

# Retain

for BlackBerry Enterprise Server



GWAVACon

A large, semi-transparent green silhouette of an insect, likely a fly or a beetle, centered on the slide. The insect is facing left and has long antennae and six legs.

Travis Doherty

Senior Developer

# Introduction



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# Texting



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- Texting is *everywhere*
- History of Texting
- What drove the adoption?
- Who is texting today?

# Texting in Business



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- Young workforce driving text into enterprise
- New standard
- Speed of communications
- New method of marketing
- Are text messages business documents?

# Archiving



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- Liability, Personal vs. Corporate Liability
- Compliance & Regulatory Requirements
- Sarbanes Oxley, SEC, FINRA, HIPAA, etc.
- Texts have been allowed in court

# Solutions to Texting



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- What can we do?
- **Disable Texting:**
  - Loss of communications
  - Talent retention
  - Underground loss of control
- **BlackBerry Enterprise Server**



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# BlackBerry Enterprise Server

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- What is BlackBerry Enterprise Server?
- Enterprise level control
- Part of Mobility Strategy
- Secure Messages (PIN)
- Release of BES 5

# Log Files



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- Log Files for PIN, SMS, Phone Calls
- Example:

```
PINLog_20091115.csv - Notepad
File Edit Format View Help
Message,To,Cc,Bcc,From,Subject,Body,Send/Received Date,Server Log Date,Overall
@gwava.com,Outgoing,Mitch Lauer:2100000C,,Travis Doherty:2100000A,Code, got it?
@gwava.com,Incoming,Travis Doherty:2100000A,,Stephen Cohen:2100000B,Clothes,x,
@gwava.com,Outgoing,Travis Doherty:2100000A,,Stephen Cohen:2100000B,Clothes,x,7/1
@gwava.com,Incoming,Stephen Cohen:2100000B,,Mitch Lauer:2100000C,Copper,silver,7/
@gwava.com,Outgoing,Stephen Cohen:2100000B,,Mitch Lauer:2100000C,Copper,silver,7/
@gwava.com,Incoming,Mitch Lauer:2100000C,,Travis Doherty:2100000A,Code, got it?,7/
br@gwava.com,Outgoing,Ian Palmer:2100001F,,Taylor Cochrane:2100000D,Tags,...,7/1
br@gwava.com,Incoming,Taylor Cochrane:2100000D,,Soren Sorenstan:210000E3,Yes,b
t.com,Outgoing,Some Person:210000AE,,Ian Palmer:2100001F,Stuff,xxx,7/14/2009 4
t.com,Incoming,Ian Palmer:2100001F,,Taylor Cochrane:2100000D,Tags,ccc,7/14/200
@gwava.com,Outgoing,Guy X:21000022,,David Anderson:2100000E,It's on,ddd,7/14/20
@gwava.com,Outgoing,Someone Else:21000088,,Colin Bretagne:2100000F,All clear,e
br@gwava.com,Outgoing,James D:210000EE,,Charles Taite:2100000G,Hurry,fff,7/14/2
```

# Retain



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- Prepares log files for import
- Imports to database, captures from all servers to centralize
- Provides security around the data and access to the data through the Viewer application



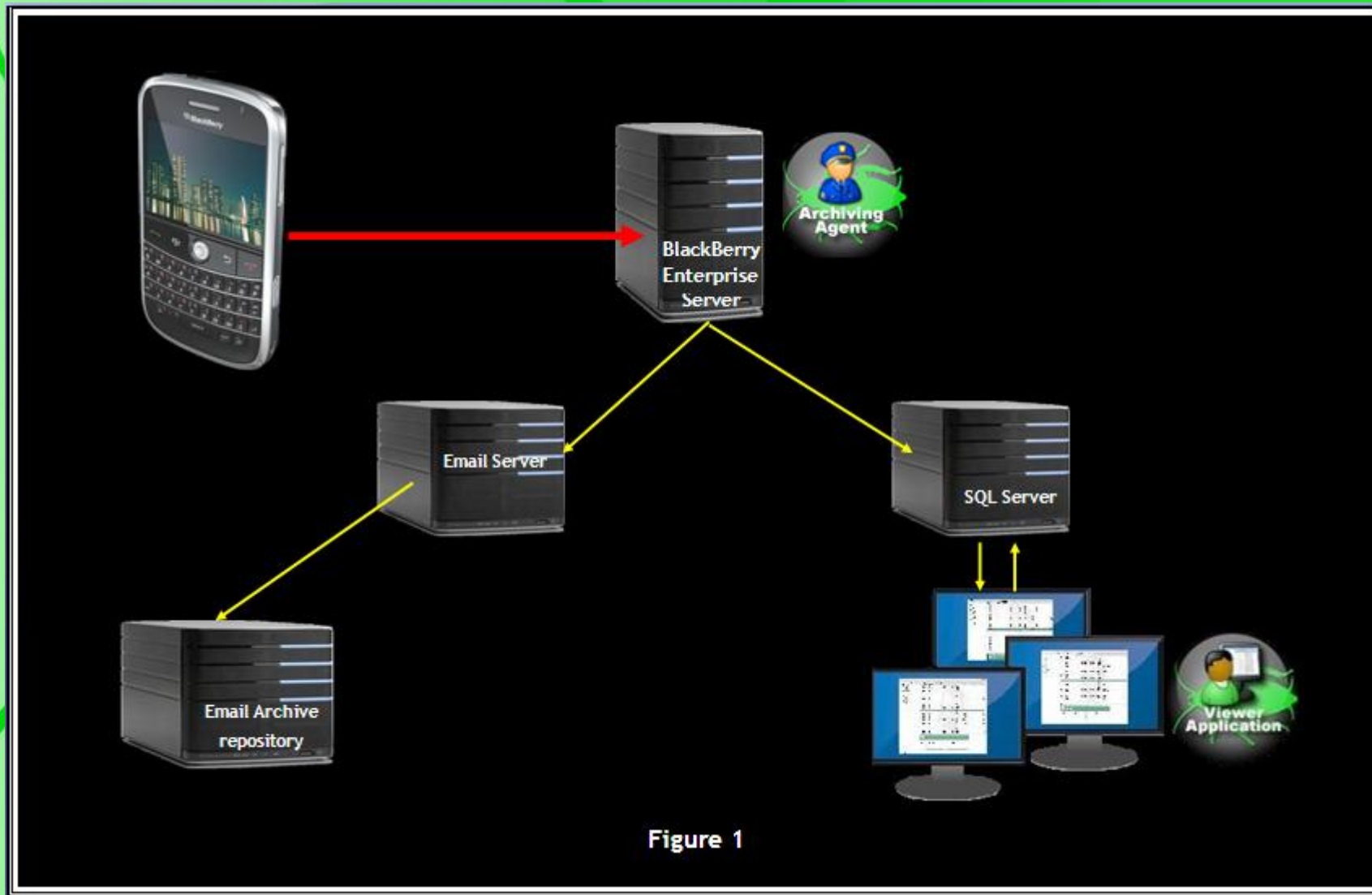
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# Architecture



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# Agent



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# Viewer



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# SMTP Connector



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- Enterprise Archive already exists
- Integrate PIN, SMS, and Phone Calls
- Keep your existing discovery tools

# Live Demo



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for BlackBerry Enterprise Server



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Thank You!