


# Smart Capture Considerations for Unified Communications



**T**oday's communication capture requirements are highly evolved and reflective of the change in the way organizations have embraced digital transformation through adoption of new communication channels, modalities, the co-mingling or meshing of modalities and increasingly new business processes built around them. UC owners and IT infrastructure teams may be familiar with historical, legacy capture solutions as being about moving content from "point A to point B", typically in email format, without a lot of nuance or market evolution over the years. Those capture solutions are incapable of supporting today's communication streams that may contain an image, video or audio file embedded in a chat, or any number of similar message combinations but that need to be preserved and retained in context for governance purposes. Similarly, archive vendors offering capture components have not been focused on adjusting to today's environment, their strategic focus is on housing data with less concern than about how it arrived there. This makes them inflexible, challenging and ill suited to work with when organizations adopt new and modern platforms and modalities that require compliance capture. It's evident that those legacy solutions were not built to be future proof and capable of addressing today's challenges.

Today's capture solutions must address yesterday's core imperative of quickly moving data, but also be reflective of and capable of supporting the unified communications platforms of today, in addition to seamlessly supporting yesterday's legacy investments like email archive systems. In addition, they must be capable of supporting how the buyer organizations' needs can change, which is reflective of the fluid, multi-channel communication infrastructures that are being built in global, decentralized organizations. Users are demanding and seek to be empowered through the latest collaboration technologies and their full spectrum of functionality, including chat, SMS, voice, video and file sharing. Unfortunately, compliance teams are being forced to say "no" to new technology adoption, or minimizing feature usage, because of a fear of compliance gaps that can occur when legacy capture systems cannot support today's features, which not only include modalities, like voice, video and textual communications, but also embedded ingredients like emojis, reactions, links, files and images.

Capture is a multi-stakeholder concern and not a "checklist item" as the implications and business impact are far reaching. Stakeholders include unified communications owners and IT infrastructure to select, maintain and operate

**TODAY'S CAPTURE SOLUTIONS MUST ADDRESS YESTERDAY'S CORE IMPERATIVE OF QUICKLY MOVING DATA, BUT ALSO BE REFLECTIVE OF AND CAPABLE OF SUPPORTING THE UNIFIED COMMUNICATIONS PLATFORMS OF TODAY...**





capture technology as part of the communications infrastructure, compliance personnel looking to erase any potential gaps in coverage and IT leaders concerned about strategic investments and their repeatability and future applicability. The role of unified communication stakeholders is two-fold; to support and enhance the productivity of end users and make the use of UC an organization's competitive advantage in

this new multimodal digital workplace, while also maintaining regulatory compliance adherence in the face of ever increasing use cases, regulations and changing work practices. With compliant communications capture as a key ingredient, buyers should consider the quantity and quality of capture, time to value and repeatability and related business considerations such as post sales support.

### Quantity of Coverage: **FUTURE PROOF OPTIONS**

**Why It Matters:** Today's digital workplace communicates across multiple channels-voice, video, text sharing files, links, emojis, reactions and images. Digital communications is always expanding and evolving- the ideal capture solution is future proof and supports expansion.



### **THE THETA LAKE DIFFERENCE**

Theta Lake was designed with today's workplace in mind. Capable of supporting all of the modalities in today's workplace, Theta Lake is modular and can address your current communications channels and tomorrow's. Content is stored in its native format, retaining context and fidelity for downstream compliance teams and capturing everything in a conversation- emojis, reactions, files, links and images

Many offerings will claim to provide "coverage" of Teams, Zoom, WebEx etc. Do they capture voice, video and textual communications? Do they cover all elements of a digital conversation- such as emojis, reactions, links and images?

For example, many vendors claim to support "Zoom", but no other vendor supports the entire breadth of Zoom capabilities, including: Zoom Audio, Zoom Video, Zoom in-meeting chat, Zoom CC, Zoom LT, Zoom Polling, Zoom Q&A, Zoom phone voice, Zoom voicemail, Zoom SMS, Zoom chat messages, and Zoom files in chat. The average vendor supports 4.2 data types, and only Theta Lake supports 11.

### Quantity of Coverage: **SCALE AND RELIABILITY**

**Why It Matters:** Downstream processes like compliance review need content as it happens. Downtime and slowdowns result in missed opportunities. The number of digital channels in use and their decentralized nature require a capture solution that can bring it all together and operate unobtrusively.



### **THE THETA LAKE DIFFERENCE**

Theta Lake's SaaS based platform takes advantage of leading cloud resources including those from AWS and Azure. Theta Lake's capture solutions were built for today's communication channels, their distributed nature and high volume workloads. Our architecture scales in response to changes in workload, type of content being captured (video vs text for example) and we have robust regional redundancies for all global data centers.

### Quantity of Coverage: **RECONCILIATION**

**Why It Matters:** Moving data from source platform to target archive may seem like a given, but with multiple content in-stream compliance and archiving operations, gaps can emerge between messaging and content capture, both from the upstream source as well as the downstream destination. Reconciliation validates that your content is where it's supposed to be and serves as evidence to regulators you're doing the right thing.



### **THE THETA LAKE DIFFERENCE**

Theta Lake confirms placement of all captured content such as chat, images, files, videos and more through both upstream reconciliation- with an audit trail detailing the time of capture, in addition to downstream confirmation of the location of the content in the customer's archive or storage. Compliance teams can feel confident that they will have the data they need in responding to regulatory audits.





#### Time to Value:

### IMPLEMENTATION

**Why It Matters:** All too frequently, organizations will halt adoption of a platform or modality, because of potential gaps in compliance. Potential solutions will claim to offer capture coverage- but it turns out their claims are really an intent to build a solution- requiring extensive capital and time investments, and resulting in lost productivity and frustrated employees seeking to communicate using the latest channels.



#### THE THETA LAKE DIFFERENCE

Theta Lake capture solutions can be deployed in hours, not days and weeks. Configuration and testing of a content source like Zoom, RingCentral, WebEx etc. is as easy as a mouse click and is entirely GUI driven, not programmatic.

#### Time to Value:

### INTEGRATION

**Why It Matters:** Organizations typically already have an existing archive investment. Adopting a new communications channel or modality shouldn't require complex integration. The ideal capture solution fits seamlessly into existing communications infrastructure and archives.



#### THE THETA LAKE DIFFERENCE

Theta Lake supports a number of yesterday and today's popular archive systems including Mimecast, Veritas, Relativity, Office 365, AWS, Azure and others. With our support of over 100 platforms and modalities, customers can seamlessly ingest modern communications into their archive environments without complex integration or customization.

#### Time to Value:

### FEATURE ADDITIONS

**Why It Matters:** Unified communications platforms are continuously updated and improved with new features. It is not uncommon for platforms to issue close to 100 updates per quarter that impact capture operations. Modern capture solutions should support those updates and features without lengthy delays, bug fixes or prompting by buyers. Not doing so can result in potential compliance gaps in coverage.

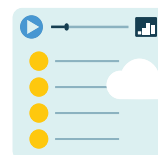


#### THE THETA LAKE DIFFERENCE

Theta Lake partners with, and is funded by the leading UC platforms today including Zoom, Cisco WebEx, RingCentral and Salesforce/Slack. The advantage for customers is tightly unified product development and planning that benefits UC stakeholders as new features, updates and requirements emerge as part of their continuous SaaS deployments. We do major releases every 6 to 8 weeks and are capable of "hot fixing" the entire infrastructure at any time as needed.



**CAPTURE IS A MULTI-STAKEHOLDER CONCERN AND NOT A "CHECKLIST ITEM" AS THE IMPLICATIONS AND BUSINESS IMPACT ARE FAR REACHING.**





#### Time to Value:

### REPEATABILITY

**Why It Matters:** Buyers are focused on solving the problems at hand- capturing the essential components of the channels and modalities they have adopted to establish compliance and maintaining a strong governance posture. Pivoting to new channels or modalities should be a matter of configuration, not customization.



#### THE THETA LAKE DIFFERENCE

Adding additional platform /channel modalities like voice, video, or chat, is a minor change in configuration accomplished through a few mouse clicks and not programmatic scripting. Similarly adding another content source/channel/platform for capture is a same day exercise, not an IT project.

#### Time to Value:

### COMMUNICATION STREAM ADJUSTMENTS

**Why It Matters:** Today's communication infrastructure is fluid. Conditions at the content source and archive target destination can change. Legacy capture solutions are rigid, making it difficult to adapt to changing conditions, no matter how routine they may be.



#### THE THETA LAKE DIFFERENCE

Capture isn't just about moving content, it's about driving workloads, particularly for compliance review teams. Theta Lake's rules based workflow capabilities enable the intelligent routing of captured content to the right personnel, without overlap, and with the ability to adjust seamlessly based on changes in workloads, new content sources, resource constraints and more.

#### Business Factor:

### PLATFORM RELATIONSHIP

**Why It Matters:** The relationship between communications platforms and capture solutions isn't just a one time technical integration. Continuous technology updates, access to APIs, product support and strategic planning activities are essential components of a successful relationship that benefits capture buyers.



#### THE THETA LAKE DIFFERENCE

Theta Lake not only partners with, but is funded by some of the leading unified communication platforms including Salesforce, Zoom, Cisco and RingCentral and enjoys a leading relationship with Microsoft in supporting MS Teams, Office 365, Purview and Azure environments. These next stage relationships result in foresight in joint product planning, reacting to operating changes and support for the latest releases and capabilities

#### Post Sales:

### SUPPORT

**Why It Matters:** Unfortunately but understandably, in a high volume, multi platform/modality infrastructure, things will go wrong, and support will be needed. The interchange and technical relationship can be complex. Buyers need clarity and assurance that when support is needed, capture providers can address the challenges - and not point fingers.



#### THE THETA LAKE DIFFERENCE

Theta Lake provides best in class customer success programs with account managers that form a tight bond with customers that include deep knowledge of their unique operating environments, procedures, personnel and customizations. We have a market leading understanding of today's communications landscape and the impact on compliance capture technology and operations.

Because of our deep and rich relationship with leading unified communication platform suppliers, Theta Lake is thoroughly engaged on ongoing monitoring/updates of new platform features and API capabilities to provide better value to our customers.

**WITH COMPLIANT COMMUNICATIONS CAPTURE AS A KEY INGREDIENT, BUYERS SHOULD CONSIDER THE QUANTITY AND QUALITY OF CAPTURE, TIME TO VALUE AND REPEATABILITY AND RELATED BUSINESS CONSIDERATIONS SUCH AS POST SALES SUPPORT.**



**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://www.ThetaLake.com); [LinkedIn](#); or [Twitter](#) at [@thetalake](#).