

ZL UA for Enterprise Analytics

Apply powerful enterprise-scale analytics to all business data across company-wide governance functions, from eDiscovery and compliance to file analysis.

COMPANY

ZL Technologies, Inc.

HEADQUARTERS

Milpitas, CA

PRODUCT

ZL UA for Enterprise Analytics

SOLUTION SUMMARY

- Derive valuable business insights from people, business, and machine-generated data
- Answer questions like who knows whom, identify subject matter experts, quantify customer relationships, and more
- Archive legacy applications using ZL Database Archiving to reduce support fees while maintaining information access
- Use log data to identify potential security risks, resource bottlenecks and improve performance
- Analytics capabilities applied to a full suite of governance modules, including ZL UA for eDiscovery, File Analysis and Management, and Compliance

Data Explosion: The Growing Value and Scale of Content

In a typical firm with 10,000 employees, an average of 1.2 million email messages are sent, 220,000 instant messages chats are exchanged, and 50,000+ documents are created or updated each day. While enterprises have focused on providing business intelligence on data residing in data warehouses (typically structured in nature), a massive treasure-trove of enterprise knowledge in unstructured data, like emails, IMs and files, is commonly neglected.

However, if strategically mined and correlated with business and machine data, organizations can glean powerful, enterprise-wide insights. This empowers organizations to cohesively connect the dots between corporate data in ways that were previously impossible. Until now, no system on the market has been able to mine and analyze diverse sets of people data, business data, and machine data together in the same environment.

ZL Enterprise Analytics™

ZL Enterprise Analytics™ (ZL EA) enables data-driven decisions as it correlates insights from people, business, and machine-generated data. ZL EA uses purpose built analytical applications to

explore, mine, and monitor information from your people, products, customers, and business. Built on the integrated, full-stack ZL UA platform, ZL Enterprise Analytics™ can provide a 360-degree view of all enterprise data. The ZL platform can store, process, analyze, visualize and correlate the three types of enterprise data:

1. **People Data:** (MS Exchange, Office 365, IBM Domino, Gmail), calendar items, documents (File Shares, Enterprise Content Management, SharePoint), mobile messaging, enterprise social media, instant messages, Bloomberg, voice logs, and much more
2. **Business Data:** Enterprise Resource Planning (ERP), CRM, Salesforce, and other business applications
3. **Machine Data:** System logs from websites, applications, servers, and more

ZL Enterprise Analytics™ is able to determine how people and organizations are interconnected with each other, constructing a multidimensional enterprise graph with department-tailored views that can be utilized by key decision makers in HR, Sales, Marketing, Compliance, IT, Security, Legal, and more. This empowers leadership to quickly

KEY BENEFITS

DoD 5015.2 certification for data including MS Exchange, Gmail, and more

One centralized point of control for lifecycle management

Reduced storage needs and costs via deduplication

One-click legal hold that automatically freezes records in their lifecycle

Extensive auto-categorization and manual classification tools

Time-based, event-based, and metadata-based policy triggers

connect the dots, analyze diverse data types, and produce enterprise intelligence that is truly first-of-its-kind.

ZL Enterprise Analytics™ for People Data: Email

Employees in the modern enterprise generate billions of data points and events every day. By performing Social Network Analysis (SNA) on emails and other forms of human-generated content, the business can better understand who knows whom, who knows what, where there are bottlenecks, and how information flows through the organization.

Analysis of email and related data types can answer a plethora of organizational questions, including (but not limited to):

- **Acquaintances and familiarity:** Who knows whom, and how well? What are the commonalities?
- **Subject matter expertise:** How do we find the right people at the right time for the right tasks?

- **Communication frequency:** To what extent do particular people or groups communicate?
- **Communication content:** What topics are “trending” in the enterprise? What is the mood?
- **Team building and M&A:** Which people/groups will work well together? Which ones will clash?
- **Client interaction:** Are customer-facing personnel adequately communicating with clients?
- **Target client research:** Does anyone within the firm’s leadership team share an alma mater or other connection with leadership from the target client?
- **Sales productivity:** Who are the rainmakers? Who needs more training and assistance?
- **Individualized social networks:** How can an employee communicate more effectively within the enterprise social web, and where do they currently fit?
- **Identification of community:** Who are the communication “hubs” and “silos” of the business?
- **Customer Service:** Does a particular customer have an unusual or recurring issue? Should particular customers be proactively contacted to pre-empt likely issues?
- **Relationship management:** What has a particular customer’s historical level of satisfaction been? Does their tone of communication indicate frustration?

ZL Enterprise Analytics™ for Business Data: Database Applications

Connect database applications, ERP, CRM, or SaaS-based applications like Salesforce. Ingest data into the ZL Big DB at high speed, and perform field-level indexing and adaptive compression that enables subsequent search, reporting and analytics. Possible uses include:

- Application retirement of structured application databases
- Archiving of structured database applications
- Offloading of database queries, and query acceleration to improve performance

ZL Enterprise Analytics™ for Machine Data: Log Data

Store, index, extract, analyze, and visualize log events at massive scale in near real-time to glean operational intelligence on performance and security. ZL Log Analytics helps identify issues proactively through purpose-built dashboards, helping improve SLAs and lower maintenance costs for applications, web sites, and more. Potential use cases can include:

- End-to-End operational visibility and intelligence
- Identification of processing bottlenecks and instances of inefficient resource allocation
- Security monitoring and detection of anomalous activities and patterns
- Better forecast IT budgets and expenditures

Conclusion

ZL’s purpose-built, analytical applications can be used individually or in concert to correlate data across different people, businesses, and machines. The use of analytics in ZL UA and its various modules like ZL UA for eDiscovery and ZL File Analysis and Management offer advanced capabilities beyond traditional analytics solutions. All ZL UA modules, including ZL Enterprise Analytics™, are extremely flexible in terms of deployment options, with on-premise, private cloud and hybrid cloud options for organizations.