Digital Communications Governance & Archiving

A Guide to Reducing Risk, Boosting Performance, and Optimizing eDiscovery Spend

Introduction

In today's uncertain economic environment, understanding and managing the ever-increasing volume and types of communication records within an organization has never been more challenging or important to an organization's success. Legal discovery obligations, regulatory compliance requirements, data privacy and security, and budget/resource constraints, all weigh on IT, legal, compliance, and records management teams as they strive to maximize their organization's information value and minimize its risks.

Organizations can no longer continue to have communication records trapped in isolated repositories or rely on employees to consistently classify, organize, and manage the content of their records according to policies.

With cloud computing, artificial intelligence, and machine learning, we have reached a point where organizations no longer need to rely on their workforce to manage records consistently and compliantly. IT, legal, compliance, and records management teams can use a new breed of information management and archiving platform to leverage these technologies, to apply and enforce policies consistently and directly control the lifecycle of information across enterprise systems.

Automating Digital Communications Governance
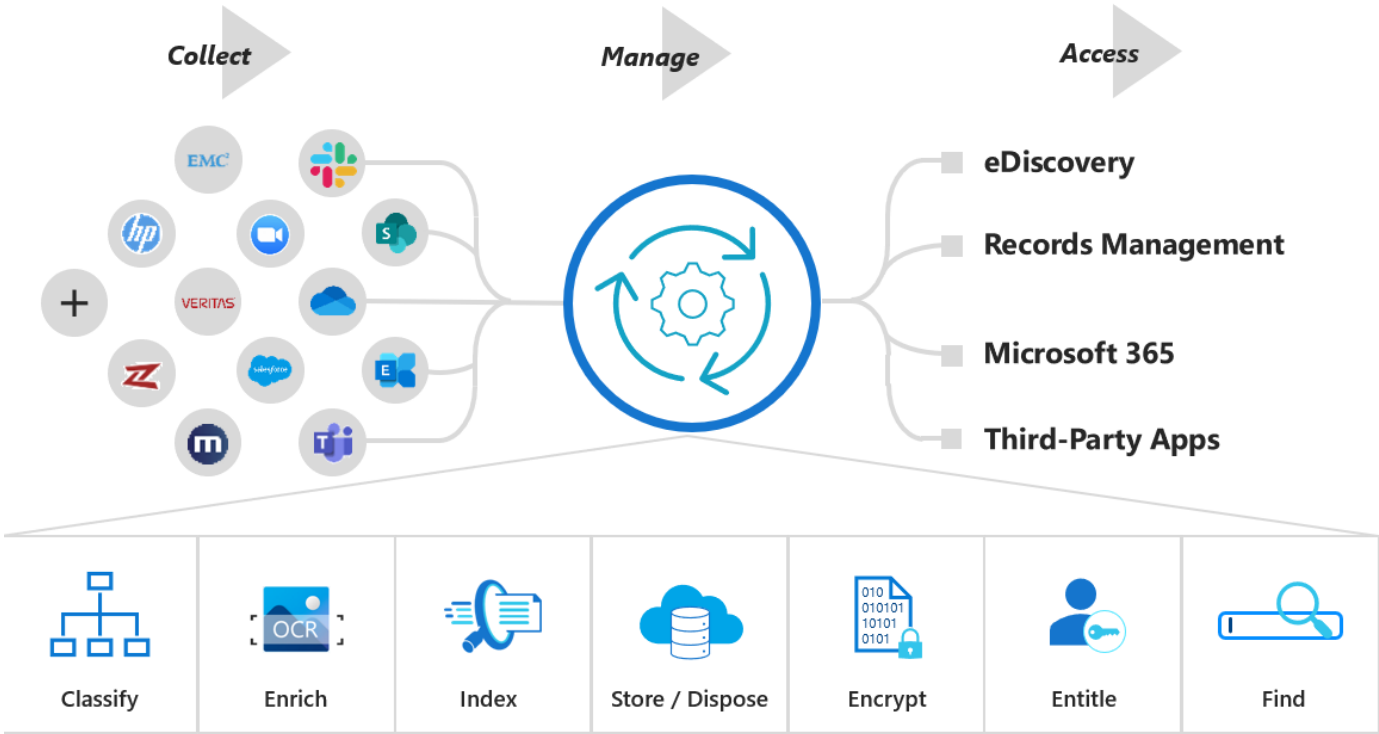
Consolidating digital communications from disparate systems into a single repository and making those records accessible through a single search can save organizations a significant amount of time and resources administering and searching for records in each system independently. However, for

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information contained in an archive to be useful for the many different types of users across the organization to locate what they need in the context of their problems, a common information framework is necessary to translate inconsistent information structures. This framework, called an ontology, is a reference point for the organization that provides consistent naming, structures, and standards that drive information flows throughout the organization, representing knowledge of products, services, processes, problems, tasks, intents, interests, user types, roles, content, data types, navigational structures, security classifications, applications, and every other entity in the organization. Ontologies vary from industry to industry and from business to business. Since competitive differentiation comes from differences in how they interact with their customers and how they present solutions, communicate, and position their brand in the marketplace, their ontologies will reflect those differences and embody their competitive advantages. But ontologies do more than organize content and make searches more effective. They allow organizations to use AI to classify content, identify security and IP issues, and automate the identification of relationships among parts, or patterns, to generate insights and facilitate decision-making. To be successful in the AI future, organizations need to deliver to each employee and customer exactly what they need, at the moment they need it. The ontology, when correctly built, managed, and applied, is the difference between the promise of AI and delivering on that promise.

Archive360 and Digital Communications Governance and Archiving

Our cloud-based, information management and archiving platform gives IT, security, legal, compliance and records management teams greater visibility and control over the management of digital communications at each stage throughout its lifecycle:

Collect

Using your organization's ontology, the platform automatically collects and consolidates data from different digital communication sources including legacy archives (such as Enterprise Vault, SourceOne, DigitalSafe, and many others), email (such as Microsoft Exchange, Outlook Online, Gmail, SMTP), collaboration tools (such as Microsoft 365 Teams, Slack, WebEx, Zoom, and many others), text messages (such as AT&T, CellTrust, Verizon, WeChat, and WhatsApp), and document management applications (such as Microsoft 365 SharePoint, OneDrive, OneNote, Documentum, FileNet, and IBM OnDemand) into a single repository. When the data is ingested, we identify, classify, organize, and entitle it, indexing the metadata and full text of unstructured data. Our unique dedicated SaaS architecture enables customers to scale data processing when onboarding or searching data. For example, you can accelerate data migration into the platform if you need to quickly shut down a legacy application or accelerate searches across large data volumes. The processing speed is only limited by how much you are willing to spend. We can even enrich data using Azure Cognitive Services, such as transcribing audio and video files, translating languages, using optical character recognition to extract text from images, detect objects and entities in videos or images and identify a person's sentiment by their facial expression. Each step in the collection process is geared toward enabling customers to strike the perfect balance between data processing cost and performance when providing users the exact information they seek.

Manage

Communication records can be stored:

- In their native format so they can be easily restored for future use or transformed to facilitate their review.
- In the appropriate storage tier to optimize storage costs.

- In immutable Write Once Read Many (WORM) storage for compliance purposes.

- In the correct location to comply with data sovereignty requirements.

Digital communications are retained, placed on legal hold, and disposed automatically according to policies and, during its time in the archive, all actions on a communication and its attachments are tracked in a complete audit trail to ensure record defensibility.

Access

Our platform is secure by design. Access to digital communications is strictly controlled using a zero-trust security model, where access to archive functionality and its underlying data is controlled by roles and access to data is further controlled by custodian, type, eDiscovery case status, time, device, and other attributes, so even archive administrators cannot access data unless explicitly entitled. Data is encrypted in transit and at rest. Customers control the encryption keys and how often they are rotated. And with our optional Security Gateway, customers can have fine-grained access control by encrypting and masking or redacting metadata and specific fields within a record as well as store and manage the encryption keys on-premises apart from the data stored in the cloud. Reviewers gain access to records through our powerful search capabilities that can scale to quickly process billions of records consuming petabytes of storage. In a single search, the results include records aggregated from all the data sources connected to the archive. Since all records are captured in their native format, email, Teams, Slack, Zoom and other conversations can be reviewed in full context as it appears in the original application. Searches can be culled and saved on multiple levels, tagged, annotated, and managed in cases to track litigation and legal holds.

Data Self-Service

Users are not limited to searching through archived records from within our solution. We encourage partners to use our Archive360 Open APIs to extend the archive to their applications. We believe users should be able to access records when and where they need them. We have pre-built connectors for popular eDiscovery applications like Exterro and Microsoft Purview eDiscovery Premium. We also enable Microsoft Exchange Online users to access archived records directly from within their application.

Archive360 is dedicated to helping organizations reduce information management costs and risks by optimizing their investment in their existing products, such as Microsoft 365, enabling them to retire legacy applications and their associated costs while providing easy access to their legacy data for compliance purposes, and defensibly disposing of data when it no longer provides value.

Benefits

- Collect and centrally manage all types of communication records from multiple data sources.
- Your data – in its native format (so it can't be held hostage by extraction fees), in your cloud, under your control.
- Greater control over information management costs, search performance, data access/security and regulatory compliance.
- Unlimited scalability (any data volume, any data source) and control over data processing to balance cost / performance requirements.
- True zero-trust security with no data access by default.
- Control who has access, what they have access to, when and where they have access.
- Powerful audit and reporting to track all interactions with records to ensure defensibility.
- Open API to extend functionality.

About Archive360

Archive360's is the global leader in information management, trusted by businesses and government agencies worldwide. We're transforming how organizations manage information, enabling them to collect data from disparate sources and proactively manage its scalability, security, cost, risk and value throughout its lifecycle. Our customers rely on our innovative solutions to data migration and onboarding, retention and disposition, classification, and entitlement to improve the effectiveness and reduce the cost of compliance, eDiscovery, records management, data analytics and storage utilization. Archive360 is a Microsoft Cloud Solution Provider, and the Archive2AzureTM solution is Microsoft Azure Certified. Archive360 – your data, in your cloud, under your control!   To learn more, please visit www.archive360.com.

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