

TOP 5 BEST PRACTICES TO IMPROVE UNIFIED COMMUNICATION & COLLABORATION TOOL ADOPTION IN REGULATED INDUSTRIES:

ALLEVIATE COMPLIANCE OBSTACLES & IMPROVE REGULATORY RESPONSE



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If you're responsible for building a best-in-class collaboration environment to foster productivity and employee engagement, it is no small task. Making sure you're maximizing your Unified Communications and Collaborations (UCC) investments, exploring innovative ways to stay on top of your end-users' demand for convenient, always-on, streamlined communication both externally and internally is the #1 priority. These challenges require an enormous amount of continuous strategy, execution and budget.

What's more, being in a regulated industry presents roadblocks on multiple fronts, oftentimes either making your plans seemingly unattainable, or causing significant deployment delays. Communications compliance is mandated by regulatory bodies like the SEC, FINRA, CFTC etc. Compliance teams must adhere to the rules, and there are many. Capturing every interaction within any conversation, supervising/surveilling the data, as well providing data for eDiscovery and events like audits are all required by the regulators.

These requirements are where the compliance team is coming from when they say you can't turn on that feature - it will increase risk for both regulatory and brand reputation if conversations aren't meticulously controlled. This places a heavy burden on resources, and any time a new feature is turned on, that means more resources are needed to manage the compliance program. This is why you might spend significant time negotiating new feature/capability roll outs as your compliance colleagues become important stakeholders.

As a result, 54% of organizations in industries like financial services are restricting feature enablement in their UCC platforms. Long-time vendors in the compliance archive market offer systems that were designed for email (eComms), often struggling to provide adequate UCC solutions. Voice archiving vendors add separate infrastructure from text-based comms, creating gaps and lags. Neither solve for turning on all the employee-preferred features that are offered in UCC platforms and this, in turn, can drive users to off-channel communications, elevating the risk of fines.

There is a better way. In this paper, we'll cover the top five best practices for UCC leaders to consider that will enable a highly engaged, productive communication environment while your compliance colleagues work with best-in-class communication compliance management technology. These best practices will get your firm on the right path to turning on the features that your employees and customers prefer.



1. CHOOSE A COMPLIANCE SOLUTION THAT DRIVES PRODUCTIVITY BY COVERING ALL COMMUNICATION FEATURES IN YOUR UCC PLATFORM

According to our 2024 Annual Survey, 54% of the respondents are turning off features in their UCC platform because of search visibility, compliance, security or privacy challenges. 47% said the top risk considered by doing so was use of other channels and personal devices. The limited available options in regulated firms are hampering productivity and employee satisfaction.

Choosing a compliance solution, Gartner has named them Digital Communications Governance and Archiving, that only covers textual content and negates audio and visual content, won't get the job done for regulated UCC communications. Employees need to communicate with clients using preferred channels/features, or productivity and employee satisfaction is lost. Turning on features to boost employee engagement and maximize UCC investment is entirely possible - from chat, to reactions, file sharing, GIFS with text, white boards, voice, and SMS. If you're solving for a feature, make sure that you're considering a vendor that can enable you to turn on more features now and in the long-term. Digital Transformation does not have an end point.

2 CHOOSE A COMMUNICATIONS CAPTURE SOLUTION THAT IS FUTURE-PROOF, AND WORKS SEAMLESSLY WITH YOUR EXISTING ENVIRONMENT INCLUDING ARCHIVE/STORAGE

If you're in FSI, you have some current form of archive or storage to meet books and records, supervision and e-discovery requirements. When reviewing your UCC platform strategy, striving to add more features to boost engagement and productivity, choose a vendor that has strong alignment or partnerships with UCC vendors. You are not stuck with your archive vendor when it comes to capture solutions. Capture data can be sent anywhere that you need it to be - whether that's your existing archive, multiple archives, or your own proprietary storage environment, by region, and by employee types to suit your business needs. Ensure you choose a vendor that can capture all the communication data within your platform and has the relationships and abilities necessary to stay ahead of UCC vendors' updates and new features.



3 MAKE IT EASY FOR COMPLIANCE TEAMS TO MEET BOOKS AND RECORDS REQUIREMENTS

58% of respondents in the 2024 Theta Lake Annual Survey say that "record-keeping, reconciliation, and reporting challenges" are the leading reason for dissatisfaction with communications compliance platforms. This has been a continuous challenge for IT and compliance teams for years as long-time archiving platforms struggle to support modern communications.

It starts with reconciliation. Choose a compliance platform that makes it easy for compliance teams to view and report on reconciliation both upstream (where content originates, and downstream (where it's stored), or even compare captured data to UCC platform data. This is not a common feature, particularly among long-time eComms archive providers. It is however, a very important one to demonstrate to auditors that a correct system is in place. Ensure that you're not going to have to pay a services team to run reconciliation programs for your compliance colleagues.

4 ALLEVIATE HIDDEN RESOURCE COSTS ASSOCIATED WITH CONFIGURATION DRIFT

There is a hidden IT cost associated with UCC platforms - time spent reviewing configuration drift. Ensure your DCGA vendor has capabilities for tracking what settings are in place, when they changed, who changed them, and trends over time for internal audit and external regulatory reporting to validate that the communication environment was behaving as intended, there were no loopholes that created missed records for capture, monitoring gaps, or allowed interactions that created potential compliance or legal issues. This is something to validate particularly with eComms archive vendors who may be struggling to keep up with modern UCC demands.

5 RESEARCH CUSTOMER SATISFACTION

There are a number of resources available to learn about customer experiences with vendors. The legacy email archiving market has a poor history of customer satisfaction. Ensure that your vendor will onboard integrations and features in a timely manner with clear pricing, that there are no hidden costs, and that upcoming features/functionality will actually be delivered. You don't need to wait months or over a year to realize the value that you have been promised. Also, ensure that you will have timely, quality support for your needs. The legacy eComms archiving space has gathered a poor reputation for customer satisfaction, so conducting your due diligence is worth the effort.

HOW THETA LAKE CAN HELP

Theta Lake's Unified Capture solution enables firms to seamlessly capture text-based, voice and visual comms directly from unified communications and collaboration (UCC) platforms to comply with regulatory requirements for recordkeeping, such as those from the SEC, NASD, FINRA, FCA and more to reduce potential risks and fines.

Several of Theta Lake's largest investors are UCC vendors, and choose Theta Lake as the preferred communications compliance vendor. We stay up to date with their latest developments, and allow our customers to remain compliant by providing high-quality solutions quickly.

More Coverage of Unified Communications and Communications tools, features, and modalities. Theta Lake's unique approach to ensuring that you can capture all of the data from conversations (not just eComms or voice) with in-sync delivery will solve for data completeness.



Better Reconciliation Reporting and Evidence.

Theta Lake's easy-to-use and flexible reconciliation can be leveraged in multiple ways:

- It can be viewed from the Home Tab in our Unified Capture UI
- A summary report can also be run from the same Home Tab
- You can leverage Theta Lake's API to create your own tools and compare data from source platforms against Theta Lake.

Configuration Drift Monitoring and Alerts Theta Lake Unified Capture provides a set of patented Configuration Drift Monitoring, Alerting and Reporting features for UCC platform controls and settings configuration. Tracking what settings are in place, when they changed, who changed them, trends over time, and more all for internal audit and external regulatory reporting to validate that the communication environment was behaving as intended, there were no loopholes that created missed records for capture, monitoring gaps, or allowed interactions that created potential compliance or legal issues.

Repeatability & Scale for any tools or communications. Theta Lake has dedicated teams for capture integrations, ensuring timely, complete and quality capture happens. What's more, Theta Lake can route your data to any preferred location, whether that's an existing archive to multiple storage locations, or to your firm's location. This means the data is truly yours to store where you see fit.

Contact Us today to see how you can drive productivity and employee engagement while providing your compliance colleagues with a future-proof solution for their needs.

Learn More:

[Schedule a demo today](#) to learn more about out how Theta Lake can help



ABOUT THETA LAKE. Theta Lake's multi-award winning product suite provides patented compliance and security for modern collaboration platforms, utilizing over 100 frictionless partner integrations that include RingCentral, Webex by Cisco, Microsoft Teams, Slack, Zoom, Movius 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](#).