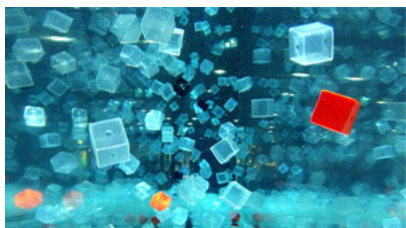


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SAN JOSE, CA: ZL Technologies announces the general availability of its new analytics product, ZL Enterprise Analytics, which integrates analytics capabilities into ZL's Unified Archive big data governance platform. ZL Enterprise Analytics delivers strong and consistent analytics for a vast selection of data types, across the entire organization by building structured and unstructured analytics potent data management architecture. Both existing information governance needs and demand for best-of-breed analytics are

The ZL ecosystem brings forth analytics that are reflective of the real-time, living enterprise rather than outdated snapshot approach eliminates data silos, providing a fluid and massively-scalable environment in which problematic barriers to air movement, sampling biases, lag time, outdated copies, and missing content are no longer a problem when utilizing ZL E

provides a consolidated pool of single data copies that can be seamlessly accessed and analyzed with a click. The result is a powerful platform that can merge and manage scale and speed, all while maintaining data within its original governance framework.

ZL Enterprise Analytics takes an integrative approach to data types, discarding outdated divisions between unstructured and structured content. It allows merging and analyzing but previously-segregated data categories:

People Data: Leverage the vast trove of human communication. Analyze emails, files, calendar entries, file shares, MS SharePoint, mobile messaging, enterprise IM, social logs, ECM content, and much more.

Business Data: Pull in data from dedicated business tools for better insight. Ingest and manipulate content from Customer Relationship Management (CRM) platform Planning (ERP) systems, and SaaS-based applications.

Machine Data: Correlate machine-generated data with the wider world of business and people-derived information. Manage and analyze log events from websites, cloud devices.

Leveraging these three data types in concert provides synergistic insight, allowing the enterprise to pin down patterns and associations that would have gone undetected contextualizes formerly isolated data sources, allowing different data streams to give powerful interpretive context to each other. This result is an [analytics platform](#) that

" This truly holistic analytics approach merges People Data, Business Data, and Machine Data for a big-picture perspective that is unavailable in most of today's myopic Leong, CEO of ZL Technologies on the launch of the solution.

Calabrio Analytics

Free Your Customer Data Powerful. Simple. Innovative



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