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# VIDEO | ZL Technologies CEO: Most Unstructured Data is Human Created

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(US and Canada) ZL Technologies CEO Kon Leong speaks with Ben Beshear, LiveWell Capital CEO & Private Wealth Advisor, Northwestern Mutual, about unstructured data and insights that can be mined from it if harnessed well.

Leong mentions that ZL Technologies originally specialized in secure messaging but had to pivot to information management due to regulations. Today, the organization supplies technology to allow large enterprises to manage unstructured information such as emails, SharePoint files, PDFs, voice, and even video, unlike SAP or ERP data.

Leong explains that almost all unstructured data is human generated. The ability to gather and manage it, and extract insights, can unlock the human side of the company. He points out that organizations need both systems data and human data to manage an enterprise well.

Speaking about dealing with human data, Leong says that the content is powerful because human data such as emails, calendars, etc. can reveal the complete picture of the entire workforce and is phenomenally impactful on corporate performance. For example, human data can reveal the section of the workforce that is unhappy before they think about leaving the company, he adds.

Leong continues by saying that governance piggybacks on discovering the potential value in the hidden insights.

He concludes that this powerful information is now ready to be gleaned by anyone including authorities. Leong emphasizes that getting insights from unstructured human data requires sufficient safeguards to make sure it does not fall in the wrong hands.



**PODCAST | ZL Technologies CEO: Most Unstructured Data is Human Created**