

A Beginner's Guide to Mobile Archiving



Executive Summary

Mobile adoption has occurred at a breathtaking pace. According to Pew Research, more than 75 percent of U.S. adults now own smartphones, up from just 35 percent in 2011.¹

Employees are using these devices for both personal and business communications. The escalating use of mobile devices at work is creating massive quantities of data. Businesses want — and may be required — to retain and analyze that data, making mobile communication archiving a necessity.

This paper discusses why companies should consider implementing a mobile communication archiving solution. Also discussed are the features organizations should look for in a solution for most effectively fulfilling and managing their mobile archiving needs.

Is it important to archive corporate communications?

Pose that question to virtually any corporate officer at any business enterprise, and you're likely to get a resounding answer: of course! After all, retaining and archiving corporate communications is of vital importance on so many fronts, ranging from customer relations to regulatory compliance. Rare is the executive who would be comfortable at the thought of tossing away all records of her organization's communications.

It's strange, then, that most organizations — likely including yours — toss aside a significant percentage of each day's digital communications. Every single day, records of communications that may be vitally needed in the future are lost forever.

What kind of business organization could possibly be so careless? An organization that has not deployed an effective solution for mobile archiving.

Much of the world's business communications now occur over mobile devices. TechCrunch reported that the average U.S. consumer now spends five hours per day using mobile devices.² Nearly a third of all corporate content is created on mobile. Yet, according to Osterman Research, only half of these communications is effectively archived.³

Too many companies lack mobile archiving capabilities, but they are now presented with an opportunity. They can gain many benefits — and avoid negative consequences — through mobile communications archiving.

Reasons to Adopt Mobile Communication Archiving

Mobile communication archiving helps companies to become more secure, more profitable and more compliant. Specifically, it offers the following benefits:

Reduced Risk of Litigation

Litigation risk is a primary motivation for implementing a mobile communications archiving solution for businesses of all sizes. Mobile communications archiving helps reduce the risk of litigation by increasing the effectiveness of three key processes:

- 1. Early Case Assessment:** The ability to review mobile communications enables corporate legal departments to more effectively evaluate the risks to be faced in either defending or prosecuting a suit. A comprehensive evaluation of all communications, including mobile, helps legal to more accurately predict the likely outcome of a case.
- 2. Legal Holds:** Restricted holds on all relevant content should be enacted when decision makers believe that litigation might be forthcoming. To be effective, holds must apply to all relevant communications, including texts and mobile phone call logs, until the legal action has been settled.
- 3. eDiscovery:** The formal process of seeking, extracting, producing and reviewing relevant information encompasses communications sent to or from mobile devices. Failure to deliver all relevant communications can result in fines and sanctions.

Enhanced Regulatory Compliance

All organizations must comply with the Federal Rules of Civil Procedure, requiring them to preserve and produce business records – a mandate that certainly applies to mobile communications records. In addition, many industries face strict regulations that threaten potentially devastating penalties for non-compliance. Heavily regulated industries include:

- Education (FERPA)
- Financial services (FINRA, SEC regulations, SOX, MiFID II, Gramm-Leach-Bliley Act, Dodd-Frank Act)
- Healthcare (HIPAA, HITECH)

However, virtually all enterprises – including those involved in supposedly non-regulated industries – must comply with regulatory obligations to retain and protect business records, including mobile communications. Consider, for example, transparency rules requiring the retention and/or release of certain records (Freedom of Information Act, GDPR, state sunshine laws, Sarbanes-Oxley Act).

End User and IT Productivity

What happens at most companies when a needed communication record has been misplaced or deleted? IT must become involved, spending hours or days retrieving and restoring the needed information to the user.

Comprehensive archiving that incorporates the ability to archive mobile communications can reduce IT workload while simultaneously eliminating delays resulting from lost or misplaced messaging – delays that inevitably result in diminished end-user productivity.

Effective communications archiving can reduce workloads and delays by providing:

- Streamlined retrieve and review capabilities
- Granular search capability
- Easy publishing
- Rights management
- Audit trail capability

Mobile Communication Policy Enforcement

In today's business environment, all organizations must enact and enforce a mobile communication policy. Users must be educated about the policy and trained to comply with it. Mobile archiving provides organizations with the ability to maintain oversight for all mobile communications – a necessity in effectively enforcing mobile communication policies.

How to Manage Mobile Communication Archiving

The archiving of messages sent or received on mobile devices presents some unique challenges for archiving solutions. Employees in a single organization are likely to use an array of different mobile devices. Not all of the communications that occur on these devices will be business related; some will be strictly personal.

Ultimately, the management of an organization's mobile communications archiving must focus upon two distinct classes of mobile devices: BYOD and corporate owned.

BYOD Devices

BYOD offers significant benefits to companies. BYOD also places some significant demands on mobile communications archiving solutions. Accordingly, an effective archiving solution for companies that use BYOD – now the majority of companies – must offer the following capabilities (all provided by Micro Focus):

- **Dual Persona Capability:** Every employee, in effect, represents a dual persona: the employee and the private individual. An archiving solution must support the use of a single mobile device for both personal and business usage. And it must offer that capability for both Android and iOS devices.
- **Separate Phone Number Support:** The solution should support the use of a dedicated phone number for business, separate from the employee's personal number.
- **Separate Business and Personal Communications:** With both business and personal messaging occurring over a single mobile device, the solution must be capable of separating the two. The ability to keep personal data out of communications archives supports faster, more accurate forensics capabilities.
- **Integration of Common BYOD Devices:** The solution must be capable of integrating with all commonly used mobile devices, including Android, iOS and BlackBerry.
- **Business Communications Oversight:** The solution must monitor all business communications that occur using BYOD devices.

Corporate-Owned Devices (including corporate-issued or choose-your-own-device)

Corporate-owned mobile devices, including CYOD, offer more control to companies than BYOD. Even so, the selected mobile communications archiving solution must offer the following device-specific capabilities:

- **Android:** All text messaging (SMS/MMS) and phone call logs should be captured. (Micro Focus provides this capability through a lightweight app that is installed on each Android device.)
- **Android/iOS Integration:** Text messaging through both Android and iOS devices should be captured directly from the carrier's network. (Micro Focus instantly archives this data, making it immediately available to access, search and perform eDiscovery.)
- **BlackBerry Integration:** Must support PIN, BBM, SMS/MMS and phone call logs from devices. (Micro Focus provides this capability through a lightweight app that is installed on each BlackBerry device; this integrates through BlackBerry Enterprise Service.)
- **All Other Devices:** SMS/MMS messaging should be seamlessly captured directly from the network. (Micro Focus has partnered with mobile carriers, enabling the ability to capture and archive messaging from the network with any mobile device.)

Safely and Efficiently Maximize the Benefits of Mobility

Mobile communication archiving helps organizations to manage data, maintain oversight and stay in compliance with regulations. Through the archiving of all mobile communication data in a central location, companies can reduce their risk exposure, and maximize the inherent benefits offered through the modern miracle of mobile communications.

But whether your business operates in a regulated or unregulated industry, you must archive mobile communications for compliance and oversight. Micro Focus features mobile communication archiving with the [Retain](#) and [Digital Safe](#) archiving solutions. If you're looking to archive your company's communication data, look no further than Retain Unified Archiving. All your email, social media, and mobile communication data is easily accessible from one central archive—both on-prem and in the cloud. Digital Safe combines communications archiving, data analytics, and machine learning so your organization remains compliant and litigation-ready. So you have ability to integrate and archive all different communication types into one compliant unified content store, which is the first step in being able to effectively maintain a proactive compliance stance.

Micro Focus offers decades of industry-leading information archiving experience, and manages the world's largest secure private cloud. Selected by Forrester and Radicati as an archiving leader, Micro Focus offers information archiving services to both regulated and unregulated businesses.

[Contact Micro Focus](#) to learn more about the benefits of information archiving for your business enterprise.

¹<http://www.pewresearch.org/fact-tank/2017/06/28/10-facts-about-smartphones>

²<https://techcrunch.com/2017/03/03/u-s-consumers-now-spend-5-hours-per-day-on-mobile-devices>

³https://www.microfocus.com/media/white-paper/the_growing_need_for_mobile_device_archiving_wp.pdf