Michael D. Osterman
Principal, Osterman Research, Inc.

Discover the SharePoint You Never Knew

April 16, 2014

OSTERMAN RESEARCH

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

41% 2013

55% 2014

69% 2015
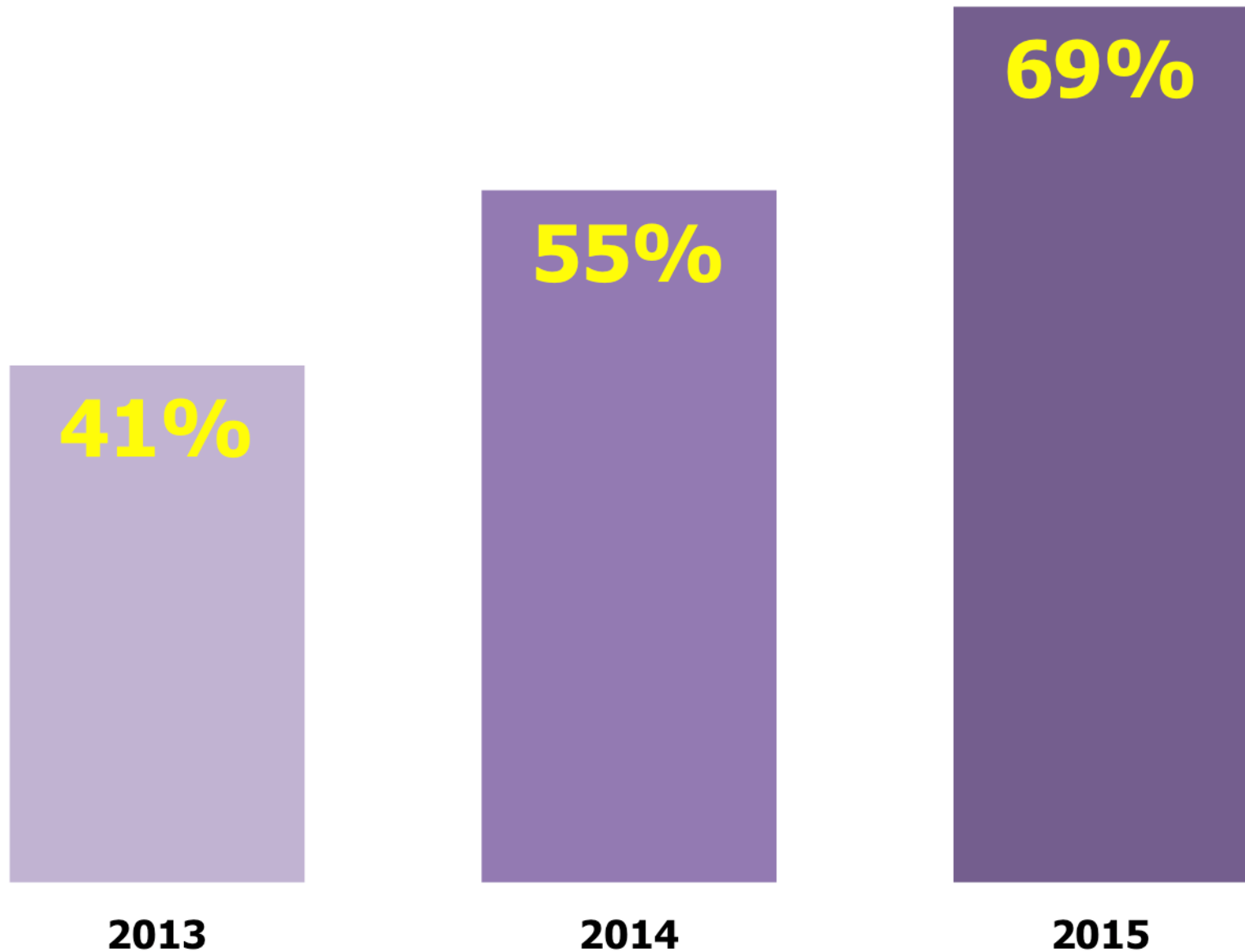
Difficulty of SharePoint Adoption Varies

- **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
  - Confluance
  - 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%)
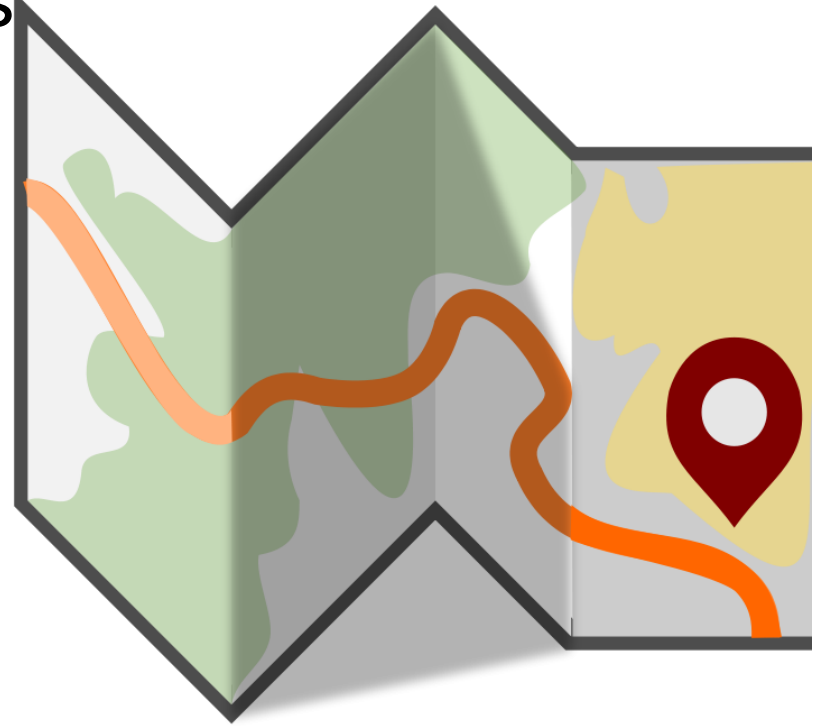
- MySites (37%)
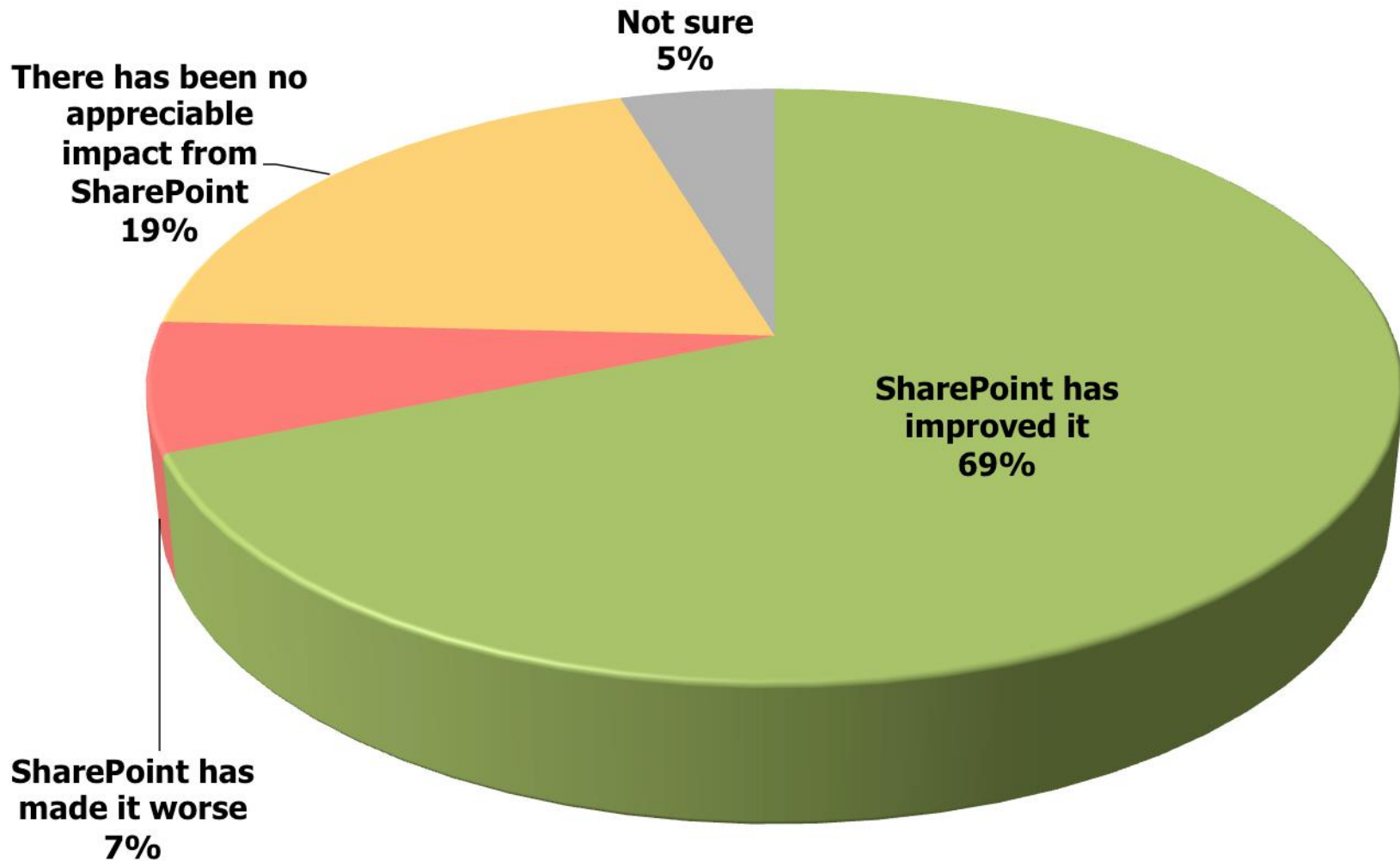
- Social media (27%)

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?

Not sure
5%

There has been no appreciable impact from SharePoint
19%

SharePoint has improved it
69%

SharePoint has made it worse
7%

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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✉ info@ostermanresearch.com

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🌐 ostermanresearch.wordpress.com

✏ mosterman
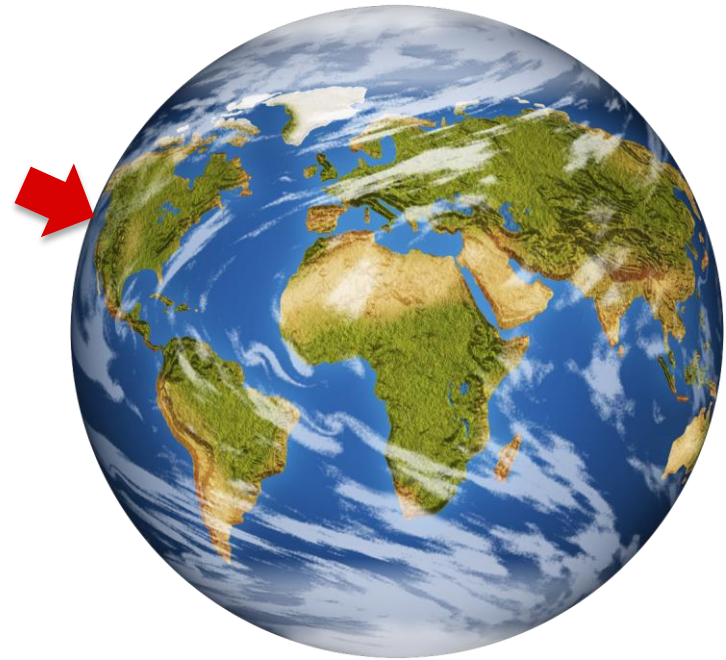
Discover the SharePoint You Never Knew

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

s> SharePoint

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Compliance concerns

REGULATORY	LEGAL	CORPORATE
• Record keeping	• Litigation holds	• Internal policies
• Supervision	• eDiscovery	• Records retention
• Monitoring	• Search and review	• Defensible disposition

Regulations by vertical
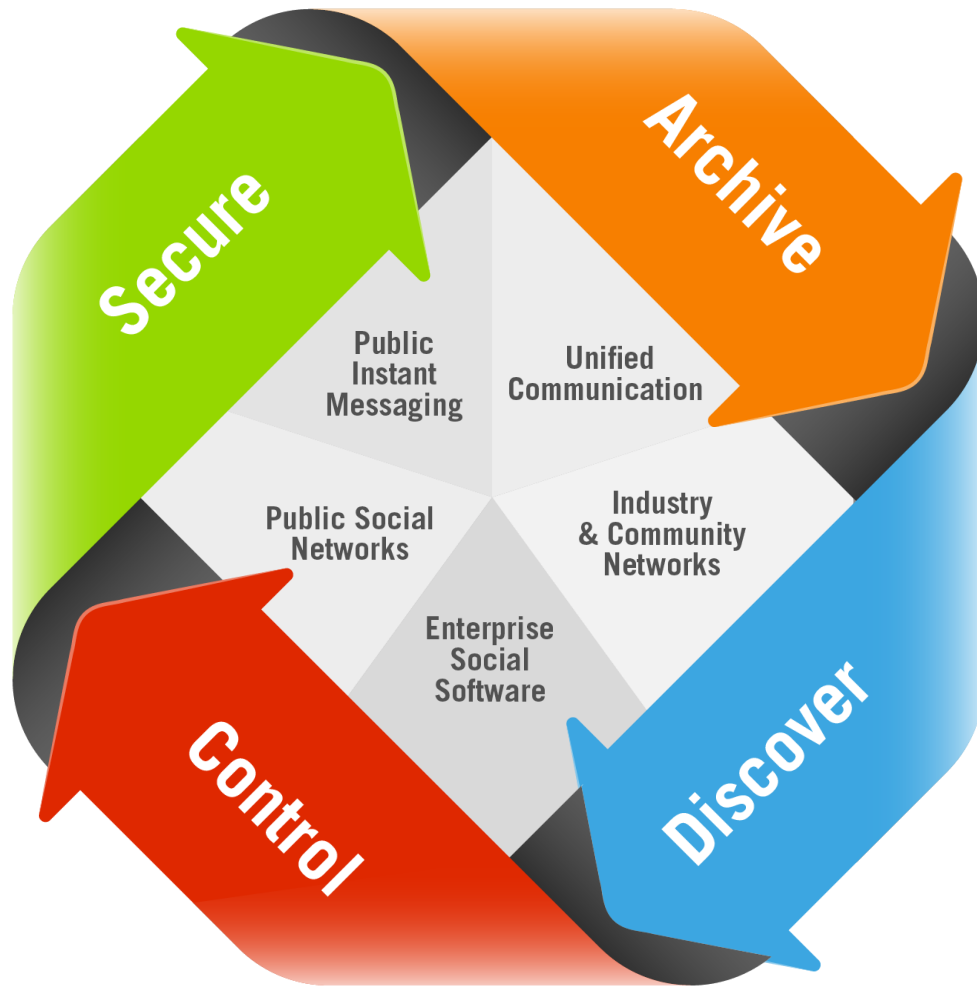
One Platform to Manage All Your Communication and Collaboration

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™	• Real-time content inspection • Tamper-proof archiving of content • Preservation of message or conversation order • Guaranteed data delivery to an organization's archiving system	• Ensure adherence to regulatory, legal, and corporate governance requirements
Real-time alerts	• Send real-time alerts based on content detected (e.g., abusive language, trade secrets) • Scans content within files	• Ensure that confidential information doesn't get leaked out • Protect corporate brand and reputation
Granular policies	• 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	• 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	• Content shown in context of other related items in reviewer UI • Export to eDiscovery or ECM platforms including context	• Decrease litigation costs • Reduce likelihood of sanctions for production delays

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Capturing SharePoint Content

Blog post in SharePoint

Beer and the SEC Don't Mix
by VANSHQ\bbabin   on 7/8/2011 11:21 PM

July
08

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 Migliozzi 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 Migliozzi 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)

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Capturing the blog post

Capturing comments

Comments

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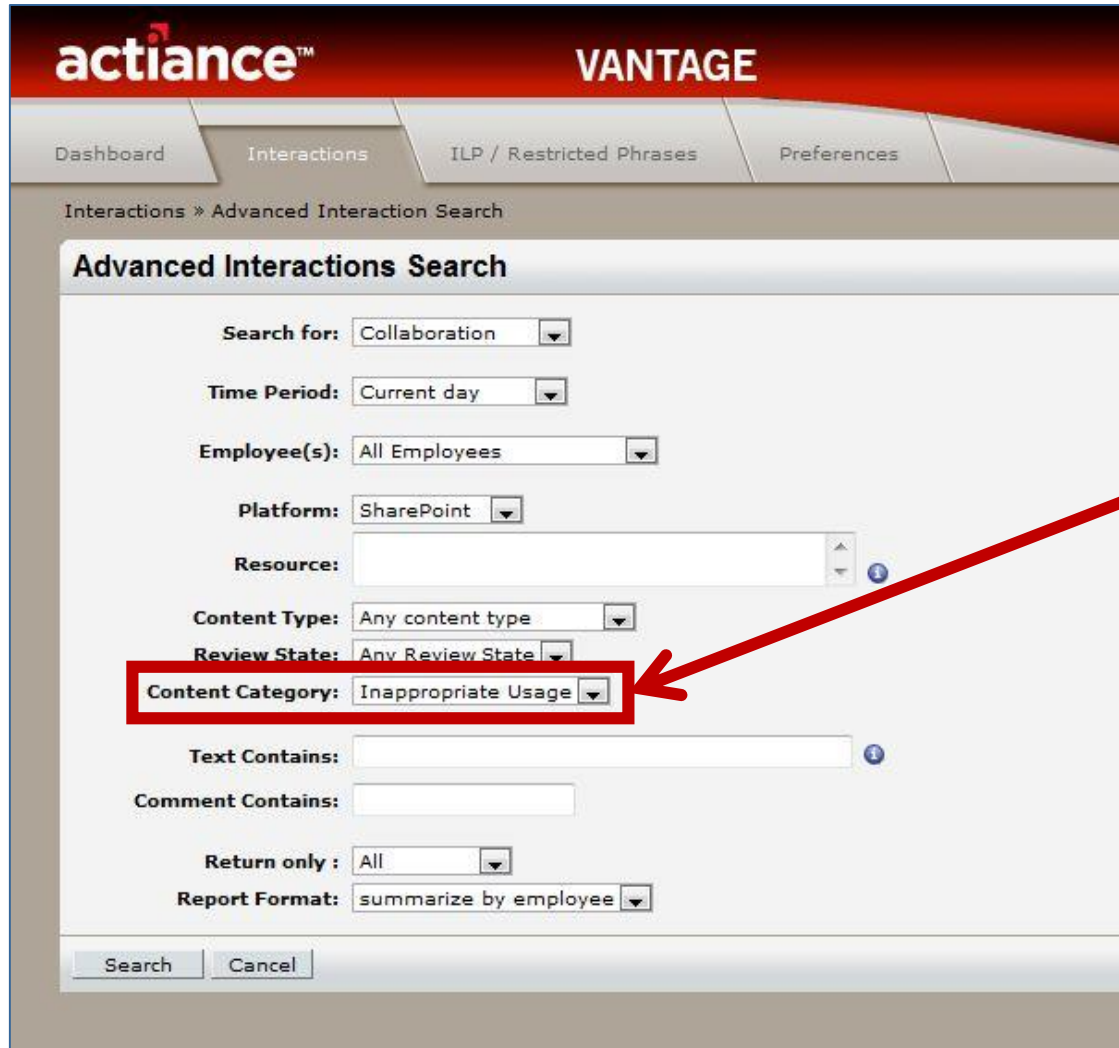
It just shows that regulators do keep up with technology, so you have to consider the legality of any action regardless of the communication channel used

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

Re: Beer and the SEC Don't Mix   [Edit]

For sure!

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

Comments to the blog post are captured, too

actiance™   **VANTAGE**

Dashboard   Interactions   ILP / Restricted Phrases   Preferences

Interactions » Interaction Details

Resource Interactions

Export Interactions: Selected Interactions ▾   ◯ Send via Email   ◯ Save As PDF   [Export Now]

▷ Summary

▽ Interactions

	ID	Date/Time	Employee	Type	Subtype	Operation	Content
☐	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
☐	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
☐	5015	07/08/11 11:55:32 PM	bbabin@actiance.com	Blog	Comment	Created	Re: Beer and the SEC Don't Mix : For sure!

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Context is key

Interactions Export Context : ● Save As PDF ● Send via Email Export Now x

- **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 Migliozzi 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. The 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

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Searching for flagged content

Flag and review content based on defined lexicons

Two Discussion Forum topics in SharePoint

Started: 7/9/2011 8:59 PM

VANSHQ\bbabin
Need investment advice
I have 10K to invest. Looking for suggestions.

Posted: 7/9/2011 8:59 PM

VANSHQ\sajithj
Buy MSFT - they have big things in the works

Posted: 7/9/2011 9:00 PM

VANSHQ\bbabin
Will I make a lot of money?

Posted: 7/9/2011 9:00 PM

VANSHQ\sajithj
I guarantee it!

Started: 7/9/2011 8:49 PM

VANSHQ\bbabin
Repeat?
Will our champions repeat this year?

Posted: 7/9/2011 8:51 PM

VANSHQ\sajithj
I guarantee it!

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

Viewing flagged content in context

Context View shows decidedly different uses of the same phrase.

Tracking edit and delete events

Context View shows full chronology

Interaction Context: ID# 436411

Export Context : ○ Save As PDF ◉ Send via Email Export Now

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.

SharePoint

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About Actiance

Enablement

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

Market Leadership

76%
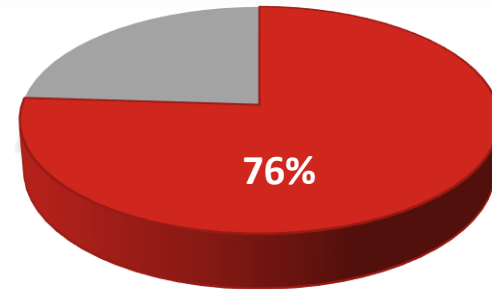
North American Financial Services Market

Global Operations

Partners

IBM   Microsoft   CISCO

Linked in   salesforce   jive

EMC² where information lives   Symantec   hp

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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

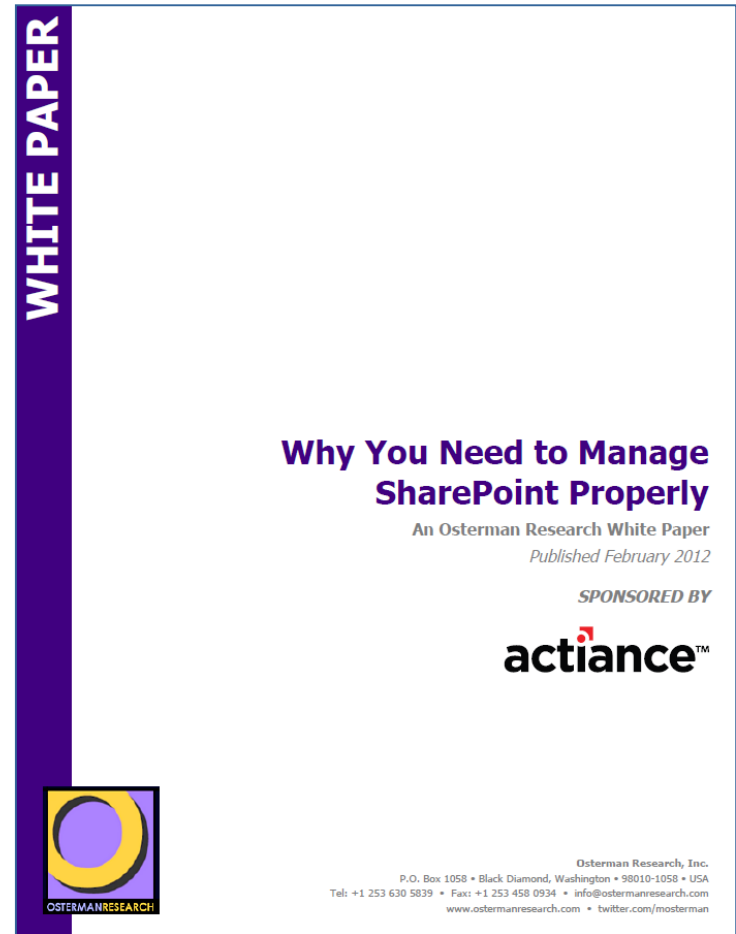## Request a demo or evaluation

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Further reading

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

WHITE PAPER

Why You Need to Manage SharePoint Properly

An Osterman Research White Paper

Published February 2012

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Thank You

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Product Marketing Manager

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