

Email Archive & Regulatory Surveillance

By IBM and CA Technologies



- Archive and Surveillance
- CA Email Control for the Enterprise Solution
- Market Positioning
- IBM and CA Partnership

Managing Information is Becoming More Complex Daily



Volume

12 terabytes
of Tweets created
daily

Analyze product sentiment

Velocity

5 million
trade events per
second

Identify potential fraud

Variety

4 terabytes/site/day
average
surveillance video

Monitor events of interest

15 petabytes
of new information
daily

Determine relevance

89 billion
Business emails sent
& received per day

Protect and grow the brand

80% info
growth
is unstructured
content ...

Improve customer satisfaction

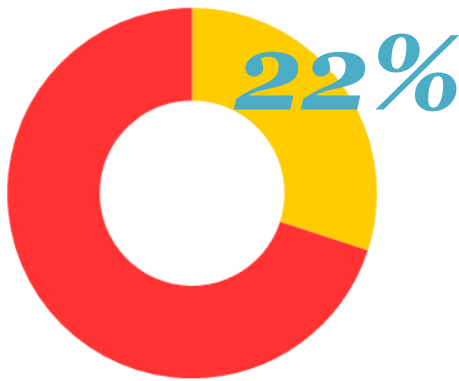
Explosion of Information and Related Regulatory & Legal Obligations

Make Legal Information Governance A Pressing Problem

Companies that cite defensible disposal as key result of governance programs

98%

Companies that can defensibly dispose today

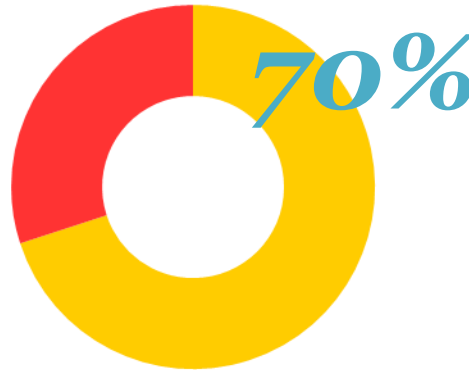


Source: CGOC Benchmark Report on Information Governance

Average cost to collect, cull and review information per legal case¹

\$3M

Portion of information unnecessarily retained



Sources:

1. ["Fulbright's 6th Annual Litigation Trends Survey Report"](#), 2009.

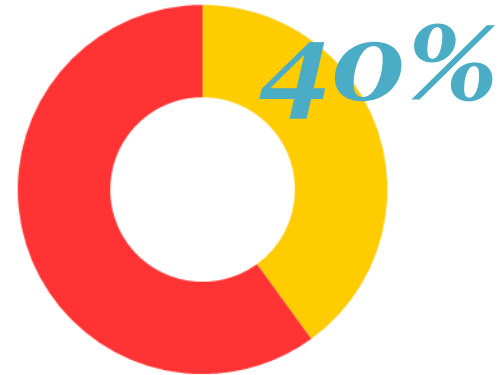
FULBRIGHT and Jaworski (by permission)

2. Industry estimates

Number of Regulations requiring records retention³

10,000

Projected email system storage growth⁴



Sources:

3. Contoural, Inc, 2009

4. Osterman Research, sponsored by Cataparis,

Electronic Communications by ‘Insiders’ are a Real Threat



Email is one of the largest culprits for the Information Explosion

“Accidental” Communication

- **Multi-tasking** can result in unintentional, non-compliant communications
- **Fat fingering keys**, entering wrong email addresses or “replying to all”

“Negligent” Communication

- **Employees often don’t realize** the full extent of their actions
- **Lack of communication, enforcement or training** can lead to the inappropriate distribution of sensitive or non-compliant information

“Malicious” Communication

- There will always be employees that will attempt to benefit at the expense of the organization or intentionally do it harm
- **Regulations still apply**, whether the email was malicious or accidental

Each type of “insider threat” can:

- Negatively impact competitive position, brand image and long-term profitability
- Jeopardize Sensitive Information
- Breach Regulations

How to Handle the Volume and Value of emails???

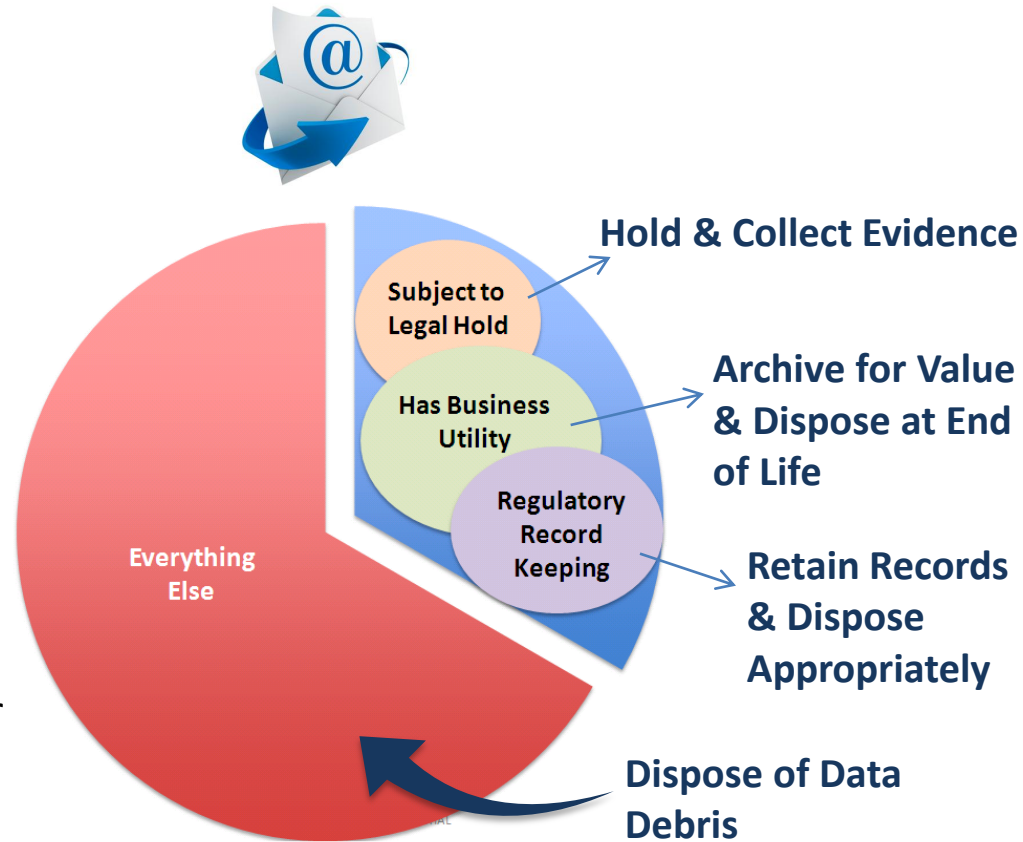


Email Archiving puts the brakes on unchecked growth by providing instrumentation that helps:

- **Eliminate duplicate data**
- **Reduce over retention**
- **Lower storage costs**
- **Reduce risk**

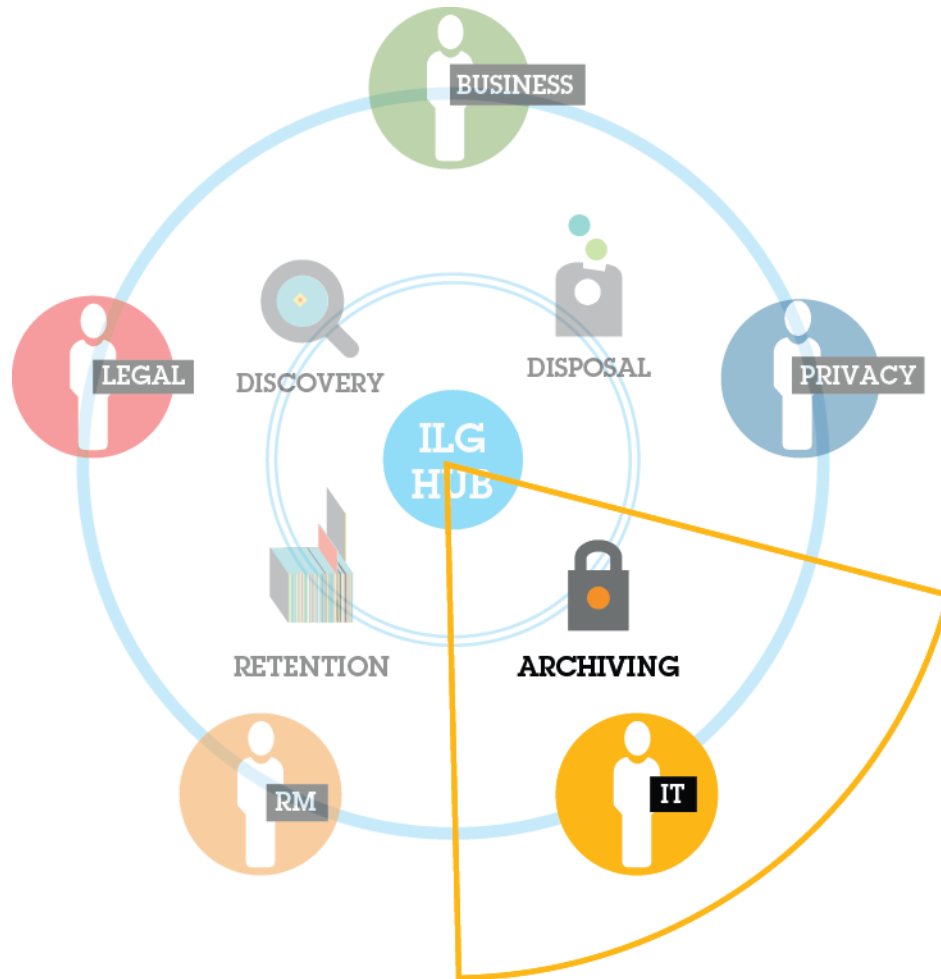
Identification and Classification of email enables archiving and ensures compliance by providing:

- **Industry Leading Classification Rules** for email
- A **Highly Efficient workflow** for email surveillance
- Application of appropriate retention periods
- **Risk Mitigation** of non-compliant emails



IBM Information Lifecycle Governance – Value-based Archiving

Reduce risk, lower IT costs and increase efficiency with instrumentation for collecting and archiving



- IBM's ILG solutions enable execution of a **Defensible Disposal program** driven by the understanding of legal duties to maintain data, compliance obligations, and the **business value** of content
- Archive email, files, application data and social content based on their business value or obligation
- De-duplicate and compress data, tier storage to reduce space and cost
- Govern archives with unified policy management and automation
- Retain, hold and dispose of archived content efficiently, in place without further collection or processing

Enable Value-based Archiving while Ensuring Compliance



- **Manage the risk around ‘Insider’ communications and enforce Information Boundaries**
- **Prevent over retention and mitigate risks**
- **CA DataMinder helps meet regulatory email review mandates and quarantining, ensuring that:**
 - **Non-compliant emails are NOT sent – and never archived**
 - Messages are processed according to business value and obligation
 - Archived messages are managed with the right retention policies and are available for eDiscovery processing in place
 - Archived messages are defensibly disposed when appropriate to **reduce risk and cost**

Class-leading Email Surveillance for IBM Value-based Archiving



The Combined IBM and CA Messaging Compliance Solution

The screenshot shows the CA DLP iConsole interface. It features a navigation menu with options like Home, Review, Policy, and Administer Searches. The main content area is divided into several panels: Overview, Policy Management, Favorites, Recent Incidents, Incidents by Policy, Incidents by Sender, and Incident Trend by Policy. The Recent Incidents table shows details for events like Microsoft Word documents and AmEx.doc files. The Incidents by Policy table lists various policy categories such as Proprietary Software Code and Credit Card Information with their respective counts and severity levels.

- HIGHLY Accurate content classification identifies potential regulatory breaches in email
- Ensures reviewers and supervisors spend their time on actual violations worthy of their attention
- Full review, quarantine, audit and escalation capabilities to meet surveillance obligations
- Secure, role-based segregation of duties ensure only the right people have access to email events

The screenshot displays the IBM Data Source Catalog interface, specifically the 'Data Source Schedules' section. It shows details for a data source named 'Records Management System (IBM)'. Below this, a table lists various schedules with their descriptions and associated organizations.

Name	Description	Organization
BNK100, Account Set-Up/Maintenance	Records related to the set-up and maintenance of customer deposit and checking accounts.	Shanghai Investment Bank (CN)
ENV180, Licenses, Permits, and Certification- Environmenta	Environmental Records related to licenses, permits and certifications obtained from government agencies.	Pipeline Development (US)
SAL100, Advertising Artwork	Original artwork created by the company or external agencies on behalf of the company in the development of an advertising or marketing campaign. See LEG240 for CopyrightsSee COR140 for Company Archives	Marketing (Supressa) (US)
SAL120, Customer Relations	Records related to customer issues and business dealings and the actions taken by the company. See ISY200 for Technical Support/Help Desk	Marketing (Supressa) (US)

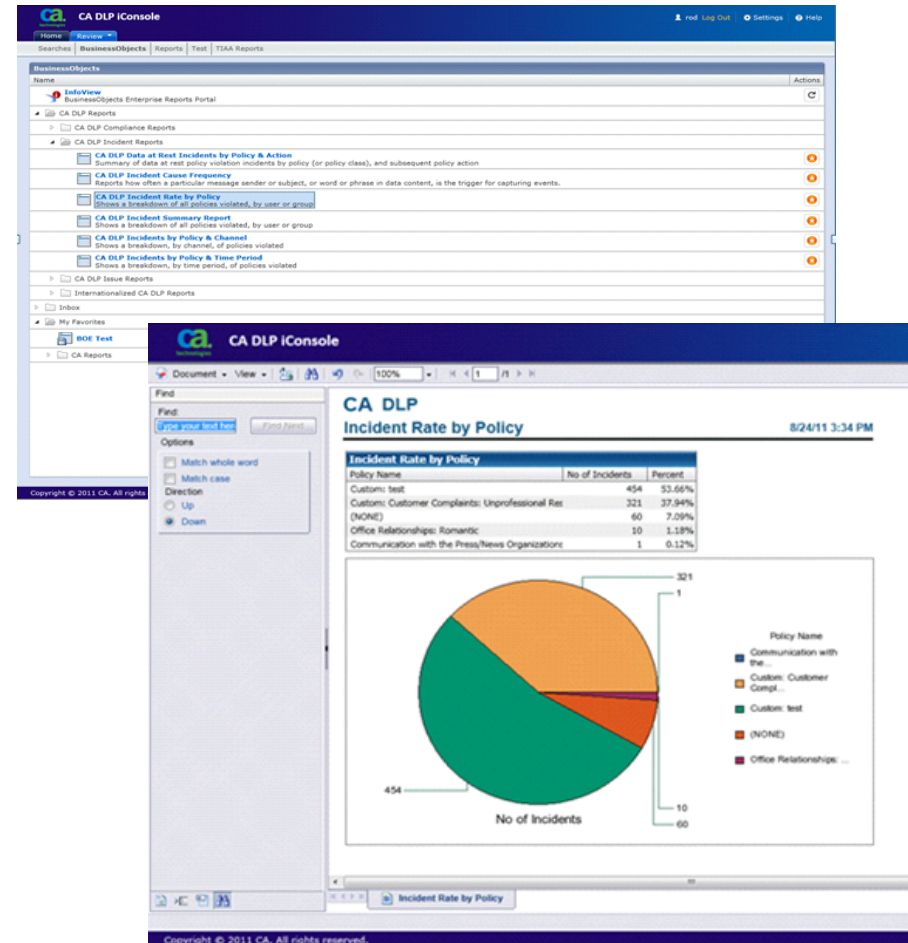
Stops non-compliant activity before it occurs in email

Class-leading Email Reporting for IBM Value-based Archiving



The DataMinder Supervision Interface provides Advanced Business Intelligence Reporting

- Reporting abstraction layer
- Increase the speed and efficiency of report development
- Sample reports include:
 - Compliance Reports
 - Compliance Audit Report
 - Employees Not Reviewed Report
 - Proof of Supervision Report
 - Repeat Offender Report
 - Incident Reports
 - Incident Rate By Policy Report
 - Data at Rest Incidents By Policy and Action Report
 - Personal Audit Report Dashboard

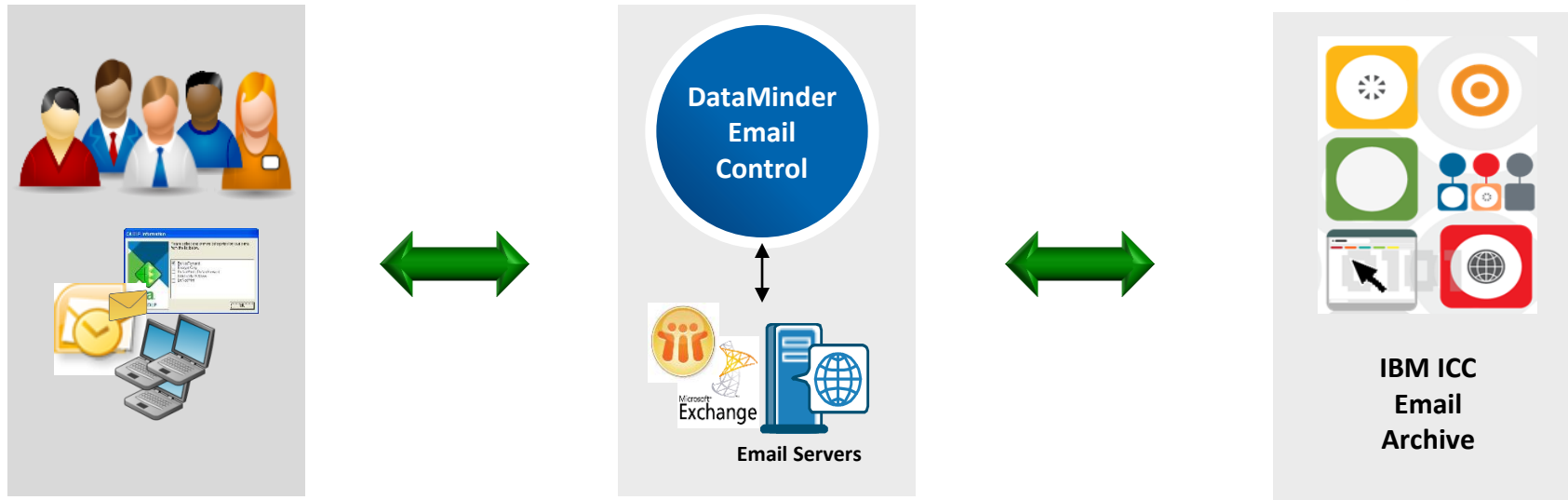
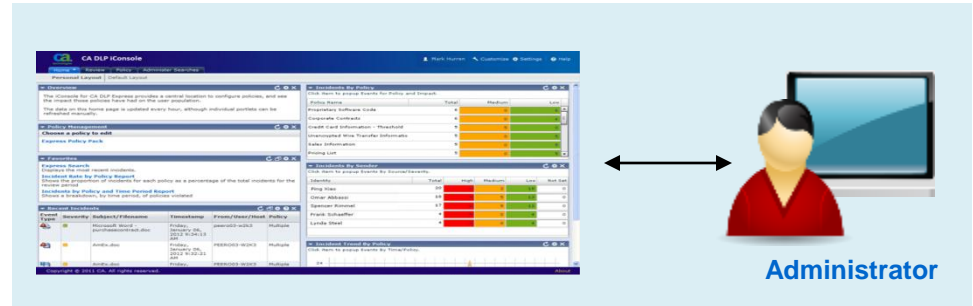


CA DataMinder & IBM Content Collector



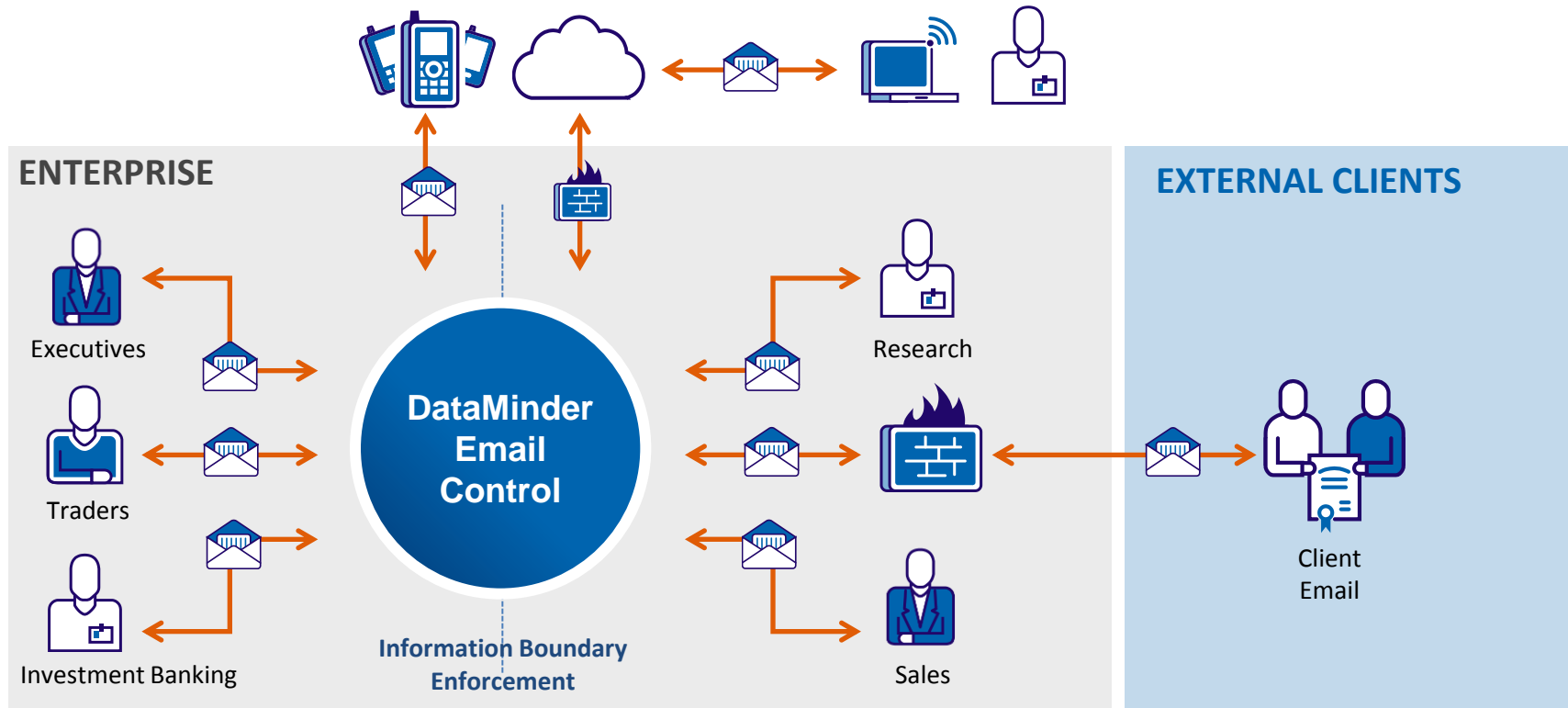
Seamlessly integrated email surveillance, archiving & eDiscovery

- Mitigate audit risks by preventing non-compliant emails from being archived
- Accurately classify and tag emails
- Full regulatory surveillance workflow
- Securely store emails while maintaining eDiscovery & defensible disposal capabilities



Class-leading Email Control for IBM Value-based Archiving

How CA Technologies helps control non-compliant communications



The DataMinder Difference

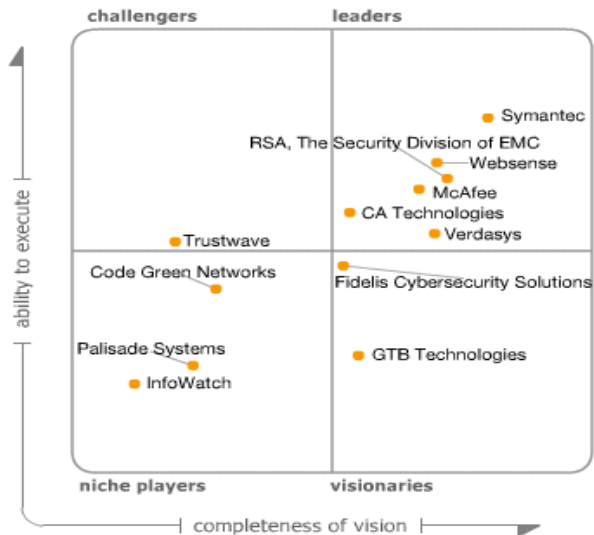
- Centrally monitors all email communications **before** archiving
- Classifies and applies appropriate rules to ensure compliance
- Provides full Compliance workflow interface to meet regulatory obligations
- Enables business continuity with informative interactive end-user alerts

Analyst Validation



Gartner Magic Quadrant for Content-Aware DLP and ECM

MQ for DLP



As of January 2013

For a full copy of the report please [click here](#)

- CA Technologies named a leader in Magic Quadrant for Content Aware Data Loss Prevention
- CA Technologies is a leader based on its ability to execute and completeness of vision

MQ for ECM



As of October 2012

For a full copy of the report please [click here](#)

- IBM is the leader across ECM vendors
- Cited for enterprise scalability and broad solution portfolio.

The IBM + CA Partnership



Best of breed archive, compliance, surveillance & defensible disposal



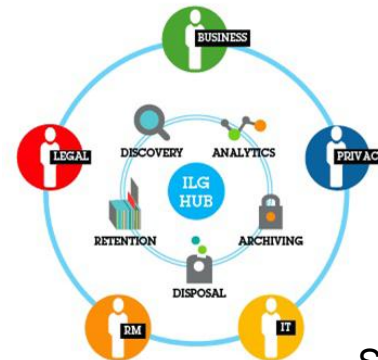
Best-of-breed Enterprise Email Control & Surveillance

- Highly accurate content classification
- Class-leading email surveillance solution
- Fully integrated with IBM ICC for a single source of record for email storage
- Differentiating Information protection capabilities
- Regulatory audit risk mitigation
- User Remediation for business continuity
- Full role-based segregation of duties for reviewers
- Comprehensive & flexible reporting



Best-of-breed Value-based Archiving:

- Collect, archive, manage and defensibly dispose of content based on value and obligation
- Unified archiving for both structured and unstructured data sources including email, File Systems, Microsoft Sharepoint and IBM Connections
- Efficiently and consistently comply with litigation and regulatory requirements



<http://bit.ly/15mWoqU>



<http://bit.ly/ABi7PS>

See more at <http://bit.ly/12Ptkf0>

Thank You