

ZL Unified Archive Social Media Archiving

Key Benefits:

Satisfy Regulatory Obligations

- FINRA Regulatory Notice 10-06
- FRCP Rule 26(a)
- SEC 17a-3, SEC 17a-4
- NASD 3110

Protect Against Legal Risks

Manage Your Companies Risk and Reputation

Monitor and Enforce Policy

Protect Intellectual Property and Privacy



ZL TECHNOLOGIES INC.

The Rise of Social Media

Social media sites have become such an integral part of everyday business that businesses of all sizes are realizing it makes little sense to block them on corporate workstations. Even historically tentative adopters in heavily regulated industries — like traders and broker-dealers — are discovering the many benefits of these tools. However, what these businesses have yet to face is the fact that all social media content, like other forms of electronically stored information (ESI), must be archived, managed and made readily accessible.

Ensuring Compliance with FINRA and FRCP Rule

The Financial Industry Regulatory Authority (FINRA) released Regulatory Notice 10-06 in 2010, providing guidance to organizations in heavily regulated industries, such as government and financial services, about the importance of archiving any potentially business-related communications in the social media sphere.

As a result, compliance, risk management and legal personnel are stepping in and placing the same rules on social media content that have applied to traditional ESI. As industry-wide guidelines and regulations are formalized, organizations should preserve client communications and be prepared to produce messages when necessary, in order to avoid being placed in an uncomfortable and potentially costly situation.

Solutions for Social Media Archiving

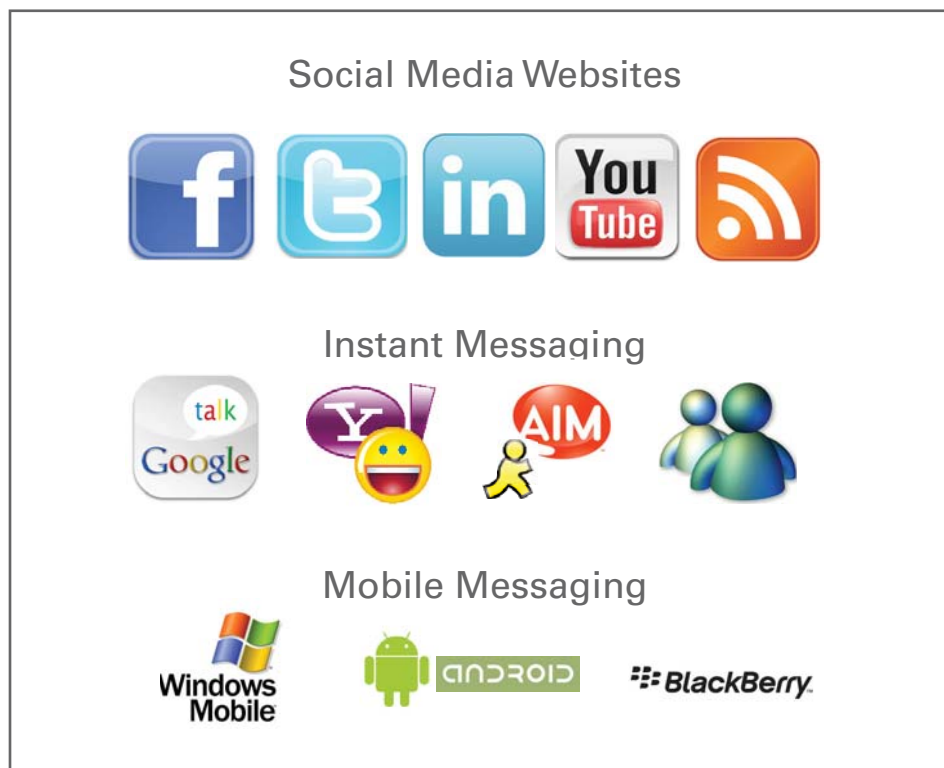
ZL Technologies provides solutions for archiving and enforcing governance policies for instant messaging, mobile messaging and social media. Through its suite of social media archiving solutions, ZL enables businesses to capture, index, search, review, preserve and produce chats and messages from Twitter, Facebook, LinkedIn and RSS Feeds, on-demand.

System administrators will be able to monitor social media communications and promptly report on irresponsible corporate use. With extensive auditing capabilities, ZL is able to capture all user or administrator actions, changes, and configuration settings. Administrators can quickly quantify data by easily creating customized reports detailing audited activity.

Through social media archiving, organizations are now able to enjoy the benefits of Internet-based applications while minimizing the associated legal and regulatory risks.

The ZL Platform

ZL UA integrates these key capabilities on a scalable platform, which runs on all popular operating environments, including NT, Solaris and Linux. Highlights include industry-leading scalability, open standards support (Java/J2EE, Webservices, WebDAV, etc.), and broad integration with leading email clients and web browsers.



About ZL Technologies, Inc.

Established in 1999, ZL Technologies, Inc. (ZL) provides cutting-edge enterprise software solutions for e-mail and files archiving for regulatory compliance, litigation support, corporate governance, and storage management. ZL's Unified Archive, offers a single unified platform to provide all the above capabilities, while maintaining a single copy and a unified policy across the enterprise. With a proven track record and enterprise clients which include top global institutions in finance and industry, ZL has emerged as the specialized provider of large-scale email archiving for e-Discovery and compliance. For more information, please visit www.ZLTI.com

Key Features:

Central repository for 1000+ file types, e-mails, instant messages, social media messages, and BlackBerry records.

Ability to capture, index, search, review, preserve and produce chats and messages on-demand from:

- Facebook
- Twitter
- LinkedIn
- YouTube
- RSS Feeds

Administrative monitoring of social media communications

Supervisory review for compliance through post-review

Policy management and enforcement

Natural language content analysis and screening

Comprehensive audit trails and customized reporting capabilities

For more information about ZL Technologies, Inc. or ZL Unified Archive, please contact us at:

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