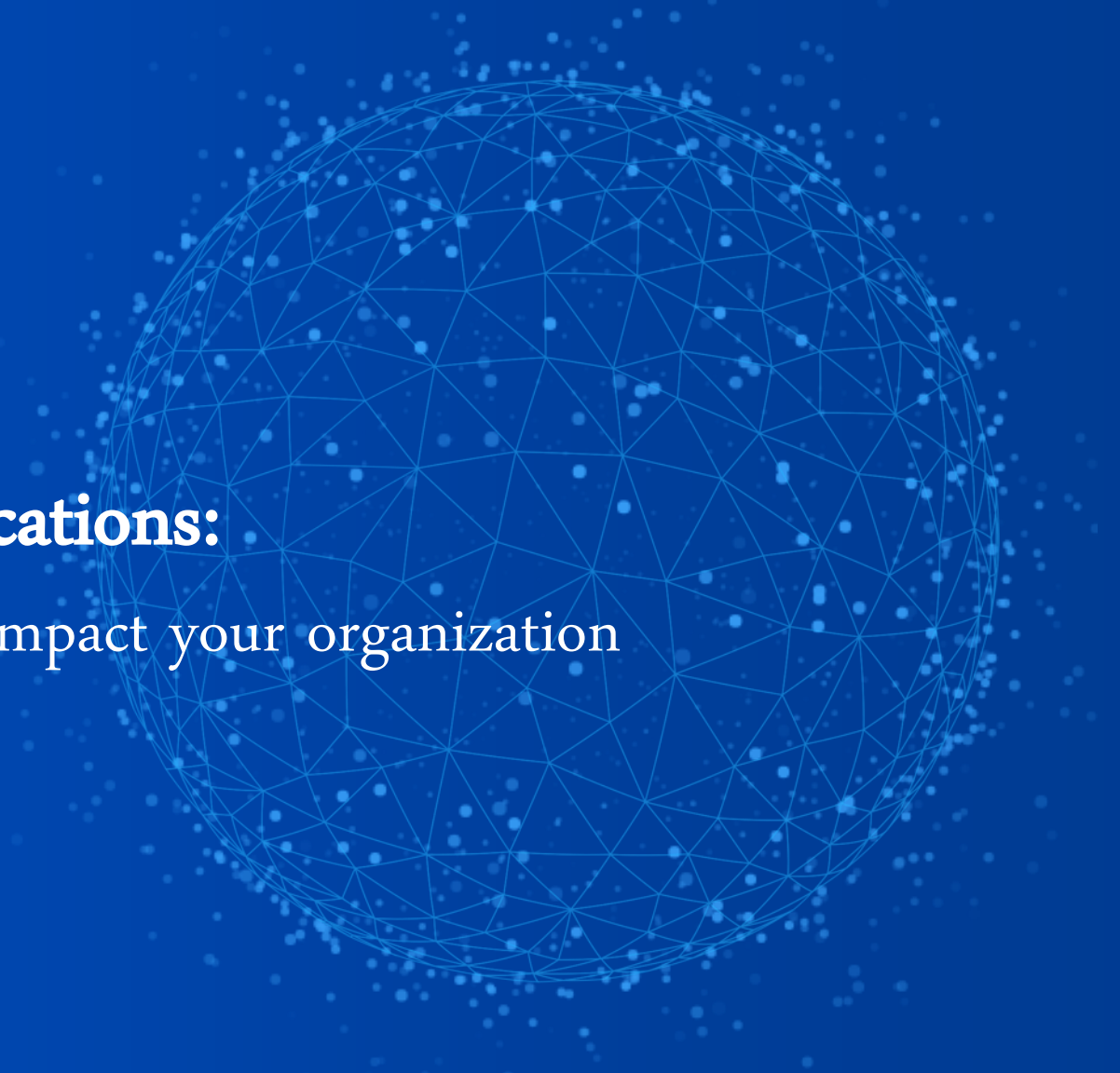




Managing Electronic Communications:

How TEXT, Email, and Social Media impact your organization



Welcome

Speaker for today's presentation



- Almost 30 years of IT solutions experience
- Smarsh since Nov. 2014
- Technology positions with Dell, Quest Software and others
- Recognized SME in Mobility/BYOD, Security and Compliance
- Frequently published author of contributed articles

Quick facts



600 Million

Daily Conversations Managed



80+ Channels

UC, Email, Social, Web Voice, Video



600+ Employees

One Unified Team

- Founded in 2001
- Focus: Financial Services and Public Sector
- Comprehensive Archiving technology leader
- Single “search-ready” repository for all channels
- Specialized end-to end records request workflows
- Forrester Wave and Gartner EIA MQ Leader


Gartner

2018 Magic Quadrant

Enterprise Information Archiving



What we will cover today

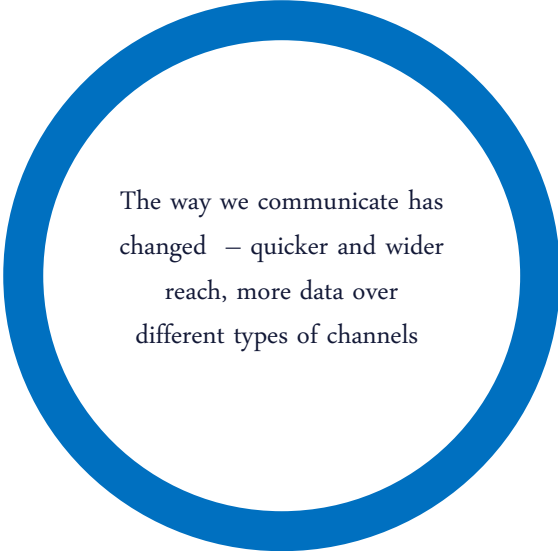


The way we communicate has changed – quicker and wider reach, more data over different types of channels


Focus on text messaging and archiving's role as a solution for responding to records requests

Quick overview of Smarsh comprehensive archiving technology solutions


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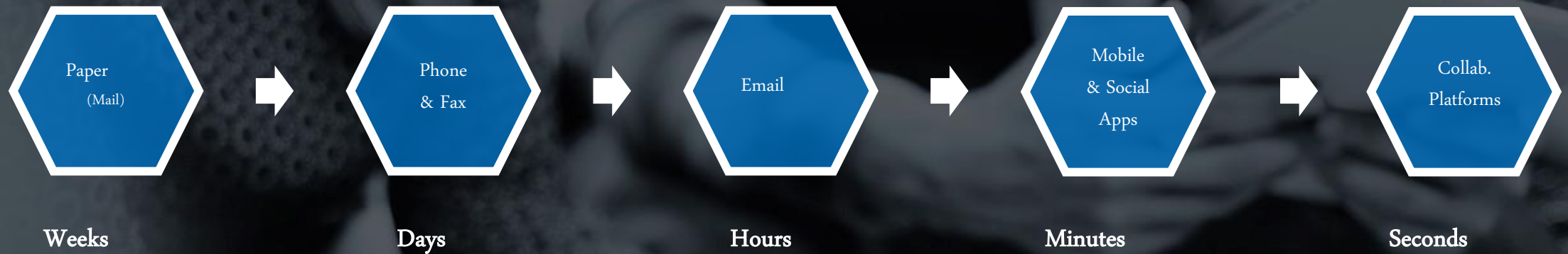
Quick overview of Smarsh comprehensive archiving technology solutions

The way we communicate has changed.
Forever.



We are in a new era of business communications.

DRIVERS = PRODUCTIVITY, AGILITY & REACH



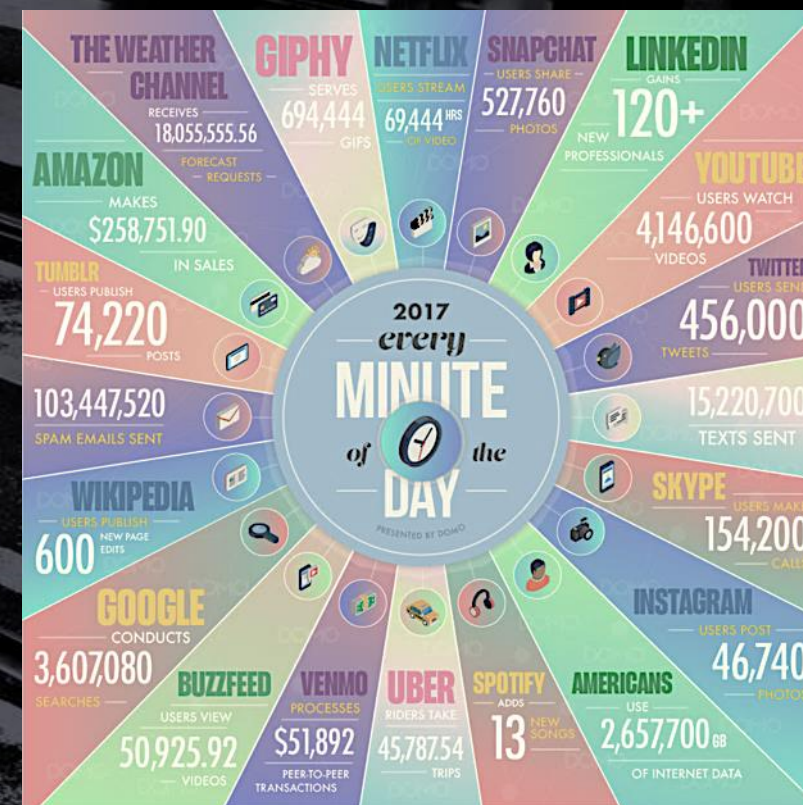
More Data. More Channels.

90% of all data on hand today was created during the last two years - at a rate of 2.5 quintillion bytes per day.

Source:

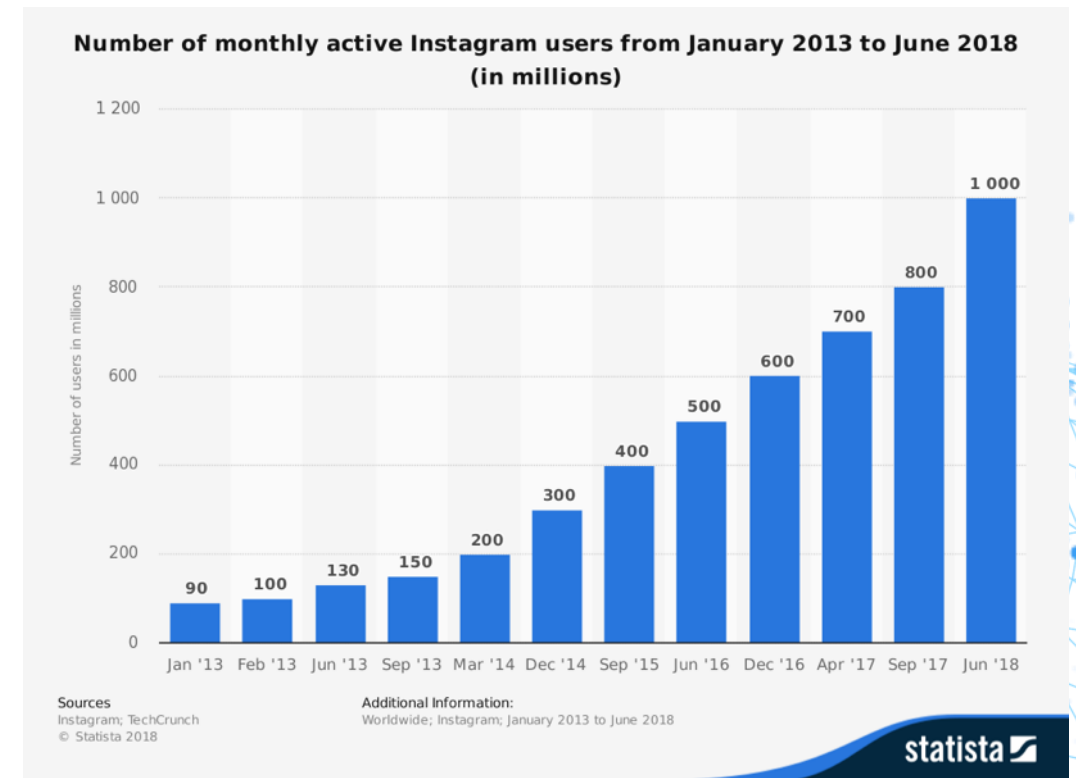
Domo's Data Never Sleeps 5.0 report

Per MINUTE!



As demographics shift, Instagram usage soars upwards :

According to [Statista](#), Instagram now has a billion monthly active users — second only to the behemoth Facebook among social media channels. Even more impressive, 500 million of those users are **active on Instagram each day**.



The term “public records” means:

- All “documents, papers, letters, maps, books, tapes, photos, films, sound recordings, data processing software or other materials, regardless of the physical form, characteristics, or means of transmission...

...(includes electronic communications like text messages, emails and social media).




Providing public records:

- A requestor is NOT required to show “legitimate” interest as a condition of access
- A requestor cannot be denied because request is viewed as being “overbroad”
- Unless authorized by another statute, an agency may not require the request in writing or require the requester to identify himself or herself



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Texting Trends:

- **6.1 BILLION** texts sent daily in the U.S. alone - 2016
- 97% of under 45's own a smart phone
- The SMS feature is the most utilized smart phone feature
- According to CTIA (www.CTIA.org), the average response time for a text message is just **90 seconds**, while the average response time for an email is **90 minutes**
- **Government employees are increasingly using text messaging as a means of business communication**
- **Government crisis workers & First Responders**



Texting Trends:



Texting Trends:



EMERGENCY ALERTS

AMBER Alert

AMBER ALERT. SUSPECT VEHICLE 2012
BLACK FORD FUSION, WITH CA PLATE
. CALL 911.



Real World Cases: Tallahassee, FL

- City Manager deleted from his cell phone a text message chain with a lobbyist , who he asked for pricey football tickets, **believing they weren't public records** and didn't need to be saved
- It doesn't matter what he believed, or that he made the bad call to destroy the texts. **The city is still responsible for producing the texts**, and failing to produce them violates the state's Public Records Act



Real World Cases: Venice, FL

- Venice sued over Sunshine Law and texting
- “Text-messaging is the common way public officials communicate these days. The Attorney General concluded several years ago that text messages are a public record”
- The city has spent more than \$70,000 in attorney and consultant fees
- Because the city did not have the capability of capturing texts on city phones, **employees were forbidden from texting**



Real World Cases: Sarasota School Board, FL

- Sarasota School Board officials sued for not providing text messages
- “I learned a long time ago that you’re better off using the telephone,” (name redacted) said. “You don’t get in trouble for the telephone. No emails and no text messages — **I don’t text business.**”
- Transparency for Florida is a statewide group that’s interested in holding public officials accountable while promoting transparency when it comes to public records



Policies & Best Practices:

- Text Policy – be clear, precise and follow through with violation infractions (**HR related**)
- Training is critical
- Align your policy with technology (retain, search and retrieve)



So, How are YOU “archiving” your text messages?

- End User Device (custodian)
- Screen Shots
- No Text Policy



Why aren't YOU archiving SMS?

- Cost?
- Prohibition policy in place?
- Disregard?
- Lack of understanding?




Mobile Device Technology:

- Agency issued devices
- BYOD (personal devices)
- MDM (mobile device management)
- Containerization



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Key capabilities **needed** by
all organizations:

Capture.

Reveal.

Respond.

The Connected Suite:

A unified, comprehensive platform for communications
compliance and risk mitigation.



Connected Capture

Rich, defensible capture capabilities across 80+ channels.
Cloud and On-Premise options available.



Connected Archive

The market-leading cloud archive solution, built for control,
scale, and extensibility with open APIs.

















Connected Apps
















A set of integrated apps to solve specific compliance, legal, and
business challenges.














Email

-  SMTP
-  Microsoft Exchange
-  Microsoft Office 365
-  G-suite Business Mail
-  Bloomberg Mail
-  IBM Domino/Notes
-  IBM Domino/Notes on-prem
-  Salesforce Email
-  Redtail Email
-  GroupWise
- EMAIL MARKETING
-  SendGrid
-  Constant Contact
-  Salesforce Marketing Cloud
-  Pardot











IM & Collaboration

-  Microsoft Teams
-  Workplace by Facebook
-  Slack
-  Skype for Business
-  Cisco UCM/Jabber
-  Webex Teams
-  SharePoint
-  Bloomberg
-  Symphony
-  Salesforce Chatter
-  Thomson Reuters
-  IBM Sametime
-  IBM Connections
-  IBM Connections Social Cloud
-  Microsoft Yammer












-  Skype
-  Citrix Sharefile
-  ICE Chat IM
-  Pivot
-  Brosix
-  Factset
-  HipChat
-  Jive
-  Google+ for G-suite
-  Zoom.us
-  OneDrive

(+ more via API/SDK)

Social

-  LinkedIn
-  Facebook
-  LinkedIn Sales Navigator
-  Twitter
-  YouTube
-  Instagram
-  Hootsuite
-  Vimeo
-  Pinterest
-  Flickr

Mobile

-  AT&T
-  Verizon
-  US Cellular
-  Rogers
-  Vodafone
-  CellTrust
-  My Rep Chat
-  Redtail Speak
-  Hearsay
-  Captivated
-  Blackberry

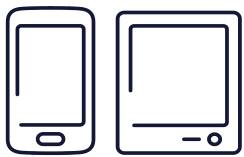
Voice

-  Vodafone
-  Redbox

How “does” text Archiving work?

Participating carrier-networks (AT&T, Verizon, US Cellular and more)

Text messages are automatically captured,
forwarded, stored and copied via API to Smarsh



Corporate Mobile
Devices



API



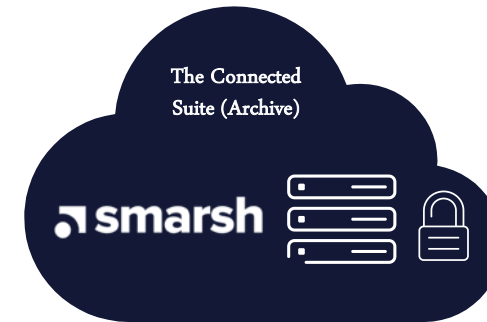
Firewall

Smarsh Comprehensive Archiving Platform

Retain, Search, Review & Produce Text Messages



Firewall



Long-term Archiving
indexed and Search-ready

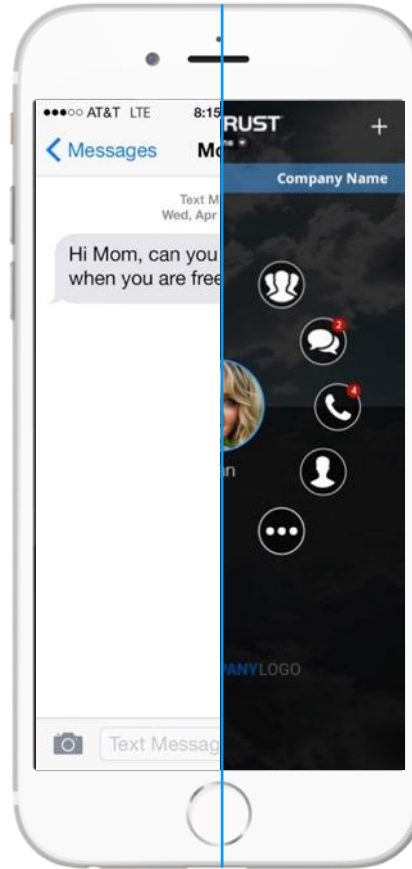


EMPOWERING COMPLIANT BYOD

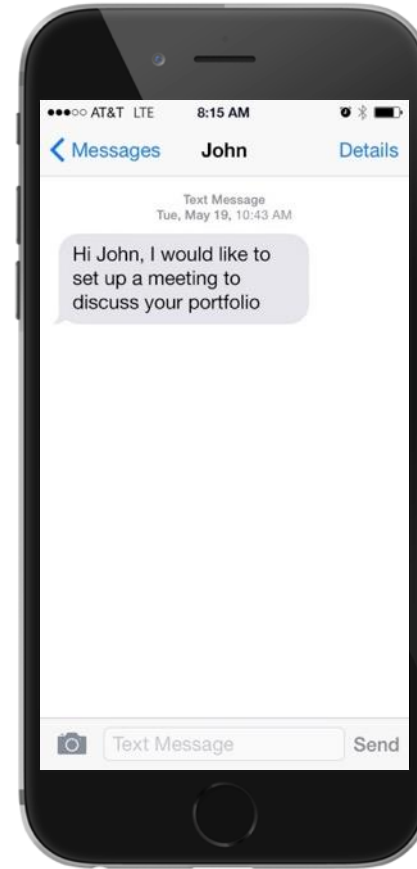
Personal Phone



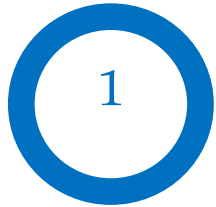
BYOD



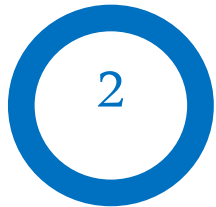
Business Phone



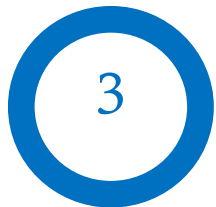
Key **takeaways** from today's session



The trend of more data volume and diversity of channels used for business will continue to accelerate



Efforts and cost of open records requests is impacted as a result and NEW ways of processing NEED to be implemented



Modern archiving technology is an effective SOLUTION by capturing everything in one place and automating workflows

FREE DOWNLOAD: Policy template for mobile/text messaging usage

Other Resources:

- Office of Attorney General Ashley Moody website:

<http://www.myfloridalegal.com>

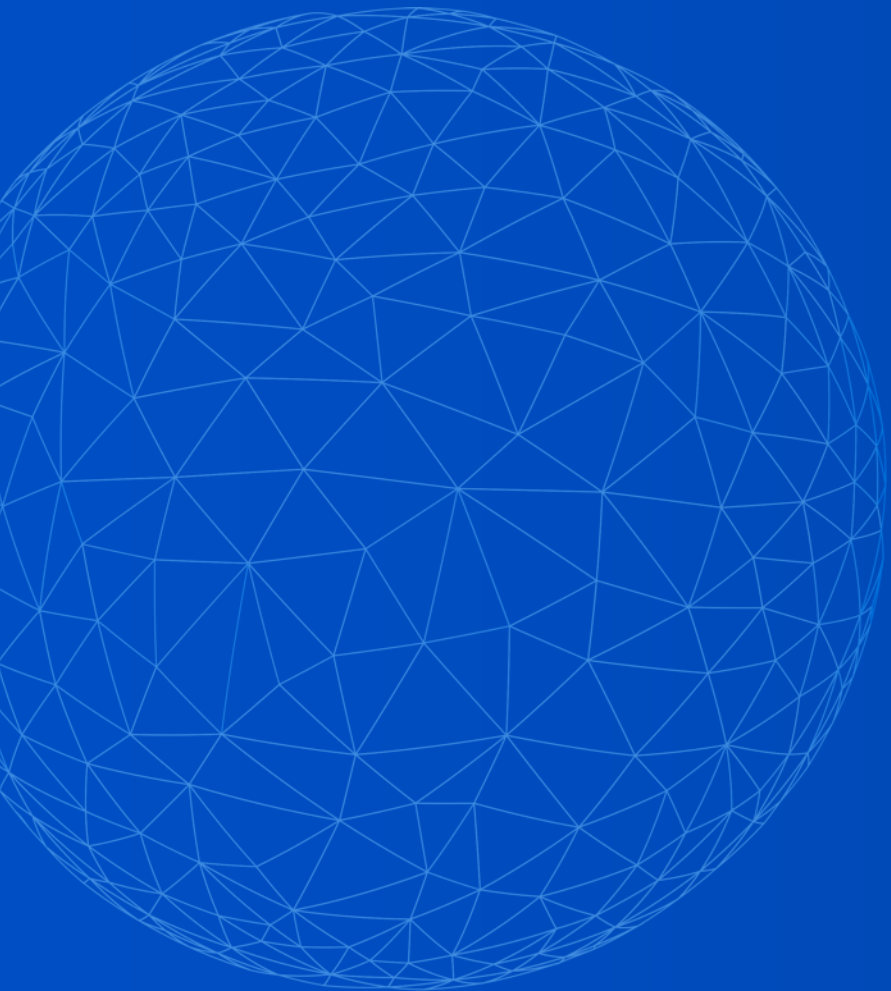
- Governor Ron DeSantis website:

<http://www.flgov.com>

- First Amendment Foundation website:

<http://www.floridafaf.org>





Additional Q&A



Thank You!

For more information please visit our website

www.smarsh.com

