Social Media Discovery with Autonomy

Organizations and their employees are leveraging social media tools at unprecedented levels. With over 150 million blogs, an average of 90 million tweets every day, and 100s of millions of users of social media sites (SMS) worldwide, organizations are challenged to define usage policies and implement solutions to appropriately govern, discover and preserve relevant information from these complex and malleable data sources. Complicating the challenge of performing discovery on SMS is the fact that these sites also include rich media such as audio and video, adding to an already complex environment. Legacy tools and manual processes cannot effectively manage the risk associated with social media sites and interactive content.

To successfully manage discovery of social media and protect themselves from potential risk, organizations must embrace new technologies to harness and understand the meaning of the SMS content. Intelligent automation, meaning-based search and a modular eDiscovery and information governance platform is required to mitigate risk, reduce costs, and create a defensible process.

Social Media and Discoverability: Another form of ESI

Under the Federal Rules of Civil Procedure (FRCP) in the United States, the Civil Procedure Rules (CPR) in the United Kingdom, and under the civil procedure rules across Canada, Social Media Sites (SMS) are considered documents and electronically stored information (ESI): information on SMS is discoverable. Though most organizations do not yet monitor and include SMS in their eDiscovery and information governance strategies, the management of this data is clearly a requirement.

The numbers are staggering:

- **Facebook**: More than 500 million users, translated into 70 languages in more than 180 countries. Additionally, there are 150 million active users accessing the site through mobile devices.
- **Twitter**: More than 190 million visitors each month, generating more than 90 million tweets every day.
- **LinkedIn**: More than 80 million members in more than 200 countries, with executives from all Fortune 500 companies as members. Additionally, LinkedIn is adding deep Twitter integration as well as a plug-in for Microsoft Outlook.
- **MySpace**: More than 122 million monthly active users in 29 regions and 15 languages.
- **YouTube**: More than two billion videos viewed every day.
Recent cases in the US and Canada, as well as dramatically increased usage of SMS worldwide, make it clear that legal teams must be prepared to search for, identify, preserve and collect this form of information. Social media sites need to be managed in the same manner as all other enterprise data sources, as part of a comprehensive eDiscovery and information governance program. Given the complexity and volume of SMS content, the legal team must be prepared with an automated solution that can understand the meaning and concepts within the data and cull through these voluminous data sources to identify and preserve relevant information.

**SMS Regulations: Current and Emerging**

In addition to the challenge of meeting the legal hold and preservation obligation, organizations including those in the Financial Services, Healthcare, and Pharmaceutical industry, must ensure that employees are not violating regulations by creating or posting non-compliant content. As regulators recognize the influence and risks associated with social media channels, they are beginning to require organizations to actively monitor and govern employees’ social media interactions. For instance, FINRA (The Financial Industry Regulatory Authority) Regulatory Notice 10-06, issued in January, 2010, requires member firms to supervise and archive content posted to social media sites. The Food and Drug Administration (FDA), Federal Trade Commission (FTC), and the National Futures Association (NFA) are also developing rules associated with the use of social media, and the Federal Courts have issued guidelines for monitoring and managing SMS usage.

**Additional Risks: Damage to Reputation**

Social media is a vital way to market to, communicate with and proactively engage with customers and prospects in a positive manner to grow business. In fact, most global companies have SMS presence. However, like every other customer-facing communication channel, businesses need to govern social media interactions pertaining to its company, products or employees. For regulated and non-regulated companies alike, the risk of reputational damage through social media interactions must be identified, monitored and managed.
Social Media Discovery: Defensible Compliance with Autonomy

Autonomy’s advanced eDiscovery solution is the industry’s first solution that enables organizations to proactively manage, search for, identify and preserve relevant SMS content both inside and outside the firewall. Autonomy’s unique Meaning Based Computing platform, powered by the Intelligent Data Operating Layer (IDOL), enables organizations to take advantage of the power and business value of social networks, while ensuring FRCP, CPR, and regulatory compliance. Autonomy’s Meaning Based Computing platform recognizes concepts, patterns, and relationships found within data, in real time, and applies this understanding to the discovery and preservation of relevant information, similar to the way a human would. Autonomy’s unique understanding of meaning is essential given the conversational form of communication on SMS. Based on the power of IDOL, Autonomy Social Media Governance automatically identifies relevant information ensuring compliance while reducing both costs and risks.

Policy Based eDiscovery and Compliance

Autonomy provides real-time, policy-based eDiscovery, compliance and information risk management that proactively monitors and searches all information, including SMS content as well as audio and video, and takes action based on legal hold policies. Autonomy’s solution can be leveraged for eDiscovery, compliance, and information governance purposes, using the intelligence of IDOL to capture social media content, including audio recordings, electronic communications and customer sensitive interactions. Autonomy simplifies compliance with legal requirements, industry regulations, and data privacy laws by understanding the meaning of SMS content. With Autonomy, the legal team can search for relevant SMS content in a systemized, repeatable, and defensible manner.

Integrated Social Media Governance

Autonomy Social Media Governance extends Autonomy’s market-leading eDiscovery and information governance platform - used today by the world’s leading organizations. Autonomy Social Media Governance seamlessly connects with Autonomy’s existing, proven, defensible, and scalable eDiscovery solution to allow businesses to leverage social networks while ensuring legal and regulatory compliance.

Real-Time Analysis

Autonomy’s eDiscovery solution for Social Media consolidates all social media content, whether internally or externally generated, and identifies relevant information as well as patterns in the content. Social Media Monitoring discovers and analyzes the exploding amount of user generated content on the web and extracts meaning from blogs, articles, and online conversations both within and outside of the organization, whether they are text, audio, video, or other web-friendly formats, to ensure compliance with the preservation obligation and regulatory requirements.

Automated SMS Legal Hold and Preservation

Autonomy Legal Hold (ALH) provides the legal team with the most comprehensive and defensible solution that manages the legal hold process to meet the preservation obligation. ALH is a modular and complete legal hold solution to manage custodian identification, hold notification, preservation, collection, and litigation lifecycle.

ALH’s unprecedented ability to manage the notification process, track custodian status, and automate the data map, interview, and reminder process combines with the ability to identify, preserve, and collect relevant information from more than 400 enterprise data sources including social media sites and rich media data sources. ALH is a must-have for corporate legal departments and is the only complete legal hold solution on the market to manage the entire legal hold process and defensibly meet the preservation obligation.
Meaning Based Governance: Defensible eDiscovery

Autonomy customers gain the power of Autonomy’s Intelligent Data Operating Layer (IDOL) to understand the meaning of all enterprise information, no matter its language or format. In use by over 20,000 organizations, IDOL uses probabilistic modeling and advanced pattern-matching to form a conceptual and contextual understanding of all information and deliver an unprecedented level of compliance with legal and regulatory requirements. With the ability to reach out to more than 400 enterprise repositories as well as monitor social media sites, web interactions, desktop activity, email, instant messages, and audio recordings, Autonomy’s eDiscovery solution can identify and preserve relevant information automatically, eliminating the challenges of manual legacy solutions.

Key Features Autonomy’s eDiscovery Solution for Social Media:

- Policy-based monitoring of social media content from employees logged in through company networks and monitoring of content from users operating outside company networks
- Connectors search and identify relevant information across thousands of social media sites, blogs and news feeds
- Conceptual search of all preserved content with advanced analytics such as clustering and visualization tools
- FRCP and CPR compliant preservation and collection of relevant SMS content
- Full international language support for content, policies and queries
- Early case assessment and non-linear review reduces the cost and risk of SMS eDiscovery
- Advanced analytics and visualization tools for efficient categorization and contextual insight
- Web based, easy to use dashboard to manage discovery and hold process for SMS
- Comprehensive real-time audit trail, reporting and analysis
- Integrates with existing legal hold, eDiscovery and information governance infrastructure

About Autonomy

Autonomy Corporation plc (LSE: AU. or AU.L), a global leader in infrastructure software for the enterprise, spearheads the Meaning Based Computing movement. IDC recently recognized Autonomy as having the largest market share and fastest growth in the worldwide search and discovery market. Autonomy’s technology allows computers to harness the full richness of human information, forming a conceptual and contextual understanding of any piece of electronic data, including unstructured information, such as text, email, web pages, voice, or video. Autonomy’s software powers the full spectrum of mission-critical enterprise applications including pan-enterprise search, customer interaction solutions, information governance, end-to-end eDiscovery, records management, archiving, business process management, web content management, web optimization, rich media management and video and audio analysis.

Autonomy’s customer base is comprised of more than 20,000 global companies, law firms and federal agencies including: AOL, BAE Systems, BBC, Bloomberg, Boeing, Citigroup, Coca Cola, Deutsche Bank, DLA Piper, Ericsson, FedEx, Ford, GlaxoSmithKline, Lloyds Banking Group, NASA, Nestlé, the New York Stock Exchange, Reuters, Shell, Tesco, T-Mobile, the U.S. Department of Energy, the U.S. Department of Homeland Security and the U.S. Securities and Exchange Commission. More than 400 companies OEM Autonomy technology, including Symantec, Citrix, HP, Novell, Oracle, Sybase and Tibco. The company has offices worldwide.

Please visit protect.autonomy.com to find out more.