

# ZL UA for Records

Apply comprehensive lifecycle management, customizable retention schedules, and flexible classification strategies to all enterprise content.

## COMPANY

ZL Technologies, Inc.

## HEADQUARTERS

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## PRODUCT

ZL UA for Records

## SOLUTION SUMMARY

- Compatibility extends beyond traditional records, including emails, instant messages and more
- Easily manage, classify and tag records across thousands of different data types
- A single point of control over a single copy of data allows for silo-less organizational control
- Either replace or work with strained ECM systems to incorporate their content into records and governance initiatives
- An extremely scalable solution ensures that all data can be incorporated into records strategy

Records management is as old as paper documents. However, in the shift towards the digital age, organizations and enterprises have been battling to control the volume and complexity of electronic data. Today's organizations must not only store business records but must also manage legal holds and retention schedules across a wider variety of data types than ever before. End-to-end records management capabilities across the entire organization are essential in being able to control costs, promote compliance, and prepare for litigation.

## The Digital Shift: Beyond "Records" Management

The definition of records is changing. Email has become the de facto record of an organization's activities, with instant messages and other internal communications adding to the mix. A whole array of other data types, ranging from documents to video files, are often involved. Deals are made, contracts negotiated, and projects coordinated exclusively by email. Given that these new data types often form the log of important corporate transactions, activities and decision-making, archiving them as records is a necessity.

With email alone, it is estimated that between 5% and 35% of messages may be regarded as business records in today's organizations. With these volumes, a 10,000-person firm will need to store and manage billions of messages. Most tools, such as enterprise content management (ECM) systems, were never designed to manage data at this scale.

## ZL UA: Centralized Management of Billions of Records

The ZL UA for Records is designed for complete life cycle management of 1,000+ data types, including files, emails, IMs, social media, and other corporate communications. The application has the ability to manage all aspects of file classification and disposition from the point of ingestion into the ZL system to the final disposition.

ZL UA offers end-users a foolproof way to mark documents as records and classify them into the records file plan. Users can quickly and easily mark records from their Outlook client, desktop, or browser. They can also mark legal holds, add supplemental metadata, search for records that they filed, move records within the file plan, and update records from all three locations. User permissions are fully customizable, and ZL provides

## 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
- Extensive auto-categorization and manual classification tools

a complete audit trail for every user and every item they interact with. In addition, options for multiple levels of approvals and/or notifications ensure that records are not deleted prematurely.

### One Data Copy, One Environment, One Point of Control

The ZL platform provides a unified approach into managing ALL unstructured content, ending the debate over what should be deemed a record. Individual data copies within the archive are managed by a single policy, from a single point of control. ZL UA maintains only one data copy across eDiscovery, compliance, and records management applications to ensure a consistent and complete view of all data, allowing duplicates to be eliminated and actions to be consistent.

Because stand-alone data “silos” and point solutions are eliminated, there is no need for unwieldy connections between

systems, which can hinder search while creating duplicates and dark data. The result is a single, scalable system to which all business units can apply the specific data controls they require, without conflicting actions across business units. ZL UA offers the highest degree of functionality to satisfy all organizational needs, all in one platform.

### Alleviating the Growing Pains of ECM Systems

In the struggle to manage records, enterprise content management systems have been quite good at what they were originally designed to do: manage the select few business documents that were deemed “official” records. They were mostly final drafts of important word processing files, and their numbers relatively few. ECMs didn’t need to have massive storage capacity, because they didn’t deal with massive volumes of data. But in today’s information landscape, things have changed. Almost any data type can become a business record, and nearly any piece of information can have legal relevance.

The ZL UA for Records environment can either replace ECM tools entirely, or work directly with them to leverage their strengths while eliminating their weaknesses of scalability and isolation as data “silos.” The unified environment consolidates all data types, including email, into a single elastic repository, allowing duplicates to be eliminated and single data copies to be controlled for search, eDiscovery, records management, and compliance. With a single data environment, all actions -- such as legal holds -- are seamlessly coordinated without conscious effort between business units. And because all data is ingested and easily managed, nothing slips through the cracks.

For organizations with well-established ECM practices and workflows, ZL UA can provide a route to unified information governance without giving up familiar interfaces and tools. With ZL UA as a back-end repository for long-term management, the ECM becomes a “transactional” system, in which documents are classified as desired using the native ECM tools, then transferred to the unified environment for long-term execution of policies and global search. Since the ECM is no longer tasked with storage or policy execution, all information can be managed without risk of excluding potentially relevant data.

### Big Data: From eTrash to eTreasure

Records managers are increasingly seen as the primary stewards of valuable business information, sometimes even more so than IT departments. The unstructured data generated in the course of daily business is no longer viewed as a static trail of tasks, but rather a living database of activities and interactions that reveal the health of the company. Upper management is starting to turn their gaze from away from “obvious” data such as transactions and records, to the relatively ignored “eTrash” of everyday internal chatter. Mining this information for insight is the newest frontier in business strategy, and reaches far beyond the traditional definitions of records management.

By providing an environment which can handle all unstructured information including emerging data types, ZL UA provides an ideal long-term management system for the needs of today and tomorrow. Elastic architecture and scalability mean that data is harnessed for all of its essential purposes, while providing an environment in which less-critical pieces of information can also be managed, searched, and analyzed. The result is an extremely flexible system built to meet the needs of today and the evolving needs of tomorrow, whatever they may be.