

CASE STUDY

How Theta Lake Is Helping a Fortune 500 Global Bank Archive and Supervise Electronic Communications in Zoom



The CHALLENGE

A Fortune 500 global bank had a problem.

It was mandated by regulators to capture and supervise written electronic communications ('eComms'). As part of its strategy to better engage with clients, employees regularly used Zoom to conduct video meetings. Many aspects of those calls and meetings are considered electronic communications, including in-meeting chat, polling, Q&A, whiteboard, and transcripts.

The bank needed to selectively capture these in-meeting chat messages, polling and Q&A, but it didn't want to record and archive all the audio and video content too where it wasn't needed.

So like many financial services firms ([in fact 83% from this recent industry survey](#)) it turned the functionality off. Which led to staff complaining because they needed to use these helpful features in meetings. And senior leaders were questioning why the huge investment in a modern platform like Zoom couldn't be fully realized and help keep staff productive.

"From the automatic ingestion of Zoom files to the customized direct user upload functionality with automated routing for compliance review, Theta Lake has more than met our firm's needs."

THE SOLUTION

A peer firm told them about Theta Lake and the results it had received following implementation.

Among other things Theta Lake was helping them capture in-meeting chat, polling and Q&A from Zoom meetings, but they didn't have to record the video or audio. They had the option of storing it in Theta Lake's SEC 17a-4 compliant storage compliant archive but didn't want to disrupt any existing processes. Instead, Theta Lake sends the content to the bank's existing archives and eDiscovery platforms where it is fully searchable.

The bank spoke to Theta Lake. They were impressed the solution could be implemented without any disruption to existing processes, infrastructure, or controls. Even more so, that it would enrich the data when sending to its existing storage platforms by making them easily searchable, and give them options for the future such as capturing and supervising video too. The bank had looked into other providers and its existing archive, but only Theta Lake gave them the ability to selectively capture content.

"The new eComms Archive Integration Module is awesome!"

—Eric S. Yuan, Founder & CEO, Zoom



Not only was the compliance team happy that processes weren't being disrupted, it could be rolled out quickly and easily so users could benefit straight away. And there was full transparency so it's very clear where a record has been stored. The bank's employees were able to better engage with clients and meetings were more productive.

THE RESULTS

- Staff were able to use core productivity features in Zoom, providing better client experiences and more productive meetings.
- The compliance, legal and risk teams were excited that they could leverage a more modern archive that supported its retention, eDiscovery, and legal-hold needs for Zoom eComms.
- The Chief Information Officer and Digital Workplace teams were happy that the investment in technology enabled employees to provide richer client experiences and better collaborate, a distinct competitive advantage in the market.
- The IT team was able to unlock Zoom features to increase employee satisfaction and provide better interaction and collaboration in meetings.
- The ease of setup and use meant they were up and running in one day.

Not only did the bank add to Theta Lake's 5-star ratings in Gartner's Peer Insights, it told its industry peers too.

"Working with most vendors these days is typically a transactional relationship. In contrast, Theta Lake is a true strategic partner that is truly interested in our feedback and has incorporated some of our feedback into their product."

To find out how we can help your business too, click here.

ABOUT THETA LAKE. Theta Lake's multi-award winning product suite provides compliance and security for modern collaboration platforms, utilizing over 40 frictionless partner integrations that include Webex by Cisco, Microsoft Teams, RingCentral, Slack, Zoom, and more. Theta Lake can capture, compliantly archive, and act as an archive connector for existing archives of record for video, voice, and chat collaboration systems. In addition to comprehensive capture and archiving, Theta Lake uses patented AI to detect and surface regulatory, privacy, and security risks in an AI assisted review workflow across what is shared, shown, spoken, and typed. Theta Lake enables organizations to safely, compliantly, and cost-effectively expand their use of communication platforms. Visit us at [Thetalake.com](https://thetalake.com); [LinkedIn](#); or Twitter at [@thetalake](#).