance Process

It's easier than ever to collaborate, which means communications data is booming in every way:

- ✓ Terabytes of data are created daily
- ✓ The number of channels used to communicate continues to grow
- ✓ Collaboration technologies such as text, instant messaging, voice, video, and whiteboarding are getting more powerful and diverse

While employees and customers can collaborate and engage more effectively and easily than ever, organizations face oversight and supervisory challenges — especially for those in regulated industries.

Reviewing everything is simply a **non-starter**.

Discover what it takes to advance your enterprise supervision and surveillance practices to identify risks and opportunities in your communications data.

Optimal
Mostly Automated Process

Smarsh Cognitive Scenarios
- Industry-trained **machine learning models**
- Surface previously unseen risk
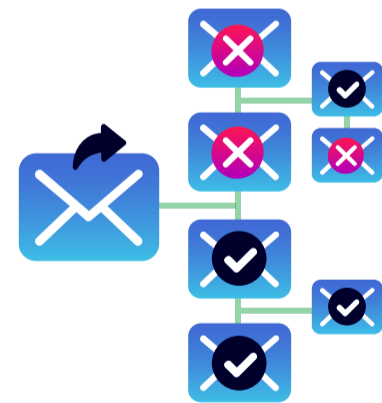- Models need occasional tuning and validation from data scientists

500% ▲	95% ▼	300% ▲
Risk Surfacing	False Positives	True Positives

Cognitive Scenarios augmented with lexicons and filters
- Further filters and refines alerts to meet specific use cases
- No model retraining required
- No additional model review board augmentation meetings required

Improved
Mix of Human & Automated Processes

Untrained machine learning
- Sometimes better than lexicons, sometimes worse
- Lack of industry-specific training

Smarsh Standard Scenarios
- Refined, pre-packaged, industry-specific lexicons and data
- Limited predictive results

Standard Scenarios with echo cancellation
- Removes replies and repeats

Limited
Mostly Human Supervision

Lexicons

Random review sampling based on lexicons
- May miss some risks
- Meets legal requirements
- Overwhelming false positives

Enhance your communications data supervision with Smarsh Cognitive Scenarios. Save time and achieve higher accuracy by reducing false positives and identifying more true risk.

DISCOVER HOW

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