Archiving the future

Capture, access, preserve and secure your web and social media content to drive long-term business success and ensure nothing of value is ever lost.

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The amount of data in the world is set to rise tenfold - from 16 ZB to over 160 ZB - between 2016 and 2025, according to a report from IDC.1 (To amass 1 ZB of data you would have to fill 34.4 billion smartphones to capacity) a mind blowing amount of data.

There is no denying that creating and communicating has been made simpler thanks to digital technologies. What was transformative is now seen as everyday, and businesses, organisations and individuals around the world are quick to leverage the opportunities presented by digital.

This means we are creating more data than ever before, in more complex and non-standardised ways.
But just because something is simple to make, does not make it any less valuable.

Digital content is a precious commodity. A company’s data is an asset that can deliver value in the short term, medium term and for generations to come. But even though organisations are creating and storing greater amounts of data than ever before, it can all easily be lost forever without the right planning and foresight.

*If technology is accelerating our future, who is taking care of today?*
Many business and organisations struggle to keep up with the pace of change. With a focus on front-end implementation, sweeping up in the background can be an afterthought, and that creates problems.

Does your organisation fall prey to any of these common mistakes:

- **Obsolete technologies and formats** - From floppy disks to phased-out file formats, it often takes only a few years for hardware or software - including web technologies - to become obsolete and unsupported. This can make it non-trivial or even impossible to retrieve the content stored there.

- **Use of third-party platforms** - Organisations now publish a vast amount of digital content via the web and social media platforms. These platforms may not be in a company’s direct control and use complex, interactive, non-standardised formats. As such, a company needs a solution that captures an admissible copy and holds it indefinitely and securely to safeguard against future misuse or misrepresentation.
• **Reliance on content management and backups** - Most organisations make provisions for short and medium-term secure data storage, but without considering how to protect and future-proof this content so it can still be accessed and used in the long term.

Ultimately, for digital content to drive long-term business success, we need to take proactive steps to capture, protect and future-proof web and social media data.

**That’s where digital archiving comes in.**
According to a 2017 IGI survey, some 98% of organisations have data they need to keep - or want to keep - for more than ten years.

Some of the reasons they cited include:

- Statutory, regulatory and/or legal obligations (89%)
- Litigation support (53%)
- Intellectual property protection (38%)
- Brand heritage (24%)
- Big data such as data mining or analytics (18%)
- Marketing (11%)

Understanding the value of digital content and data is right at the heart of digital archiving.
Have you ever thought about how much data is created by your organisation in a single day? How much content is shared and distributed online across social networking sites, internal communication platforms and your website?

Can you remember everything you did online yesterday?

The possibilities opened up to us through digital transformation mean that we are in a state of near-constant change. How do we keep up with it?

It is a scary thought for our future that the past can be altered and lost in an instant, unless we capture and control the now. And, as evolving technologies like artificial intelligence impact on (and improve upon) existing processes, for everything from customer service to fraud detection, we need to be hyper-conscious of the value of our data.
Against this backdrop, archiving is becoming more important, not less. Why, then, does the concept feel out of touch with the way that information-led enterprises operate?

It comes down to ownership and security.

“Who controls the past controls the future. Who controls the present controls the past.”

George Orwell, 1984

Digital archiving plays digital transformation at its own game. Allowing businesses, research organisations, governments and academia to keep up with their own content generation, preserve it and protect it, whilst making it accessible, searchable and most importantly, useful.

It’s blowing the dust off the traditional archive. It’s archiving for the future.
So how are we currently harnessing the power of the archive?

Digital archiving for compliance and dispute resolution

In regulated industries such as financial services, digital archiving helps firms meet specific compliance needs. MiFID II, for example, requires that all firms keep unalterable records of all electronic communications intended to conclude in or confirm a transaction.

Also, because archived data will normally be stored in an unalterable, date and time-stamped format, a digital archive can provide organisations with legally admissible records of all online activity and customer service communications - making it possible to resolve disputes with minimal reputational damage and cost - including communications via the web and social media.

Digital archiving for brand protection and preservation

Brands continually create and share digital content across the web, social media and mobile apps - content that can easily be altered, corrupted or lost. Digital archiving allows them to capture a permanent record of this content, protect it from alteration and unauthorised use.
Not only that, brands can use this archive to ensure their content continues to deliver value long into the future - through the use of big data techniques that understand customer engagement and brand perceptions over time and feed into future campaign planning.

Digital archiving for records of cultural significance

This is not just about bringing existing archives in line with the rest of the digital world. It is about building a secure, future-proof and accessible store of our social and cultural heritage. As more communication happens online, more web and social media data is considered culturally or historically important, digital archiving allows research organisations, governments and universities to preserve this content and protect our future.
MirrorWeb delivers cloud-native digital archiving solutions that allow organisations to capture web and social media content.

Then protect it, index it and make it accessible.

We help you to understand and meet compliance needs, unlock the long-term value of digital content, and ensure information of cultural and historical significance is never lost.

All in one user-friendly platform delivering...

- **Innovative** - We move and innovate as quickly as the enterprises and organisations we work with do. The MirrorWeb tool indexes for search and big data initiatives, so you retain the optimum long-term value from your archive. Keeping the past safe, no matter what the future brings, so that you are never out of date.

- **Big data** – Because our archives are derived from public-facing content that has already passed internal compliance and auditing best practice, we remove some of the barriers of internal system access and GDPR concerns instantaneously. We then build a secure, external sandboxed and contained environment at lightning speed, providing new ways to analyse big data, from customer buying journeys, graph search and sentiment analysis to AI and predictive compliance and monitoring tools.
• **User-first** – We keep our complexity in the background. MirrorWeb technology is delivered to you as a simple ‘plug and play’ solution. No internal resource or expertise is required to attain full, open access of user protocols and detailed analytics reporting all in the same user-friendly dashboard interface, that is accessible anywhere, anytime and by as many users as required.

• **Accessible** - Our platform partners keep digital content accessible and usable regardless of its original format or the application it was created in. If a format becomes obsolete, we’ll migrate the data at scale to a supported one - keeping the content itself as close to the original as possible.

• **Cost-effective** – We are continually striving to reduce the cost of data capture, indexing and high fidelity replay by leveraging our cloud-first ideology. We have no hidden fee structures and the speed of set-up and ease of platform management provide immediate and ongoing savings and efficiencies for our customers.

• **Cloud-native** - In order to store growing amounts of data a digital archiving solution needs to be secure and scalable. As an AWS partner, we offer near-unlimited capacity and scalability, and have complete control over where our customers’ data is stored.
• **Compliant** - We are ISO9001 and ISO27001-certified and archive our data in the secure, date and time-stamped ISO28500 standard WARC les (WORM) format, ensuring legal admissibility and compliance with regulations such as GDPR and MiFID II.

• **Trusted** - We’re the trusted digital archiving partner to the UK Government and National Archives, and also work with research organisations, financial services firms and global brands.
The intuition is in the detail

Compare archival content with live websites, and automatically detect if regulated content or intellectual property is changed. Without lifting a finger.

One of the UK’s largest global investment partnerships, with £177.6 billion under management and advice in specialist equity, fixed income and multi-asset portfolios for a global client base have recently partnered with MirrorWeb.

Before working with MirrorWeb, the bank employed several full-time staff to monitor its website and social media content manually. While this was compliant with FCA guidance, it was also resource-intensive and management concerns over the capacity of the team and speed of analysis were never fully satisfied.

MirrorWeb was initially tasked with creating an archive of the firm’s website and social media data to meet other compliance obligations. However, it was identified that combining this archiving provision with automatic content monitoring would significantly reduce the firm’s current monitoring overheads while helping improve compliance with the FCA guidance.
The Delivery Manager at the bank commented: “The MirrorWeb platform has revolutionised the business’ capability not only to maintain compliance but, in many cases, to keep ahead of the market in terms of capacity and capability in managing compliance of key product data in real time.

“The ability to manage change by exception has meant we have been able to significantly reduce the headcount in the compliance team and reinvest that resource into improved customer service provision, allowing the business to maintain competitive advantage.

“The accuracy of the exception reports that we have tailored to our specific needs has improved our internal compliance no end. But an added benefit has also materialised as a by-product within our partner network.

We are benefiting in terms of their indirect capability to improve their compliance and now see our banks enhanced systems as a major improvement in our general credentials as an innovative leader in the market.”

David Clee, CEO of MirrorWeb, commented: “This is a high profile contract for MirrorWeb in a new sector where we see great potential for exploitation of our repository platform. We can deliver cloud-native technology that archives digital content intuitively to assist our customers when making vital business decisions, driving innovation and meeting privacy, regulatory and legal requirements in future.”
To find out more about what MirrorWeb could do for you, get a free consultation and talk to us about your digital archiving project today.

REQUEST A DEMO

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