

Michael D. Osterman
Principal, Osterman Research, Inc.

Discover the SharePoint You Never Knew



April 16, 2014

About Osterman Research

- Focused on the messaging, Web and collaboration industries
- Practice areas include archiving, security, encryption, content management, etc.
- Strong emphasis on primary research conducted with decision makers and influencers
- Founded in 2001
- Based near Seattle



SharePoint Governance

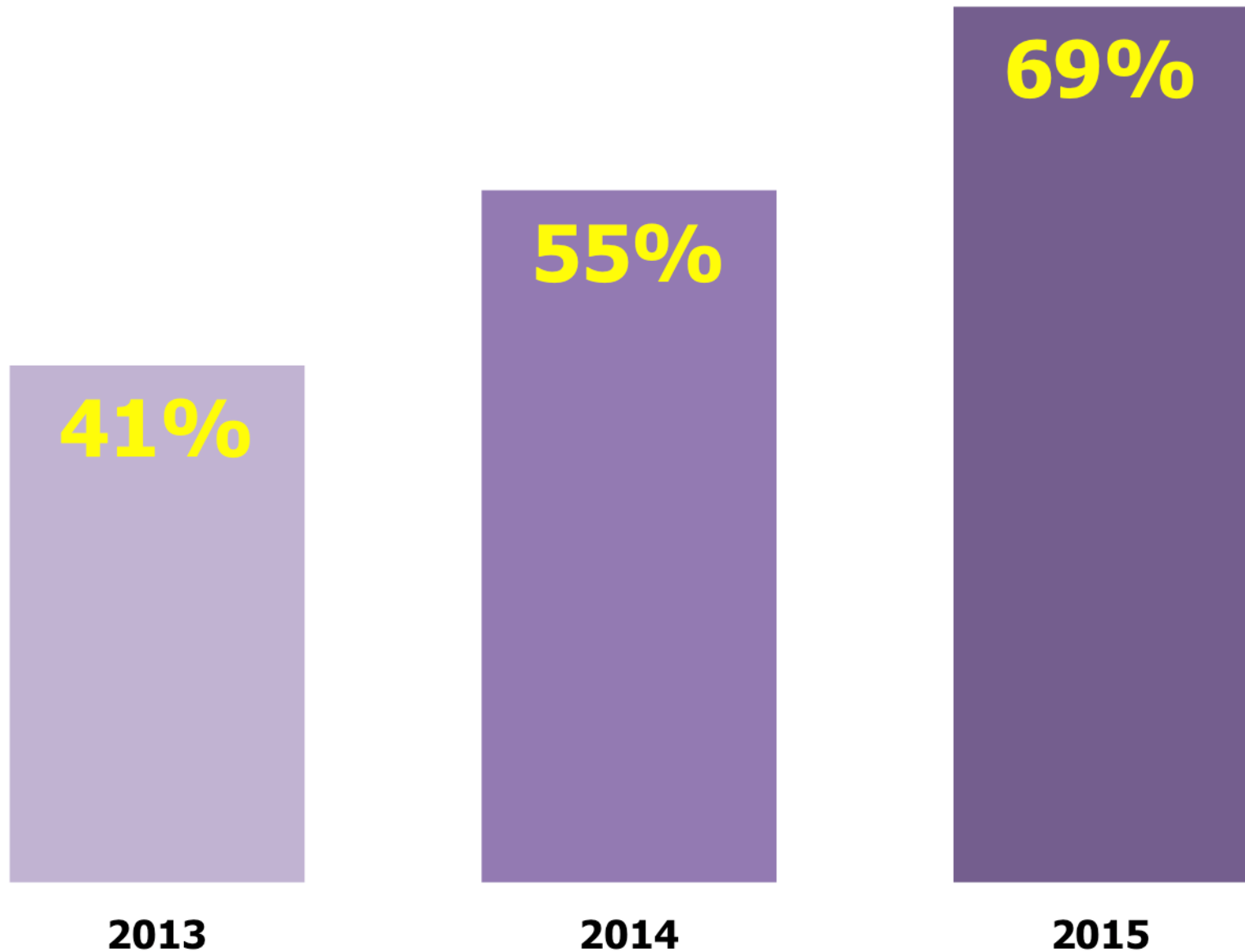
Survey Background

- Osterman Research conducted a survey during March 2014
- A total of 128 surveys were completed
- Mean number of
 - Employees: 16,734
 - Email users: 16,471
- To qualify for the survey the respondent had to be familiar with their organization's SharePoint deployment and management
- A wide range of industries were surveyed
- All respondents were members of the Osterman Research Survey Panel



SharePoint Growth

% of Email Users That Also Use SharePoint



Difficulty of SharePoint Adoption Varies

- 58% report little or no difficulty in getting users to adopt SharePoint
- 30% report some difficulty
- 12% report significant difficulty
- Why?
 - Corporate culture can be a key issue to overcome
 - Existing processes can be difficult to displace
 - Microsoft licensing has allowed SharePoint to achieve greater penetration than commitment to the platform



Alternatives to SharePoint

- Most popular alternatives

- Dropbox
- Box
- Jive
- Alfresco
- Nuxeo
- Confluence
- Many, many others

- Why the alternatives?



How is SharePoint Used?

- Document collaboration (87% of SharePoint-enabled organizations)
- Simple file-sharing/storage (73%)
- Shared calendars (47%)
- Records management (45%)
- Discussion boards (41%)
- MySites (37%)
- Social media (27%)

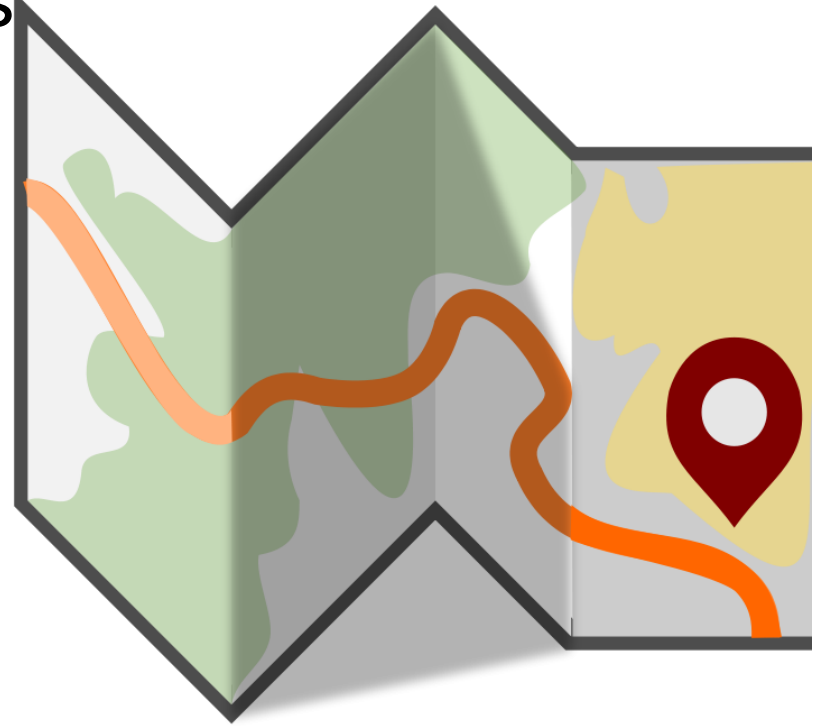


Key Problems in Managing SharePoint

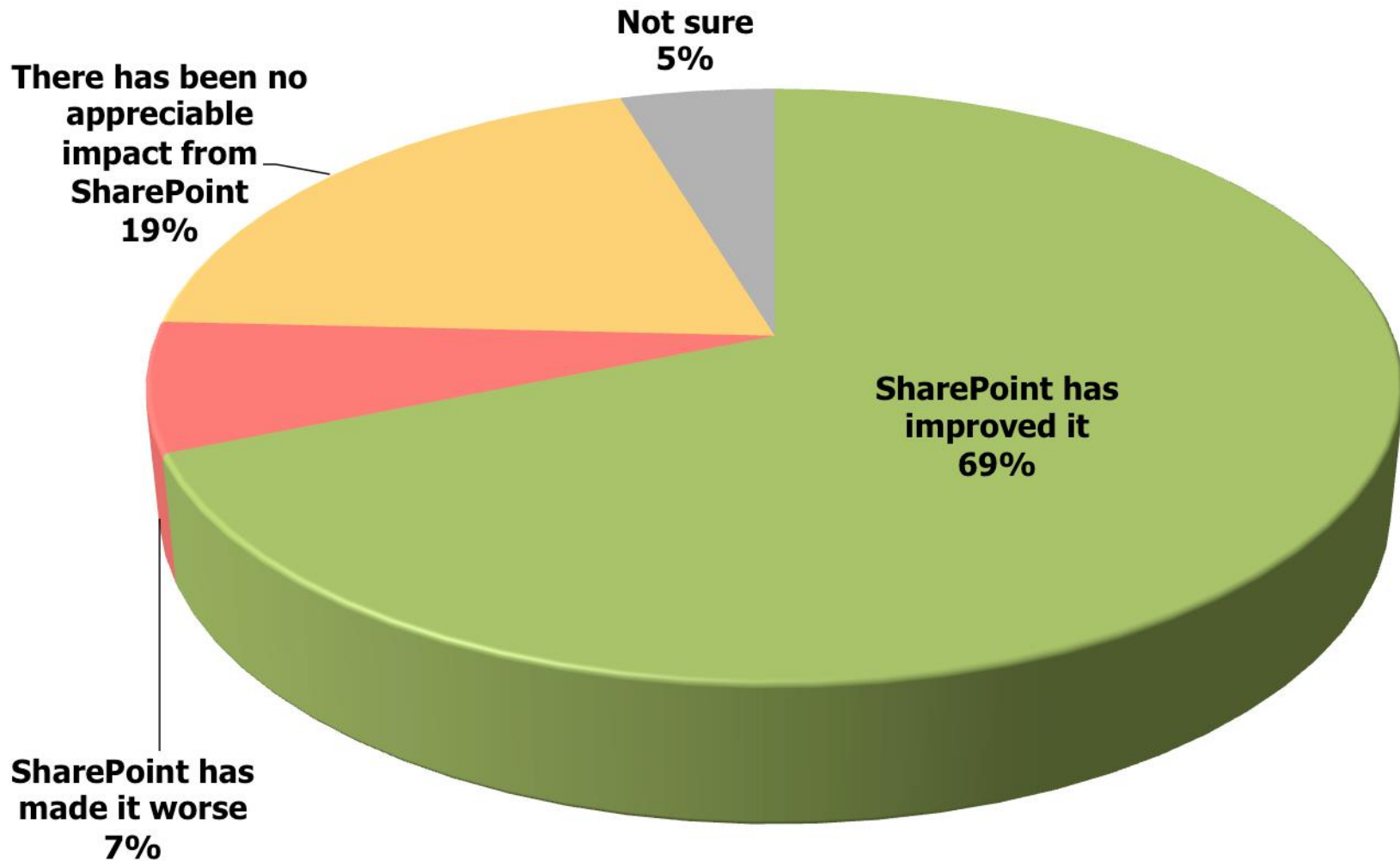
- Managing content retention policies (cited as a difficult or very difficult problem by 37%)
- Scanning content for sensitive or confidential information (36%)
- Managing corporate governance policies (28%)
- 60% of respondent organizations report that SharePoint has not met their expectations for managing security policies or has not done so very well
- 61% of respondent organizations report that SharePoint has not met their expectations for managing content retention or has not done so very well

Gaps in SharePoint Governance

- Only **51%** of organizations currently archive SharePoint content
- Only **37%** of organizations have a SharePoint eDiscovery plan in place



Is SharePoint Making Things Better?



SharePoint Creates Governance Problems

What Does SharePoint Do?

- SharePoint is much more than Dropbox on steroids
- SharePoint is
 - A true collaborative environment
 - A social network
 - A content management system
 - A repository of discoverable content
- SharePoint's many capabilities enable improved business processes, but they also create problems
- The bottom line: with increased capabilities come increased risk that must be managed



Key Issues to Consider

- SharePoint creates significant governance problems
 - Regulatory compliance concerns for companies in the financial services, healthcare, energy, life sciences and other heavily regulated industries
 - Litigation management (eDiscovery, legal holds, etc.)
 - Data breaches
 - Monitoring and supervision
 - Archiving
 - Older versions of SharePoint present even more risk
 - The use of multiple archives creates additional risk
- SharePoint does not exist in a vacuum: other tools are also in use and need to be managed properly
- SharePoint-enabled organizations need to minimize and manage the risk associated with SharePoint use

For More Information



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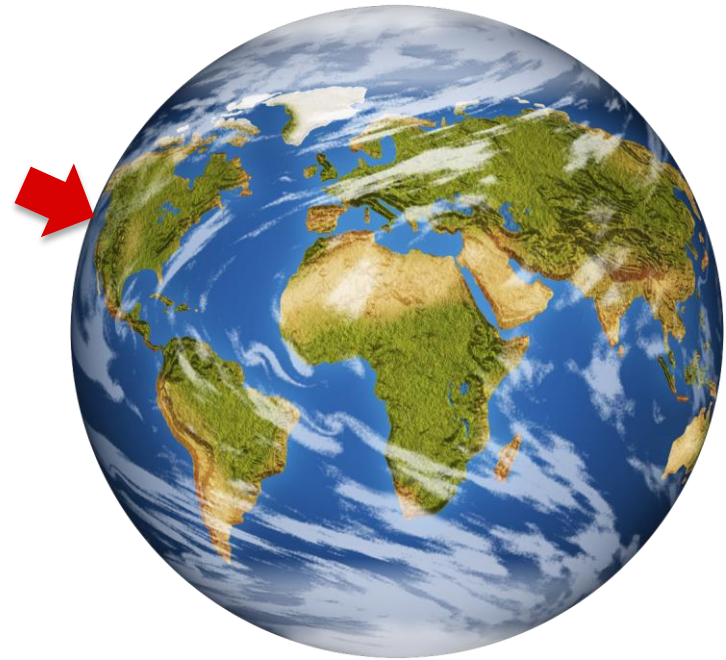
www.ostermanresearch.com



ostermanresearch.wordpress.co
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mosterman





Discover the SharePoint You Never Knew

Jeff Zacuto
Product Marketing Manager

How should you treat SharePoint content?

 SharePoint = ESI

SharePoint's limited native functionality

- No capture and retention of full context
- No content inspection
- No real-time alerts based on content posted
- No ability to set user and site-based policies for content capture
- No ability to set granular retention and archiving policies

Gaps lead to risks

- Sanctions if an organization falls out of compliance
 - Regulatory sanctions
 - eDiscovery sanctions
- Loss of confidential information
 - Possible weakening of market position
 - Possible loss of competitive advantage
- Damage to brand reputation

Compliance concerns

REGULATORY

- Record keeping
- Supervision
- Monitoring

LEGAL

- Litigation holds
- eDiscovery
- Search and review

CORPORATE

- Internal policies
- Records retention
- Defensible disposition



Regulations by vertical

Financial



BANK OF ENGLAND
PRUDENTIAL REGULATION
AUTHORITY



Healthcare



Energy



NERC
NORTH AMERICAN ELECTRIC
RELIABILITY CORPORATION

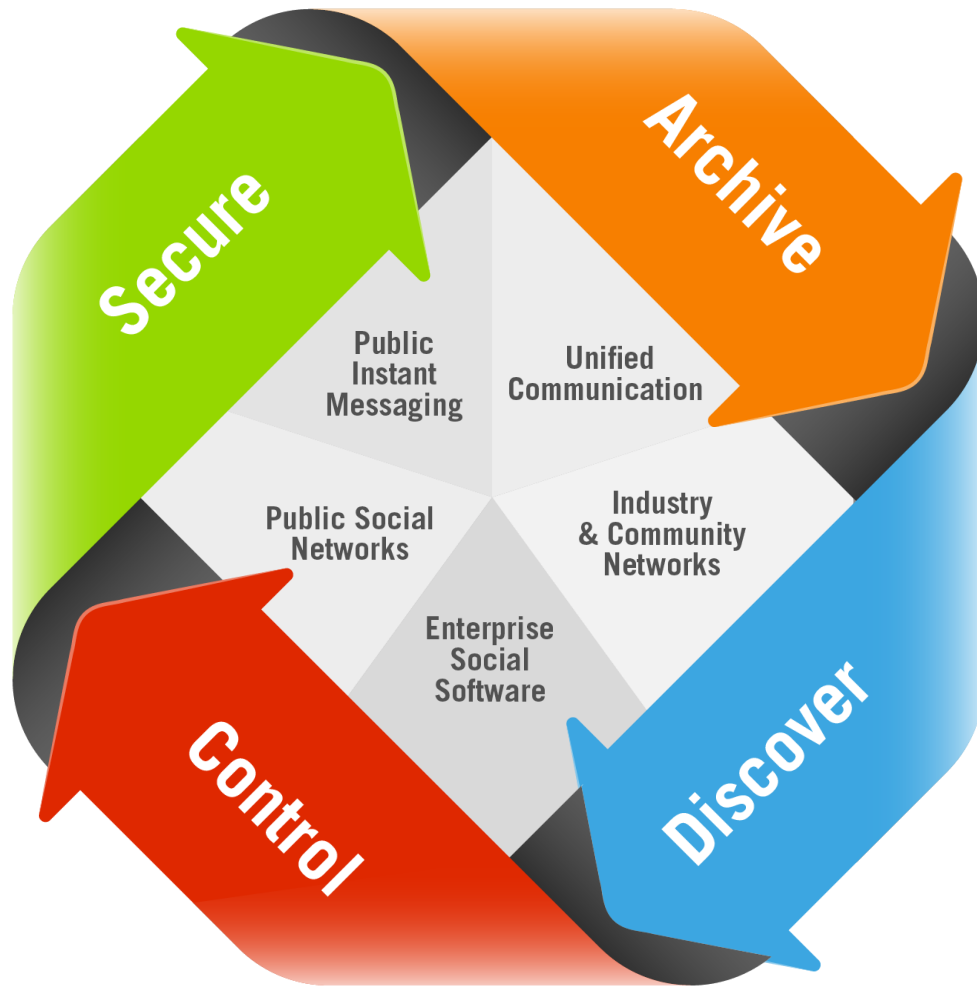


Federal Energy
Regulatory Commission

NFA
NATIONAL
FUTURES
ASSOCIATION®

Pharmaceuticals





One Platform to
Manage All Your
Communication
and Collaboration

The Actiance Platform

Helps make communication and collaboration tools available to your workforce in a way that complies with regulatory, legal, and corporate policies.



Business value

Augment the core functionality of native SharePoint :

- **Adhere to guidelines**: legal, regulatory, corporate
- **Protect your brand**, reputation, and confidential info
- **Reduce TCO** by slashing legal costs and integrating with existing archiving systems
- **Mitigate risk** of costly sanctions on inadequate recordkeeping and inability to produce relevant content

Key Actiance features for SharePoint

Feature	Description	Benefit
TrueCompliance™	<ul style="list-style-type: none"> • Real-time content inspection • Tamper-proof archiving of content • Preservation of message or conversation order • Guaranteed data delivery to an organization's archiving system 	<ul style="list-style-type: none"> • Ensure adherence to regulatory, legal, and corporate governance requirements
Real-time alerts	<ul style="list-style-type: none"> • Send real-time alerts based on content detected (e.g., abusive language, trade secrets) • Scans content within files 	<ul style="list-style-type: none"> • Ensure that confidential information doesn't get leaked out • Protect corporate brand and reputation
Granular policies	<ul style="list-style-type: none"> • Define capture policies at a granular level to map to compliance or corporate governance standards • Capture content posted including create, update, delete, and like events 	<ul style="list-style-type: none"> • Remain compliant with regulatory and legal recordkeeping requirements (e.g., FRCP, FSA, SOX, HIPAA, SEC) • Reduce storage costs by capturing only relevant content • Expedite eDiscovery in the event of litigation
Contextual capture	<ul style="list-style-type: none"> • Content shown in context of other related items in reviewer UI • Export to eDiscovery or ECM platforms including context 	<ul style="list-style-type: none"> • Decrease litigation costs • Reduce likelihood of sanctions for production delays



Capturing SharePoint Content



Blog post in SharePoint

July
08

Beer and the SEC Don't Mix



by VANSHQ\bbabin on 7/8/2011 11:21 PM

The **amusing case** of the Securities Exchange Commission (SEC) putting the smackdown on two gentlemen who likely were feeling nostalgic over their days swilling Pabst Blue Ribbon (PBR) beer illustrates how powerful social media has become. Michael Migliozi and Brian Flatow, a couple of advertising executives, used Twitter and Facebook to secure over \$200 million in pledges to buy Pabst Brewing Company, the makers of PBR. Their intent was to offer shares in the acquisition vehicle to those who pledged money.

Problem is that Sudsmeisters Migliozi and Flatow didn't file any registration papers with the SEC to sell such an offering. They ultimately yielded to the SEC's cease-and-desist order, but the lessons learned were all too clear: (1) social media's a quick and effective way to rack up \$200 million in pledges in just three months, and (2) the SEC is watching. Yes, the SEC may be a government agency, but at least, it's doing its best to stay current on trends falling within its scope, applying old-school analysis along the way.

Yup, we here at Actiance keep tabs on cases like these since it seems inevitable that **social media-related cases** will become standard fodder for SEC enforcement actions. Just as their FINRA brethren are blazing the trail with respect to **social media-specific regulatory guidelines** for broker-dealers, the SEC is following close behind on matters dealing with securities and investment advisory services. FINRA has already issued its seminal social media-specific **disciplinary action** in what is sure to be the first of many.

As social media continues to entrench itself in our daily lives, both personally and professionally, the regulatory watchdogs will become ever more vigilant to ensure that their guidelines are adhered to. Or, put another way, **social media** is the girl that every guy wants to take to prom, but that doesn't mean that her father isn't lurking far behind, baseball bat in hand . . . and a PBR in the other.

 |  |  0 Comment(s)

Capturing the blog post

The screenshot displays the actiance VANTAGE web application. The top navigation bar includes the actiance logo, the word "VANTAGE", and a user greeting "Hello, reviewer | LogOut". Below this is a secondary navigation bar with tabs for "Dashboard", "Interactions", "ILP / Restricted Phrases", and "Preferences". The main content area is titled "Interactions » Interaction Details" and includes "Previous | Next" links. A section titled "Interaction Details: ID# 5001" contains a "Summary" tab with the following information:

Interaction ID: 5001	Date/Time: 8 Jul, 2011 11:23:30 PM
Platform: SharePoint	Resource: Deep Thoughts 3
Employee Name:	ContentType: Blog
Employee's ID:	Operation: Created
Login ID: vanshq\bbabin	

Below the summary are tabs for "Review History", "Content Category", and "Interaction Content". The "Interaction Content" tab is active, showing a list of items with "E-mail" as the selected filter. The first item is a blog post snippet:

The amusing case of the Securities Exchange Commission (SEC) putting the smackdown on two gentlemen who likely were feeling nostalgic over their days swilling Pabst Blue Ribbon (PBR) beer illustrates how powerful social media has become. Michael Migliozi and Brian Flatow, a couple of advertising executives, used Twitter and Facebook to secure over \$200 million in pledges to buy Pabst Brewing Company, the makers of PBR. Their intent was to offer shares in the acquisition vehicle to those who pledged money.

Problem is that Sudsmeisters Migliozi and Flatow didn't file any registration papers with the SEC to sell such an offering. They ultimately yielded to the SEC's cease-and-desist order, but the lessons learned were all too clear: (1) social media's a quick and effective way to rack up \$200 million in pledges in just three months, and (2) the SEC is watching. Yes, the SEC may be a government agency, but at least, it's doing its best to stay current on trends falling within its scope, applying old-school analysis along the way.

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At the bottom of the page, there is a "Show context" link and two buttons: "Done" and "Refresh".

Capturing comments

Comments

Have to be careful

It just shows that regulators do keep up with technology, so you have to consider the legality of any action regardless of the communication channel used

VANSHQ\sajithj on 7/8/2011 11:54 PM

Edit

Re: Beer and the SEC Don't Mix

For sure!

VANSHQ\bbabin on 7/8/2011 11:55 PM

Edit

Comments to the blog post are captured, too

actiance™

VANTAGE

Dashboard

Interactions

ILP / Restricted Phrases

Preferences

Interactions » Interaction Details

Resource Interactions

Export Interactions: ☐ Send via Email ☐ Save As PDF

Summary

Interactions

	ID	Date/Time	Employee	Type	Subtype	Operation	Content
<input type="checkbox"/>	5001	07/08/11 11:23:30 PM	vanshq\bbabin	Blog	Post	Created	Beer and the SEC Don't Mix : The amusing case of the Securities Exchange
<input type="checkbox"/>	5014	07/08/11 11:54:35 PM	jsmith@actiance.com	Blog	Comment	Created	Have to be careful : It just shows that regulators do keep up with technolog
<input type="checkbox"/>	5015	07/08/11 11:55:32 PM	bbabin@actiance.com	Blog	Comment	Created	Re: Beer and the SEC Don't Mix : For sure!

Context is key

Context View shows content along with other related data that was posted

Interactions

Export Context : ☐ Save As PDF ☐ Send via Email

- **vanshq\bbabin** The amusing case of the Securities Exchange Commission (SEC) putting the smackdown on two gentlemen who likely were feeling nostalgic over their days swilling Pabst Blue Ribbon (PBR) beer illustrates how powerful social media has become. Michael Migliozi and Brian Flatow, a couple of advertising executives, used Twitter and Facebook to secure over \$200 million in pledges to buy Pabst Brewing Company, the makers of PBR. Their intent was to offer shares in the acquisition vehicle to those who pledged money.

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Created | 07/08/11 11:23:30 PM

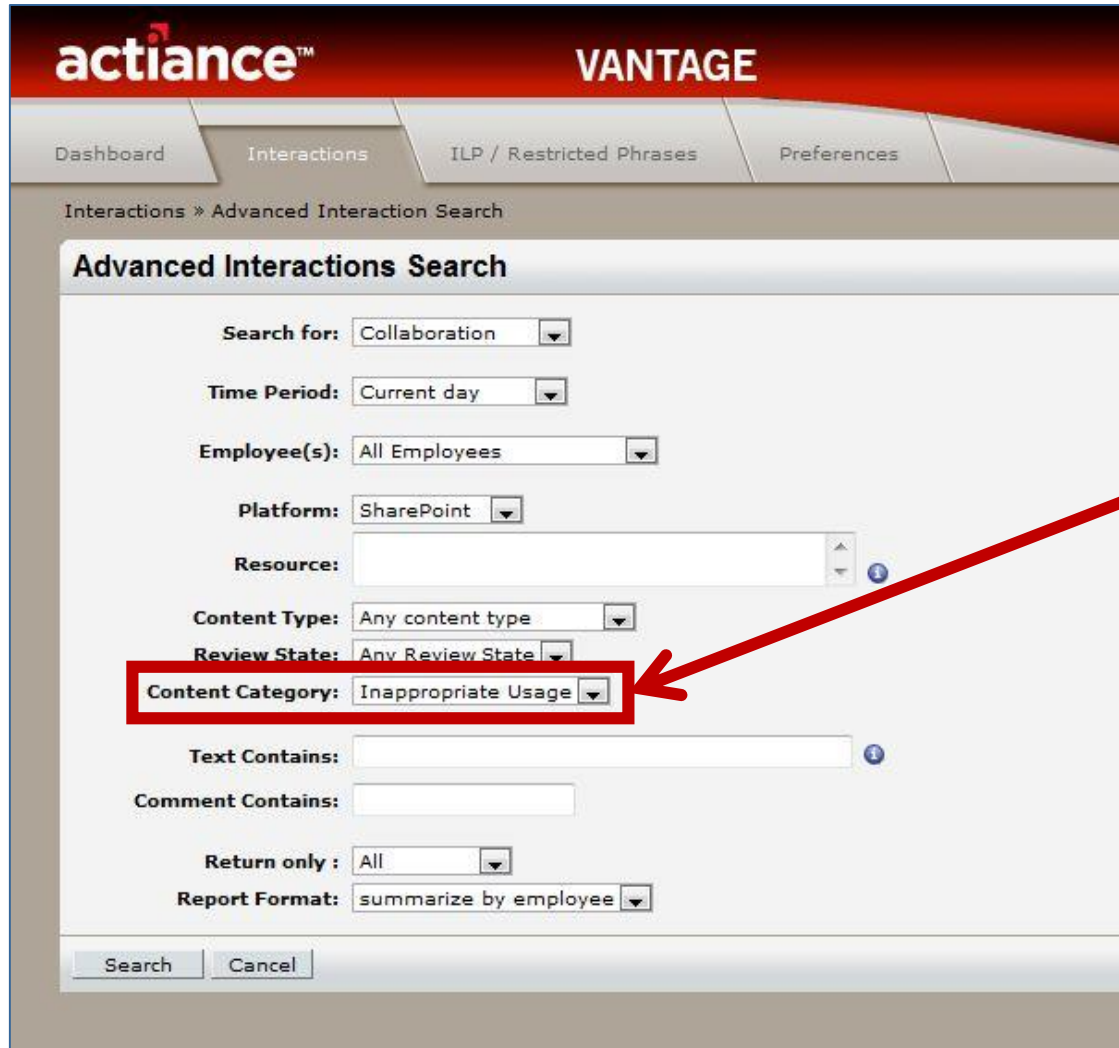
jsmith@actiance.com It just shows that regulators do keep up with technology, so you have to consider the legality of any action regardless of the communication channel used

Created | 07/08/11 11:54:35 PM

bbabin@actiance.com For sure!

Created | 07/08/11 11:55:32 PM

Searching for flagged content




The screenshot shows the Actiance Vantage web interface. The top navigation bar includes 'Dashboard', 'Interactions', 'ILP / Restricted Phrases', and 'Preferences'. The main heading is 'Interactions » Advanced Interaction Search'. Below this is the 'Advanced Interactions Search' form. The form contains several fields: 'Search for:' (Collaboration), 'Time Period:' (Current day), 'Employee(s):' (All Employees), 'Platform:' (SharePoint), 'Resource:' (empty), 'Content Type:' (Any content type), 'Review State:' (Any Review State), 'Content Category:' (Inappropriate Usage), 'Text Contains:' (empty), 'Comment Contains:' (empty), 'Return only:' (All), and 'Report Format:' (summarize by employee). The 'Content Category' dropdown is highlighted with a red box, and a red arrow points to it from a text box on the right. At the bottom of the form are 'Search' and 'Cancel' buttons.

Field	Value
Search for:	Collaboration
Time Period:	Current day
Employee(s):	All Employees
Platform:	SharePoint
Resource:	
Content Type:	Any content type
Review State:	Any Review State
Content Category:	Inappropriate Usage
Text Contains:	
Comment Contains:	
Return only:	All
Report Format:	summarize by employee

Flag and review content based on defined lexicons


Two Discussion Forum topics in SharePoint

Started: 7/9/2011 8:59 PM

 **Need investment advice**
I have 10K to invest. Looking for suggestions.


VANSHQ\bbabin

Posted: 7/9/2011 8:59 PM

 Buy MSFT - they have big things in the works


VANSHQ\sajithj

Posted: 7/9/2011 9:00 PM

 Will I make a lot of money?

VANSHQ\bbabin

Posted: 7/9/2011 9:00 PM

 I guarantee it!

VANSHQ\sajithj

Started: 7/9/2011 8:49 PM

 **Repeat?**
Will our champions repeat this year?

VANSHQ\bbabin

Posted: 7/9/2011 8:51 PM

 I guarantee it!

VANSHQ\sajithj

The same message has different meanings, based on the context of how it was used.

Search results showing flagged content

Search results showing flagged content

Show Context displays where the content was used

The screenshot displays the actiance VANTAGE interface. The top navigation bar includes 'Dashboard', 'Interactions', 'ILP / Restricted Phrases', and 'Preferences'. The user is logged in as 'reviewer'.

The main section is titled 'Employee Interactions'. It includes an 'Export Interactions' section with options for 'Selected Interactions', 'Send via Email', 'Save As PDF', and an 'Export Now' button.

Under the 'Summary' section, the following details are shown:

- Platform : SharePoint
- Employee Name : John Smith
- Employee's ID : jsmith@actiance.com
- Login ID : vanshq\sajithj
- Date/Time : Jul 9, 2011 00:00:00 AM - Jul 9, 2011 21:04:51 PM
- Resource(s) : All

Under the 'Interactions' section, it states '2 items found, displaying all items.' Below this is a table with the following columns: ID, Date/Time, Resource, Type, Subtype, Operation, Content, and Context.

ID	Date/Time	Resource	Type	Subtype	Operation	Content	Context
5027	07/09/11 8:51:27 PM	homesite1	Discussion		Created	I guarantee it!	Show context
5040	07/09/11 9:00:57 PM	homesite1	Discussion		Created	I guarantee it!	Show context

Two red boxes highlight the 'Content' and 'Context' columns for the first two rows. Arrows point from the callout boxes above to these highlighted areas.

Viewing flagged content in context

Interactions Export Context : ☐ Save As PDF ☐ Send via Email

- **bbabin@actiance.com** Will our champions repeat this year?
Created | 07/09/11 8:49:59 PM
- **jsmith@actiance.com** I guarantee it!
Created | 07/09/11 8:51:27 PM

Context View shows decidedly different uses of the same phrase.


Interactions Export Context : ☐ Save As PDF ☐ Send via Email

- **bbabin@actiance.com** I have 10K to invest. Looking for suggestions.
Created | 07/09/11 8:59:00 PM
- **jsmith@actiance.com** Buy MSFT - they have big things in the works
Created | 07/09/11 8:59:37 PM
- **bbabin@actiance.com** Will I make a lot of money?
Created | 07/09/11 9:00:04 PM
- **jsmith@actiance.com** I guarantee it!
Created | 07/09/11 9:00:57 PM


Tracking edit and delete events


Started: 4/23/2012 10:19 AM [View Properties](#) [Reply](#)

 **Investment Advice**
I have 10K to invest. Looking for suggestions.


ACTIANCE\babin 


Posted: 4/23/2012 10:26 AM [View Properties](#) [Reply](#)

 Will I make a lot of money?


ACTIANCE\babin 


Posted: 4/23/2012 10:27 AM [View Properties](#) [Reply](#)

 I guarantee it!

Steven White 

Edited: 4/23/2012 10:29 AM [View Properties](#) [Reply](#)

 Buy CONTOSO - They have big things in the works!

Steven White 

A message posted previously was edited to "Buy Contoso." Another message that was posted was subsequently deleted.

Context View shows full chronology

Interaction Context: ID# 436411

Export Context : ☐ Save As PDF ☒ Send via Email

BBabin@actiance.local Created an Item on April 23, 2012 10:19:58 AM ID: [436411](#)
Title: Investment Advice
Description: I have 10K to invest. Looking for suggestions.

SWhite@actiance.local Created a Reply on April 23, 2012 10:26:08 AM ID: [436414](#)
Description: Buy ACME - They have big things in the works!

BBabin@actiance.local Created a Reply on April 23, 2012 10:26:27 AM ID: [436415](#)
Description: Will I make a lot of money?

SWhite@actiance.local Created a Reply on April 23, 2012 10:27:53 AM ID: [436416](#)
Description: I guarantee it!

SWhite@actiance.local Updated a Reply on April 23, 2012 10:29:21 AM ID: [436417](#) Related ID: [436414](#)
Description: Buy CONTOSO - They have big things in the works!

BBabin@actiance.local Created a Reply on April 23, 2012 11:37:49 AM ID: [436452](#)
Description: Great! I love getting insider advice! :-)

BBabin@actiance.local Deleted a Reply on April 23, 2012 11:39:24 AM ID: [436453](#) Related ID: [436452](#)
Description: Great! I love getting insider advice! :-)

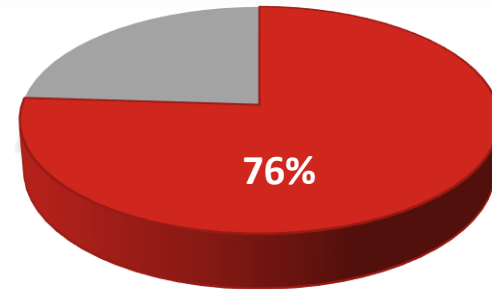
Context View displays events chronologically including update and delete events.

About Actiance

Enablement

- Public Instant Messaging
- Enterprise UC
- Enterprise Collaboration
- Public Social Networks

Market Leadership



North American Financial Services Market

Global Operations



Partners



Microsoft



LinkedIn



jive

EMC²
where information lives™



Visit www.actiance.com for more information

actiance®

Solutions

Products

Resources

Search

Unleash

SOCIAL BUSINESS

One platform to manage all your compliance needs no matter how many ways you communicate.

LEARN MORE

Resources here!



COMPLIANCE

ENGAGEMENT

eDISCOVERY

Forrester Presents

Forrester & Actiance present on how to accelerate the adoption & utilization of enterprise social.

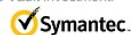
WATCH IT NOW

FORRESTER

Streamline eDiscovery

Learn how to get the most out of your organization's Enterprise Vault investment.

WATCH IT NOW



Technology Enabled Partner

Introducing Vantage 2013

The gold standard for compliance just got even better.

LEARN MORE



Events

Oct 10, 2013 to Oct 11, 2013

Washington, DC - FINRA Advertising Regulation Conference

Oct 15, 2013

Chicago, IL - BDI - Financial Services Social Business Leadership Forum

Oct 16, 2013

New York, NY - SIFMA Social Media Seminar

[VIEW ALL +](#)

News

MarketWatch, Oct 07, 2013

Global Financial Services Firms Join New Open Messaging Network

TechTarget, Sep 19, 2013

A compliant social media plan is a collaborative effort

TechTarget, Sep 18, 2013

Social media strategies: There's no big bang

[VIEW ALL +](#)

Join the Conversation

Check out a new study via @PutnamToday on growing use of social by Financial Advisors #FinServ

<http://t.co/0ettJe8wCt>

1 day 6 hours ago Reply Retweet Favorite

Blog

Thought Leadership Series: Cambridge Ignite 2013

Get social with us

Like 555

Follow

White Papers, Datasheets, Videos and more...

[Solutions](#)[Products](#)[Resources](#)[Company](#)[Partners](#)[Home](#) > [Resources](#)

Resources

Learn more about the Actiance platform and how it can help you unleash social business.

[White Papers](#)[Datasheets](#)[Case Studies](#)[Videos](#)[Social Media Labs](#)

APAC Compliance
Handbook



Selecting a Vendor for
Social Media C...



Interpreting FINRA
Regulatory Notice ...



Compliance
Implications of Social
Med...



The Six Essential
Principles for Soci...



The 6 Essential
Principles for Social...



Great Content: The
Fuel that Feeds Yo...



Actiance Integration
with Enterprise ...



Osterman Research:
Managing BYOD in C...



Social Media Best
Practices Checklist



TrueCompliance



TrueCompliance UK



SharePoint
Governance: Do
Something o...



9 Keys to FINRA
Blessing Enterprise S...



Facebook Privacy
Settings: A Best Pra...

CONTACT

[Contact Sales](#)[Contact Support](#)[Request a Demo](#)

Click a tabs for more info

Want to see it in action?

The screenshot shows the Actiance Vantage website. The navigation bar includes links for Solutions, Products, Resources, Company, and Partners, along with a search bar. The main heading is "Vantage" with the tagline "Let nothing stand in the way of keeping your employees connected with each other and with the world." Below this is a "SCHEDULE A DEMO" button. A large yellow arrow points from the right towards the "SCHEDULE A DEMO" button, with the text "Click here for demo!" written in red inside the arrow.

Vantage gives you everything you need to enable the social business tools that help you do business with greater speed and accuracy.

Three video thumbnails are displayed in a row, each with a play button icon. The first thumbnail is titled "Integration with Enter..." and shows the Symantec logo. The second thumbnail is titled "Defining Social Business" and features Kailash Ambwani, President and CEO. The third thumbnail is titled "Enabling Social Business" and features Sarah Carter, Corporate Manager, Social Business.

Vantage simplifies management and compliance for enterprise communication and collaboration. It gives you granular policy control over your infrastructure, in some cases right down to the feature level. With that breadth of coverage and level of control, Vantage is the best solution to address strict compliance requirements including those set by the SEC, FINRA, IIROC, and the PRA and FCA.

Keep an eye on your business

Monitor content in real-time so you can mitigate the risk of potential data leaks and the use of inappropriate language. Set policies that scan for, block, and alert on key words, phrases, and full regular expressions – even those within files transferred in IM chats posted to enterprise social software activities.

Capture content intelligently

Control exactly how much, and what kinds of content you need to capture. Vantage captures conversations, activities

CONTACT

- Contact Sales
- Live Help

MORE INFORMATION

- Vantage Overview
- 5 Tips for Ensuring Your Social Business Stays Compliant
- Info Governance Social Business
- Support Programs

Keep the Lawyers Off Your Back! Top 5 Gaps in SharePoint Compliance and eDiscovery

- Where SharePoint 2013 capabilities end
- The top 5 potential gaps in your compliance regime
- Possible technology solutions to close the gaps



Wednesday, April 23rd, 3:30 pm



**TREVOR
DAUGHNEY**
Actiance VP of
Marketing



JEFF WILLINGER
Top SharePoint
Influencer

Next Steps

Request a demo or evaluation

www.actiance.com

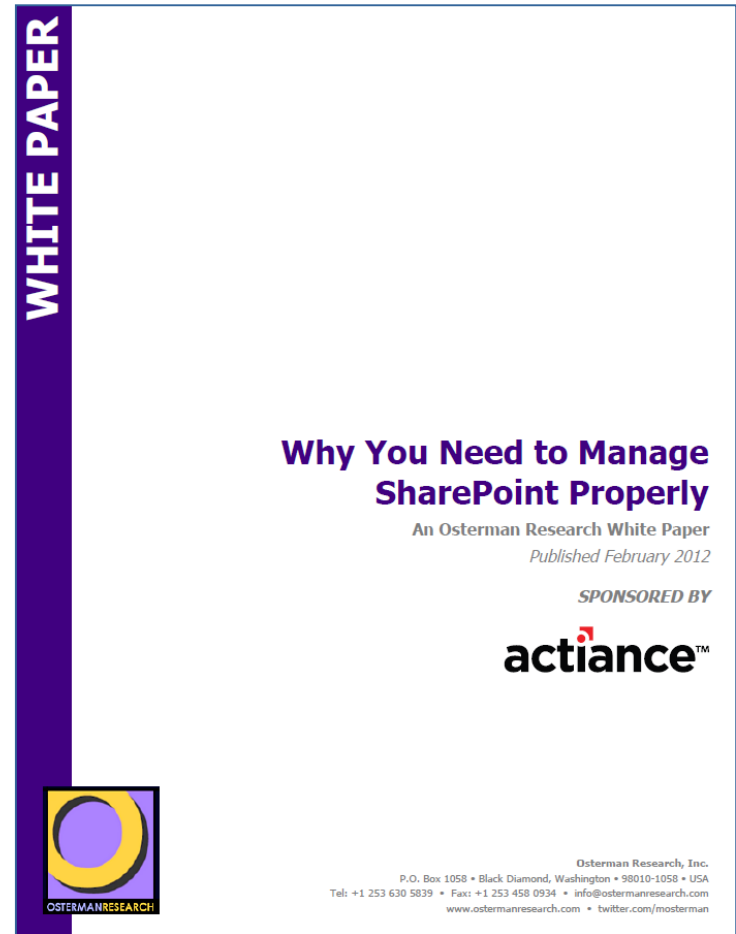
info@actiance.com

(888) 349-3223

[@Actiance](https://twitter.com/Actiance)

Further reading

- “*Why You Need to Manage SharePoint Properly*” whitepaper
- Actiance Collateral Library
<http://actiance.com/resources>





Thank You

Jeff Zacuto
Product Marketing Manager



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