INFORMATION GOVERNANCE IN THE CLOUD
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CHALLENGE
Business clients, prospects and partners are moving rapidly to mobile, web and social channels for business communication and information exchange. This new digital information stream, coupled with existing content creation, collaboration and sharing processes, has resulted in a tremendously complex information landscape for most companies.

Are you prepared to separate meaningful business records from unimportant digital debris that resides in your enterprise? Can your enterprise keep pace with constant evolution in the technology you use to conduct business without risking compliance, productivity or security? Is your organization being challenged to make better, faster business decisions to eliminate the expense of costly shelfware or to establish comprehensive information governance strategies that manage all information throughout the appropriate lifecycle?

Due to these challenges, businesses are looking to adopt more sophisticated processes and technologies surrounding the protection, security, organization and discoverability of digital information. As large enterprises embark upon this transformation and seek to modernize their technologies and processes, many are now considering cloud-based solutions as a cost-efficient and secure way to implement their information governance policies.

SOLUTION
The advanced technologies needed to support this transformation and enable a comprehensive information governance strategy are now available through innovative approaches to technology acquisition and adoption. By leveraging a secure private cloud platform, a consumption-based pricing model and eliminating redundant spending on hardware or software infrastructure, your organization can be equipped to embark on an execution plan to uniquely achieve enterprise-wide information governance.

Viewpointe’s information governance platform, OnPointe®, incorporates more than a decade of expertise gathered from managing petabytes of archived content for some of the largest financial institutions in the nation. As a trusted partner, Viewpointe® enables regulated businesses to assess their content and move to a modern approach to help meet both their regulatory compliance and business productivity needs. The OnPointe platform provides core capabilities that include:

- Content and data archiving of your business content
- Advanced search, analytics and retrieval to support knowledge sharing, eDiscovery and audit response
- Security controls to help protect confidential information
- Policy-driven retention management and auto-classification to support compliance requirements
- Content assessment services to assist data mapping and legacy data retirement
- Consumption-based pricing model that maximizes the cost benefits of our secure, private cloud platform
INFORMATION GOVERNANCE IN THE CLOUD

BENEFITS
Adopting the OnPointe platform will provide opportunities to lower your overall cost of IT overhead and take advantage of a modern, sustainable approach to the use and governance of your business information. Our flexible, consumption-based cost model delivers on the potential of cloud computing while providing a secure platform that enables streamlined adherence to compliance requirements.

Corporate retention policies can be automatically and transparently enforced, helping to demonstrate a defensible approach to the disposal of content, and reducing the burden on records and information professionals. Rapid, accurate responses to eDiscovery and audit requests help reduce the resource drain and risk associated with potential litigation.

By modernizing and transforming your infrastructure, front line employees who serve customers on a daily basis are armed with faster, more accurate access to client information, enabling improved service levels.
INFORMATION GOVERNANCE: BUILDING A TRUSTED FOUNDATION FOR BUSINESS CONTENT

THE CHALLENGE

Information is generated online and in corporate data centers at an ever-accelerating pace. Recent research from analyst firm IDC\(^1\) indicated that the amount of new information created or replicated surpassed 1.8 zettabytes – that’s 1.8 trillion gigabytes – in 2011. Digital content has grown by a factor of nine in just five years. Business clients and prospects are changing their preferred methods of communication – increasing the use of mobile applications, web and social platforms to engage with their trusted suppliers, service providers, prospects and customers in order to collaborate and conduct business. As content, transactions and communication are created in new channels, your information governance program must keep pace, to help ensure this data is classified, protected or disposed of as required under approved policies. This means that all information must be accessed for value and managed for its appropriate lifecycle.

Businesses in regulated industries such as financial services, health care or insurance must strike a careful balance between innovation and risk mitigation. Can you keep up with the constant state of change in digital communication without risking security, privacy or retention policy requirements? Is there a way for your business, legal and IT executives to establish shared priorities and act collaboratively to reduce risks, meet requirements to comply with laws and external regulations, eliminate needless cost, and respond more nimbly to competitive needs and markets? The challenge is real. So are the opportunities to rethink how technology is used to meet essential business and compliance requirements.

THE SOLUTION

Enterprises in today’s digital economy rely upon accurate, timely information to make decisions and serve customer needs. The concept of “information governance” has elevated the practice of simply managing information to one of deriving value from your information. Information governance means not only meeting regulatory compliance requirements, but also adopting tools and practices that ensure data is readily available to the decision-makers when and where they need it in order to make value-based decisions. Good information governance means consistent security, classification and retention policies for digital content, regardless of where it resides in its business lifecycle. Email, messages, line-of-business applications, SharePoint\(^{TM}\) repositories or file shares – uniform execution of governance policies across all of these major sources of content means better alignment of IT, legal and business priorities. Information governance is more than content management, more than records and retention schedules and more than storage. Information governance is a strategic approach to the management of all enterprise information – from creation to final disposition. This approach helps organizations

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\(^1\) IDC. “Extracting Value from Chaos,” June 2011. idcdocserv.com/1142.
compete more effectively, control costs and eliminate the risks presented by too much ROT (redundant, outdated, trivial content).

The OnPointe information governance platform is the next generation of Viewpointe’s secure, private cloud offering that has served large financial services institutions for more than a decade. OnPointe provides an integrated, holistic approach to help you overcome your most daunting information governance challenges. Viewpointe’s dedicated team helps you assess your content and information governance readiness, and provide the platform for the archiving, management, use, preservation, discovery and safe disposition of your business information. In addition, OnPointe delivers on the promise of flexible, agile cloud services without sacrificing the security and compliance demands of regulated business.

Five key capabilities comprise the OnPointe information governance platform and include:

- Content and data archiving
- Search, retrieval and discovery
- Security and privacy controls
- Retention management
- Secure private cloud services

In addition, OnPointe adoption is enhanced with expert services to guide content assessment, implementation and maintenance. Service level agreements provide trusted, managed services designed to meet the needs of many types of complex, regulated businesses.

The OnPointe information governance platform consists of proven technologies, integrated and delivered in a secure private cloud. Designed to be extended with modular solutions that support major sources of enterprise information, the platform offers a consumption-based pricing model. This model means paying for only those managed services needed to execute on your information governance needs. The OnPointe approach to information governance means no costly shelfware, flexible scaling as the need for capacity grows and fresh opportunities to eliminate expensive hardware capital investment.

OnPointe allows you to take control of business content across a broad range of enterprise applications, messaging systems, content repositories and even file shares that often go unmanaged. Designed as a platform to handle petabytes of information, OnPointe provides specific solutions and integrations to ingest and classify many types of structured and unstructured information. Solutions for common sources of content are provided to extend the OnPointe platform. With our extensive APIs, even custom or in-house developed applications can be integrated, helping to ensure consistent governance of data.

**OnPointe for Messaging** provides the ability to capture email, text from SMS and instant messaging systems, as well as social networks including Twitter or LinkedIn. For companies such as financial services institutions, which are subject to NASD and FINRA compliance, support for Bloomberg chat and messaging is provided. Duplicate and irrelevant content can be identified, and safely discarded in line with your retention policies, lowering storage needs and reducing the complexity and risk of potential eDiscovery orders.
• **OnPointe for File Shares** brings governance and control to the file shares which often go unmanaged in large enterprises. Content on network drives, desktops and laptops, as well as collaborative sites such as SharePoint, can be archived and assessed for its business value. Content can be collected, archived and classified, ensuring that approved retention schedules are applied. Content that is flagged as ROT can be defensibly deleted in line with your retention policies.

Transaction-heavy organizations can now meet growing needs for a more modern, granular approach to the governance of client information.

• **OnPointe for Print Stream and Image** enables you to capture and archive high volume output streams for better management, governance and access to customer statements, invoices or other transactional reports. Individual records can now be separated from the broader output stream and the appropriate classification and retention rules applied. In addition, legal hold orders, disposition rules and search requests can be significantly streamlined by extracting individual records out of large print streams – no longer must the entire output be managed as a single file. Facilitating on demand retrieval, users can view information in simple, standard PDF or text formats, securely and simply.

OnPointe also supports solutions to securely archive information generated in the line-of-business applications that power your business. As many of the most popular enterprise applications evolve to include social, mobile and online transactions, aging first-generation archiving systems often cannot keep pace with the rise of big data in the enterprise. Consistent application of information governance policies is important for these new types of content and sheer volumes of content. Legacy archiving systems and siloed content and records management applications are not designed for the volume and granular transactional content generated in today’s digital-first business applications.

• **OnPointe for Enterprise Applications** provides a solution to archive and control content that originates in your enterprise resource planning systems (ERP), human resource applications (HR), enterprise content management systems (ECM) or customer relationship management systems (CRM).
Content that has business, regulatory or evidentiary value needs to be available to authorized individuals. Access to accurate, meaningful information is essential to support sound business decisions, share knowledge, and respond to inquiries, audits and discovery requests. The OnPointe search, retrieval and discovery capabilities deliver benefits not only to the busy customer service and business managers in your organization, but also support the stringent requirements of your legal counsel, audit team or records managers when the threat of legal or regulatory discovery request is anticipated. Dynamic analytics can be leveraged to provide powerful investigative search and visualization techniques, such as clustering, to gain valuable insight into your content.

OnPointe supports on-demand search and includes sophisticated retrieval capabilities to help ensure near-instant access to relevant data. Our search capabilities include support for many format types, allowing indexing of both content and its metadata. Whether the relevant content is email, instant message, office document, image, PDF or other forms of electronic information, OnPointe delivers advanced search and discovery, delivering complete, rapid results for better customer service, inquiries or discovery requests. Electronic discovery (eDiscovery) can be a time-consuming and expensive burden for organizations in litigious or highly regulated industries. Accurate, complete responses to litigation orders, audit requests or due diligence are important when relying on digital information for evidence and verifications.

- **OnPointe eDiscovery** helps you manage, identify, preserve, collect, process, analyze, review and produce responsive information helping to minimize the risk, costs and business disruption associated with the discovery process. Sophisticated search capabilities and advanced analytics enable your legal teams to gain the insights they need to perform early case assessments - necessary work that helps to quickly identify potential risks and perform the first-round review to reduce the costs commonly associated with outside counsel.

**Security and Privacy Controls – Pervasive Protection of Confidential Content**

Viewpointe has more than a decade of experience managing sensitive financial data and check images and now extends this expertise to our OnPointe information governance platform. A multi-layered security model is designed to help protect your information and minimize risks. Authentication, authorization and access are aligned with your requirements and internal directory services, allowing traceability and consistent auditing.
Sophisticated analytics capabilities combined with automated classification tools can help identify content containing regulated information such as protected personal information (PPI), and help ensure that policies are applied and enforced. Sensitive business information can be encrypted, not only upon transfer or access, but while at rest as well. Protected information such as client data, intellectual property, financial information or other confidential materials is restricted to only those authorized individuals who have been granted appropriate access and keys.

Monitoring helps to ensure that controls are working correctly and provides insights into user activities. Organizations that audit and inspect the effectiveness of their security and privacy controls are able to continuously improve their approach to information governance. Creation, access and deletion of records are all tracked, as well as any changes made to permissions and security policies. Real-time monitoring, surveillance and policy enforcements help complex organizations meet a range of business, legal and regulatory requirements.

Retention management enables business users to access to the most relevant, accurate information without being distracted by old, obsolete or redundant content. Records managers, legal and compliance officers work collaboratively to ensure that corporate content is covered by legally appropriate destruction or deletion policies. The OnPointe platform helps to ensure that digital content is retained and deleted based on your governance policies, enabling compliance with regulatory, legal and privacy requirements, and helping to reduce the risk of breach or data leaks.

Consistent approaches to disposal that are fully documented, audited and monitored give enterprises significant advantage when internal processes and policies are scrutinized by auditors, regulators or legal counsel. The OnPointe platform helps businesses implement its information and records management policies in a way that is defensible and transparent. OnPointe’s retention management technology enables the consistent execution of disposal rules, regardless of where it resides in its business lifecycle or its format. Business critical content is maintained while legacy data can be defensively disposed of based on your policies. Consistent disposal of digital ROT helps minimize the potential discovery footprint and eliminates needless storage costs in a manner that is consistent and defensible. The OnPointe platform helps IT, legal and compliance teams streamline discovery procedures and reduce the risk of incomplete or inaccurate production of information to requesters. Repeatable, documented processes demonstrate an organization’s adherence to governance policies, helping to increase predictability and reduce costs when responding to inquiries.
The benefits of cloud computing can be balanced with compliance requirements of large businesses. The OnPointe platform for information governance is hosted in a secure, private cloud specifically designed to help address information governance challenges and meet the rigorous needs of regulated industries. Private cloud services segregate your confidential information from other organizations. The OnPointe platform additionally delivers flexible, scalable, elastic archiving, management and discovery capabilities that help align IT costs with core business activities. Capacity can scale up or down depending on organizational priorities.

Total cost of ownership can become more predictable, and opportunities to reduce storage or other IT costs can be revealed. Legacy archives, repositories or other storage systems can be phased out as content is assessed and ingested into the OnPointe information governance platform.

Disaster recovery and business continuity requirements can be met with OnPointe’s high availability, stable and responsive platform services. Distributed, active data centers ensure short recovery times and minimal risk of disruption or service interruption. OnPointe leverages Tier 3+ IBM data centers that are already trusted by some of the largest financial institutions in the nation, benefiting from the expertise Viewpointe has cultivated by delivering a decade of secure check archiving services. Our services provide continuous, real-time monitoring and we undergo annual SSAE-16 (formerly SAS 70 Type-II) reviews and customer audits.
The OnPointe information governance platform helps your organization manage the lifecycle of your business information across its useful lifespan. From ingestion and archiving, to search, retrieval and discovery, to eventual disposition, OnPointe delivers a cost-effective approach to information governance. By providing best-in-class technologies and supporting services to control, secure and monitor your company’s most important and sensitive information, OnPointe can help your organization realize the following key benefits:

- **Control** costs for a lower TCO through minimized capital investments and IT overhead via Viewpointe’s private cloud
- **Analyze** your unmanaged enterprise data via Viewpointe’s content assessment program, helping you to decide what information to manage, leverage and trust based on its value to your business
- **Manage** the explosion of data by archiving content based on value while defensibly disposing of ROT
- **Enforce** corporate retention, disposition and legal hold policies consistently across the enterprise to help ensure compliance and mitigate risk
- **Improve** your ability to collect and classify information through automated and consistent processes, reducing the burden on your end users
- **Respond** quickly and cost-effectively to eDiscovery, audit and internal investigation requests while increasing predictability

**HOW CAN YOUR ORGANIZATION BENEFIT FROM ONPOINTE?**

The cloud service provider landscape can be complicated for institutions that require a high level of security, governance and lifecycle management of their critical content. Cloud platform providers need to stand up to rigorous due diligence of your internal security, compliance and legal teams. Viewpointe has a proven track record managing large volumes of sensitive data, and has demonstrated its capability to execute upon clients’ content lifecycle and management policies. We’ve developed this deep understanding by delivering secure archiving services to large financial institutions, including check clearing and processing services, for more than a decade.

Viewpointe intimately understands the regulatory and compliance challenges faced by heavily regulated organizations and we have been helping businesses to manage, secure and monitor their data with our hosted digital archive. OnPointe is the next generation of our trusted archive offering, representing the logical evolution of our expertise and experience managing large volumes of sensitive information.

**WHY VIEWPOINTE?**
Viewpointe®, a leading cloud provider of information governance and payments exchange services, is recognized for its national, trusted archive with more than 30 petabytes of data under management. With expertise in serving highly regulated financial institutions, Viewpointe offers the scale, security and best-in-class infrastructure needed to meet the most complex content management and information governance requirements. Viewpointe’s information governance platform, OnPointe®, leverages your existing technology investments and streamlines your information governance processes, management, access and storage via a private cloud, helping you mitigate risk, increase efficiencies and reduce costs.

If you would like to learn more about how OnPointe can help optimize your information governance, management and storage environment, contact an OnPointe Advisor today.

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