proofpoint™

PROOFPOINT ENTERPRISE COLLABORATION ARCHIVING

ARCHIVER FOR SALESFORCE CHATTER

- Captures Chatter posts, comments, URL's, files, followers, private messages and others
- Selectively capture content from Salesforce Communities
- Includes links to related Salesforce objects
- Archive for all or subset of users
- Post to one or more information archives
- Runs within your SalesForce environment to capture data from source

ARCHIVER FOR MICROSOFT YAMMER

- Captures Yammer updates, replies, files, praises, events, chats and others
- Includes links to related Yammer users
- Archive for all or subset of users
- Posts to one or more information archives
- Uses Yammer API to capture data from source

ARCHIVER FOR JIVE

- Captures Jive discussions, blog posts, polls, status updates, events, ideas, documents and others across groups, projects and people
- Includes links to related Jive users
- Archive for all or subset of users
- Posts to one or more information archives
- Uses Jive API

Proofpoint Enterprise Collaboration Archiving integrates social and collaborative content into your existing information archive.

BACKGROUND

The growing use of emerging communication channels in business today is undeniable. Twitter has over 550 million users sending over 58 million tweets per day, while LinkedIn now boasts over 225 million users, including users from over 200 countries and executives from all Fortune 500 companies. Companies are also using Salesforce Chatter, Jive, Microsoft Yammer, and other collaborative tools to promote products and services, conduct market research, build brand awareness, and resolve customer problems. Social and collaborative tools are fast, ubiquitous, and can yield measurably positive impact to your business.

Despite this, the use of social and collaborative tools can also pose significant risks that can become public and propagate virally. Regulatory requirements to govern the use of social media are evolving quickly, and improper use can lead to damaged brands, regulatory fines, and harsh eDiscovery consequences.

Extensible Platform

Proofpoint Enterprise Collaboration Archiving allows organizations to employ policy-based controls to capture social content so that it can be managed as any other critical information asset. Proofpoint captures all social conversational content; by converting user content to email form in real-time—even if a user deletes that content, ensuring you remain compliant with your regulatory obligations.

Compliance...Simplified

Proofpoint Enterprise Collaboration Archiving provides an advanced feature set that helps to automate and streamline critical compliance tasks. These include mapping to user-specific journaling destinations, capturing content for only a subset of users, conditionally capturing content for users, indicating record followers, and custom email tags.

Modular Architecture for Flexibility

Proofpoint offers extensibility with channel-specific modules, and flexibility to deliver social content for retention in many leading archiving solutions. Proofpoint Enterprise Collaboration Archiving can seamlessly integrate social media content into solutions including Proofpoint Enterprise Archive, Symantec Enterprise Vault, EMC SourceOne, Bloomberg Vault, HP Consolidated Archive, Smarsh, Global Relay, and others.

Low TCO, without IT Hassles

With a unique, cloud-based architecture, Proofpoint's Enterprise Collaboration Archiving simplifies compliance, while offering the lowest cost of ownership and no IT management hassle. Compliance teams can focus on policies to control social content quickly, without waiting for new systems to be procured and deployed.
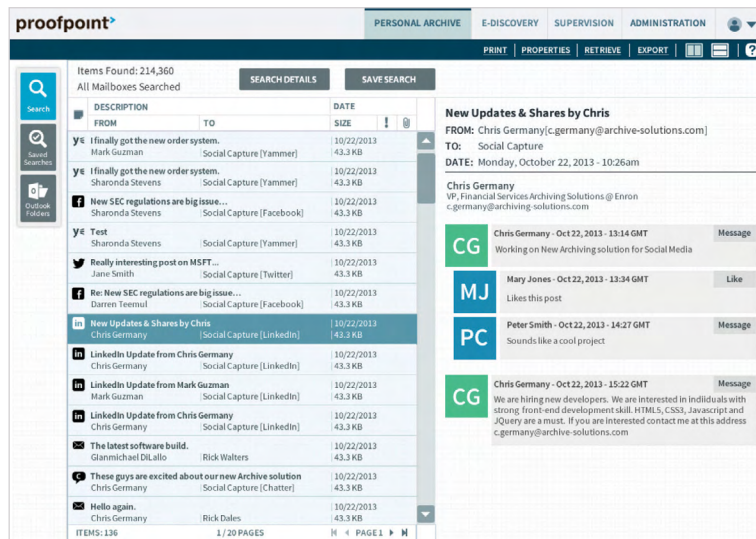

Figure 1: Captured social content displayed within Proofpoint Enterprise Archive

KEY FEATURES

With Proofpoint Enterprise Collaboration Archiving, social content is fully integrated into the archiving solution that you already have in place, thereby eliminating the need to manage multiple tools for electronic communication compliance. Key capabilities include:

Feature	Benefit
Extensible Capture	Extensible, channel-specific modules to capture data from Salesforce Chatter, Microsoft Yammer, Jive, Skype for Business (on-premises and Office365), LinkedIn, Twitter, and Facebook. Social posts (and associated links or attachments) can be captured for all or a subset of users.
Flexible Journaling	Enterprise Collaboration Archiving can integrate posts into many leading information archive solutions. All you have to do is specify your internal journaling email address(es), and Proofpoint handles the rest.
Policy-based Retention	All social content is stored securely in your existing information archive, thereby adhering to your corporate electronic communications retention policy.
Robust Reporting	Leveraging your existing archiving solution, you can report on social content alongside email content. Social conversations can be grouped, similar to email replies.