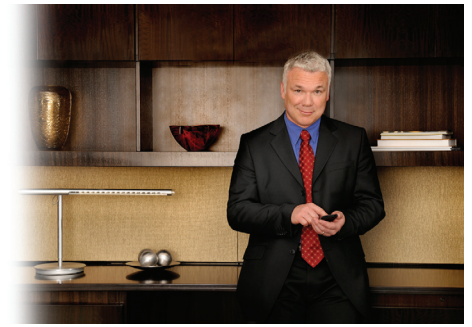




for BlackBerry Enterprise Server



## Don't Ban Text Messages... Archive Them!

Banning text messaging in an organization is not the only answer to compliance or security problems. But it is the most common response. Despite your best efforts and policies, the pressure to allow texting will keep building. People will always find a way to text.

Like many organizations, most universities simply choose to turn off texting rather than risk an NCAA investigation. The NCAA states, "Evolving technology presents unique challenges in recruiting. The NCAA position states new technology can be used so long as it complies with the spirit and, where updated, the letter of already existing guidelines. For example, schools cannot text prospective student-athletes at any time..."

<http://www.ncaa.org/wps/wcm/connect/public/ncaa/key+issues/recruiting+overview>

Retain securely archives every text message and all phone usage data from an organization's BlackBerry smartphones on server. Retain can also integrate this data with any email archive system. There is nothing to install on the users' phones and Retain runs on existing hardware. Any time there is even a question of impropriety, it is fast and easy to verify and if necessary, take care of any potential problems quickly.

Retain for BlackBerry archives all SMS and PIN messages as well as phone usage data on server. With Retain, administrators can:

- Feel secure—smartphone users cannot alter, adjust or delete any incoming or outgoing PIN/SMS text messages or phone call usage data
- Audit and review—view messages and mark them as reviewed
- Export data easily—employee communications data (PIN, SMS and phone usage data) can be exported for compliance, legal or eDiscovery purposes into .xls, .pdf, and .xps formats. Retain also delivers reports via email.
- Manage privacy rights - access to smartphone user data is based on security clearance
- Conduct eDiscovery using the Retain Archive Viewer PIN, SMS, BlackBerry Messenger and phone usage data can be integrated into any email archive repository



The University of Detroit Mercy has taken a different approach. It allows text messaging and archives them all using Retain from GWAVA, running periodic reports to make sure no rules are broken.

*"The fact that we have this data is like insurance. It's something you really need to have and hopefully you never need to use it. We don't ever want an NCAA investigation. We are doing everything we can to stay compliant with text messages and phone calls. The only way to say it and mean it is to have a system like Retain."*

*Steve Corder - Asst. Athletic Director for NCAA Compliance, University of Detroit Mercy*

Retain for BlackBerry Enterprise Server will capture and monitor all PIN/SMS/Messenger text messages and phone usage data for every smartphone user on the BlackBerry Enterprise Server.

For more information on Retain for BlackBerry, go to [www.RetainForBlackBerry.com](http://www.RetainForBlackBerry.com)



GWAVA is solely aligned with Verizon Wireless [www.verizon.com](http://www.verizon.com)

Retain is a trademark of GWAVA, Inc. BlackBerry is a registered trademark of RIM.