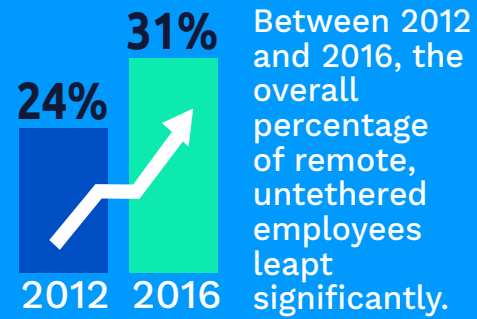


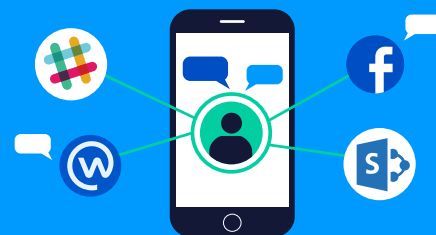
The Conversation is Shifting

It's estimated that by 2025 millennials will make up as much as 75% of the workforce.



Between 2012 and 2016, the overall percentage of remote, untethered employees leapt significantly.

With more tech-savvy employees working outside the office, preferences for mobile-centric channels are changing the way we communicate.



Millennials
Baby Boomers

As workplace demographics change and millennials adopt modern tools, the use of desktop email is shifting to text, collaboration platforms and social channels.

In a study by OpenMarket, texting is the #1 preferred channel for notifications, beating both email and voice.

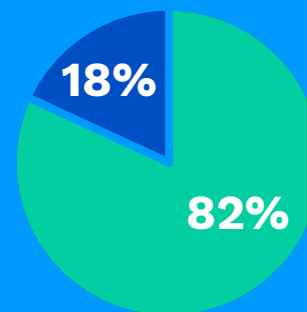


70%

of Millennials admit to bringing their own apps in order to work – regardless of corporate policy.

Slack goes viral

Only 18% of employees started using Slack because their organization rolled it out. The other 82% take the initiative themselves or joined their colleagues who were already using it.



In-demand communication tools like texting, social media and collaboration platforms are constantly entering organizations with IT and governance teams none the wiser – leaving conversations and risk lurking in the shadows.

Enable the shifting conversation.

Capture, search and produce all of your organization's electronic communications. Strengthen your compliance initiatives and minimize risk.

The Archiving Platform from Smarsh



<http://www.pewresearch.org/fact-tank/2016/04/25/millennials-overtake-baby-boomers>
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<https://www.mwdadvisors.com/2016/03/24/slack-communications-lifeline/>