Autonomy Social Media Governance

Employees, customers and competitors are leveraging social media tools at unprecedented levels. With over 150 million blogs and an average of 90 million tweets every day, organizations must define usage policies and implement tools that support approved use and practices. Legacy tools are not effective for managing the risk associated with multi-media and interactive content. Manual analysis and processes do not work; organizations must embrace new technologies to harness the meaning of social media content in order to protect themselves from potential risk. Intelligent automation, meaning-based search and a modular governance strategy is required to mitigate risk while leveraging social media for business advantage.

Regulations Emerging

Regulated industries such as Financial Services, Healthcare and Pharmaceuticals must ensure that employees are not violating regulations by posting non-compliant content. Regulators recognize the influence and risks associated with social media channels, and are starting to require organizations to actively monitor and govern employees' social media interactions. For instance, FINRA (The Financial Industry Regulatory Authority) issued FINRA Regulatory Notice 10-06 in January, 2010, which requires member firms to supervise and archive content posted to social media for business purposes. 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.

Reputational Risk

Social media is now a vital way to communicate and engage with customers and prospects in a positive manner to grow the business. 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 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 other jurisdictions worldwide, Social Media Sites (SMS) are covered under the definition of a document and electronically stored information (ESI). Though most organizations do not yet monitor and include SMS in their eDiscovery and information governance plans, recent cases in the US and Canada, as well as dramatically increased usage of SMS worldwide, make it clear that SMS must be managed as another data source.

As SMS content can be subject to a legal hold if it contains relevant information, the legal team needs to be prepared to search for, identify, preserve and collect this information. Social media sites need to be managed in the same manner as 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 meaning and cull through these voluminous data sources to find relevant information.
Autonomy Social Media Governance Highlights

Autonomy’s advanced end-to-end social media governance solution is the industry’s first solution that enables firms to supervise social media interactions both inside and outside of the company 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 also maintaining compliance. Autonomy’s Meaning Based Computing platform recognizes concepts, patterns and relationships in real-time. Autonomy applies this understanding - which is particularly important given the conversational form of communication on social networks - to its archiving, policy management, supervision and analytics technologies. As a result, Autonomy Social Media Governance automatically identifies content and conversations on social networks that less sophisticated keyword search technology would miss, and enables a corporation to tie these insights directly into a company’s existing compliance infrastructure.

Autonomy Social Media Governance extends Autonomy’s market-leading supervision, policy and compliance platform, used today by the world’s leading corporations, to enable businesses to maintain compliance with new regulatory requirements for employees engaging on social media sites.

Key Features of Autonomy Social Media Governance:

• Connectors and aggregation of thousands of relevant news feeds, blogs, and social media sites
• Policy-based monitoring of social media content from employees logged in through company networks, as well as identify discussion from users operating outside company networks
• Conceptual search of all aggregated content with advanced analytics such as clustering and visualization tools
• Compliant archiving for regulated content with International language support for content, policies and queries
• Integrates with existing compliance and eDiscovery infrastructure
• Executive web-based dashboards with reporting and trend analysis, escalation and workflow management
• Highlight of all policy violations in social media postings with real-time blocking, quarantining and routing of information flow to enforce policy risks
• Sentiment and Vibe Analysis to determine to which a sentiment is positive, negative or neutral
• Hot and Breaking Topics automatically detect burning topics across interactions and breaking clusters alert users in real-time to new areas of information or individual interest

Autonomy Social Media Governance integrates with existing, proven, scalable compliance infrastructure to allow businesses to leverage social networks while maintaining compliance with emerging laws and regulations.
Policy Based Compliance

Autonomy Social Media Governance is a real-time, policy-based compliance and information risk management solution that proactively monitors audio, web and desktop interactions and takes action based on certain triggers. Autonomy’s solution can be leveraged for quality and intelligence purposes or for data security, compliance and risk management. Focused on all types of social media transactions, across all applications, in a completely invisible manner for the end user, Autonomy monitors both server and desktop events and takes the appropriate action on the interactions based on pre-defined policies and an understanding of the interaction.

Autonomy Social Media Governance leverages the intelligence of IDOL to capture audio recordings, electronic communications and customer sensitive interactions to prevent malfeasance before it happens. Autonomy simplifies compliance with industry regulations, data privacy laws and litigation requirements by understanding the meaning of employee interactions with customers, websites or desktop applications and enabling organizations to effectively monitor and control sensitive corporate and client data. With Autonomy, businesses can ensure customers, clients, regulatory and legal agencies that they are operating ethically and responsibly.

Real-Time Analysis

Autonomy’s Social Media Governance consolidates all social media content, whether internally or externally generated, and identifies patterns in social media content to influence future behavior. 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.

Autonomy Meaning Based Governance

Autonomy Social Media Governance aggregates social media content and anticipates the impact of individual interactions. Meaning Based Computing evaluates the meaning of each interaction within the context of the entire corpus of data. With Autonomy, organizations are presented with a holistic view of their social media footprint in real-time. Leading organizations use multichannel customer interaction analytics to identify instances of fraud, breaches in confidentiality and disparaging commentary. They use patterns of activity to alert them to situations where fraud or risk is growing and protect the organization against the potential harm.

Meaning Based Governance

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 22,000 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 to web interactions, desktop activity, email, instant messages and audio
recordings. By synthesizing desktop and web usage with live interactions, Autonomy Social Media Governance can identify interactions that are subject to compliance or corporate criteria and apply defined enterprise information governance policies. This solution, combined with Autonomy’s information management and eDiscovery solutions provide a single meaning-based platform for Information Governance.

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, Daimler AG, 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 www.autonomy.com to find out more.