

# 6 Ways to Keep Business Content from Getting Out of Control

By **Susan Emery**, Vice President of Product Management, Viewpointe

Regulated industries such as financial services, healthcare or insurance require business to balance innovation and risk mitigation. Can you keep pace with digital transformation 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, comply with laws and regulations, eliminate needless cost and respond more nimbly to competitive needs and markets? These challenges are real. The solutions require you to rethink how technology is used to meet essential business and compliance requirements and expert guidance from a trusted partner.

To manage business content across its useful lifespan, it is key to identify a cost-effective approach that offers best-in-class technologies and delivers all of the needed services. Professional Services to assist in assessment, methodology, and project management; Content Services that deliver capture, search, retrieval, hold and disposition; as well as Managed Services to administer, secure and monitor your organization's most important and sensitive information. The benefits of a three pronged approach include:

- ◆ Control costs for a lower total cost of ownership through minimized capital investments and IT overhead
- ◆ Analyze your unmanaged enterprise data and determine what information to manage, leverage and trust based on its value to your business
- ◆ Manage mass volumes of data by archiving content based on value while defensibly disposing of Redundant, Obsolete and Trivial (ROT) data
- ◆ 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 end users

Respond quickly and cost-effectively to eDiscovery, audit and internal investigation requests while increasing predictability

To help address information challenges and automate content processes, Viewpointe offers OnPointe, a suite of cloud-based content service solutions with a foundation in compliance and information management. Viewpointe has

the expertise to assist with professional services to guide implementation and project success, content services to meet functional requirements with system connectivity and embedded end-user interfaces and proven managed services in a private cloud environment to keep content secure. In addition, Viewpointe delivers the promise of flexible, future-proofed cloud services without sacrificing the security and compliance demands of regulated businesses.

Viewpointe 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 to handle petabytes of information, OnPointe provides specific services and integrations to ingest and classify many types of structured and unstructured information. With our extensive APIs, even custom or in-house developed applications can be integrated, helping to insure consistent governance of data.

Five key capabilities comprise the OnPointe suite of private cloud-based content services include:

- ◆ Content capture and management
- ◆ Search, retrieval and version tracking
- ◆ Security and privacy controls
- ◆ Retention management and disposition
- ◆ Workflow automation of content processes

**OnPointe for Enterprise Applications** helps reduce costs and improve the efficiency of managing content held in both active and legacy enterprise business systems. Through comprehensive lifecycle management and automation, OnPointe for Enterprise Applications helps you meet governance policies, legal obligations and business goals while promoting lean, agile and compliance information management practices.

**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 have the appropriate classification and retention rules applied and users can view information in a simple standard PDF or text formats, securely and simply.

**OnPointe for Messaging** provides the ability to capture email, text from SMS and instant messaging systems as well as cloud services including Twitter, LinkedIn, Salesforce.com. Duplicate and irrelevant content



**Susan Emery**

Susan Emery has over 17 years of experience in enterprise content management software and hosted services focused on maximizing the value and reducing the cost of stored content. An ARMA Certified Information Governance Professional (IPG) with a background in design and usability, Ms. Emery concentrates on customer success drivers across Information Management and Information Governance to break the vicious investment cycle enterprise organizations experience in these challenging areas.

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 file storage areas which often go unmanaged in large enterprises. Content on network drives, SharePoint projects, as well as collaborative sites can be collected, archived and classified, ensuring that approved retention schedules are applied. Redundant, Obsolete and Trivial (ROT) can be defensibly deleted in line with your retention policies.

**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.

**OnPointe for Structured Data** helps you retire legacy applications yet maintain access to your most important content, manage the growth of your enterprise databases, and produce meaningful production-level test data while protecting sensitive information. Designed for integration with your overall information governance policies, OnPointe for Structured Data provides the ability to discover, identify, and place on hold relational data across heterogeneous environments while facilitating compliance, eDiscovery and disposition.

## Why Viewpointe?

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. ■

Viewpointe delivers cloud-based managed services that streamline the information lifecycle and automate business processes with a foundation of compliance and information governance. Known for its time-proven expertise in information strategies and managed services, Viewpointe makes it possible to address today's business opportunities and risks while planning for tomorrow's challenges. To learn more, visit us at <https://www.viewpointe.com/onpointe>