

# ZL UA for Social Media

As social media content continues to grow, it has become a major challenge for organizations to effectively manage the increasingly large volume of corporate information.

## KEY FEATURES

- Central repository for 1000+ file types, emails, instant messages, social media content, and BlackBerry records
- Policy management and enforcement
- Comprehensive audit trails and customized reporting capabilities
- Ability to capture, index, search, review, preserve, and produce chats and messages from Facebook, Twitter, LinkedIn, YouTube, RSS Feeds, BlackBerry Messaging, and Bloomberg Messaging
- Partnerships with leading industry experts such as Socialware and Hearsay

## KEY BENEFITS

- Protect Against Legal Risks
- Manage Your Company's Risk and Reputation
- Monitor and Enforce Granular Policies
- Satisfy the Following Regulatory Obligations:

**FINRA REGULATORY NOTICE 10-06**

**FRCP RULE 26 (A)**

**SEC 17A-3**

**SEC 17A-4**

**NASD 3110**

As social media is becoming highly integrated with businesses today, it has contributed substantially to the proliferation of Big Data. According to Gartner, as unstructured content is currently growing at an annual rate of 80 percent, an enterprise-class archiving solution is required in order to manage the rising amount of social media content and other enterprise unstructured data.

## Compliance & Governance

Due to the surging adoption of social media, federal entities, such as the SEC and FINRA, now require all data containing business communication to be archived and regulated. In order to fulfill regulatory obligations and reduce the risk of non-compliance, ZL UA provides a unified platform for corporations to efficiently archive and manage content from a wide range of social media channels, including Facebook, Twitter, LinkedIn, and RSS Feeds. By partnering with a third-party social media aggregator that captures all content at the gateway, data is completely ingested into the ZL archive, full-text indexed, classified into categories, and instantly made accessible to privileged users.

As all social media content is fully captured, classified, and preserved, ZL UA for Compliance supports supervisory review to fully ensure compliance with external and internal obligations. Based on customizable, highly granular lexicon rules, ZL UA enables thorough monitoring of both inbound and outbound business communications, and instantly reports any violation of specified regulations.

ZL further extends the unified concept, enabling corporations to leverage the readily prepared archive for eDiscovery needs. As ZL proactively captures all data in real-time under one platform, corporations have the ability to run quick and complete searches across the enterprise for emails, files, and social media content through a single platform. In addition, the legal hold functionality under ZL's eDiscovery module further protects the enterprise archive from unwanted deletion, ensuring litigation requirements are satisfied while mitigating legal risk.

ZL UA provides an enterprise-scale archiving solution, which enables the company to fully preserve and manage social media content and other enterprise data all through one centralized control. As ZL delivers one unified archive, corporations can further leverage this repository of immense information for all business requirements, while defensively preparing for investigation and litigation responses.

## Unified Platform

To facilitate efficient information management, ZL UA stores all data, from email messages, to flat files, to social media content, into one centralized repository. The unified architecture allows corporations to manage all enterprise data under one platform, ensuring quick, precise, and complete results through one search interface. Information accessibility is further enhanced as ZL's highly scalable search engine performs at industry-leading speeds across the entire archive. With ZL UA in place, corporations can easily utilize ZL's centralized archive and enterprise-scale search capabilities to meet a full-range of business needs for unstructured big data.