



# Aware

CUSTOMER STORIES

## Thriving in the Future of Work

30+ stories of leadership inspired by the employee experience

# The future of work is now, and it's moving faster than ever.

Emerging risks, shifting employee preferences and new market opportunities appear at a moment's notice, challenging business leaders to manage change and make decisions faster than ever. Employees demand it and customers expect it.

*Deriving clear context from real-time employee signals is key.*

Aware delivers the contextual intelligence the C-Suite needs to stay ahead with a complete view of business operations. The ability to see around corners. Anticipate the next threat. Capture new opportunities and protect the bottom line.

See how operations, compliance & legal, security, and people teams worldwide use Aware to protect their employees and the business, accelerate growth, innovate, and empower their people to deliver a brilliant customer experience.

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## About Aware

Aware allows business leaders to deliver confident decisions that employees trust. How? By giving your employees an authentic voice – without needing to ask. With collaboration platforms like Slack, Teams, and Zoom, it is possible today.

Schedule your personalized demo  
visit [AwareHQ.com/demo](https://AwareHQ.com/demo)

01

## Operational Intelligence

Unlocking new efficiencies in processes, products and services

02

## Compliance and Legal

Creating new automations and smart workflows to mitigate threats

03

## People Intelligence

Discovering a real-time pulse on sentiment and toxicity

04

## Security

Proactively detecting instances of insider risk and unauthorized behaviors



# 01 Operational Intelligence

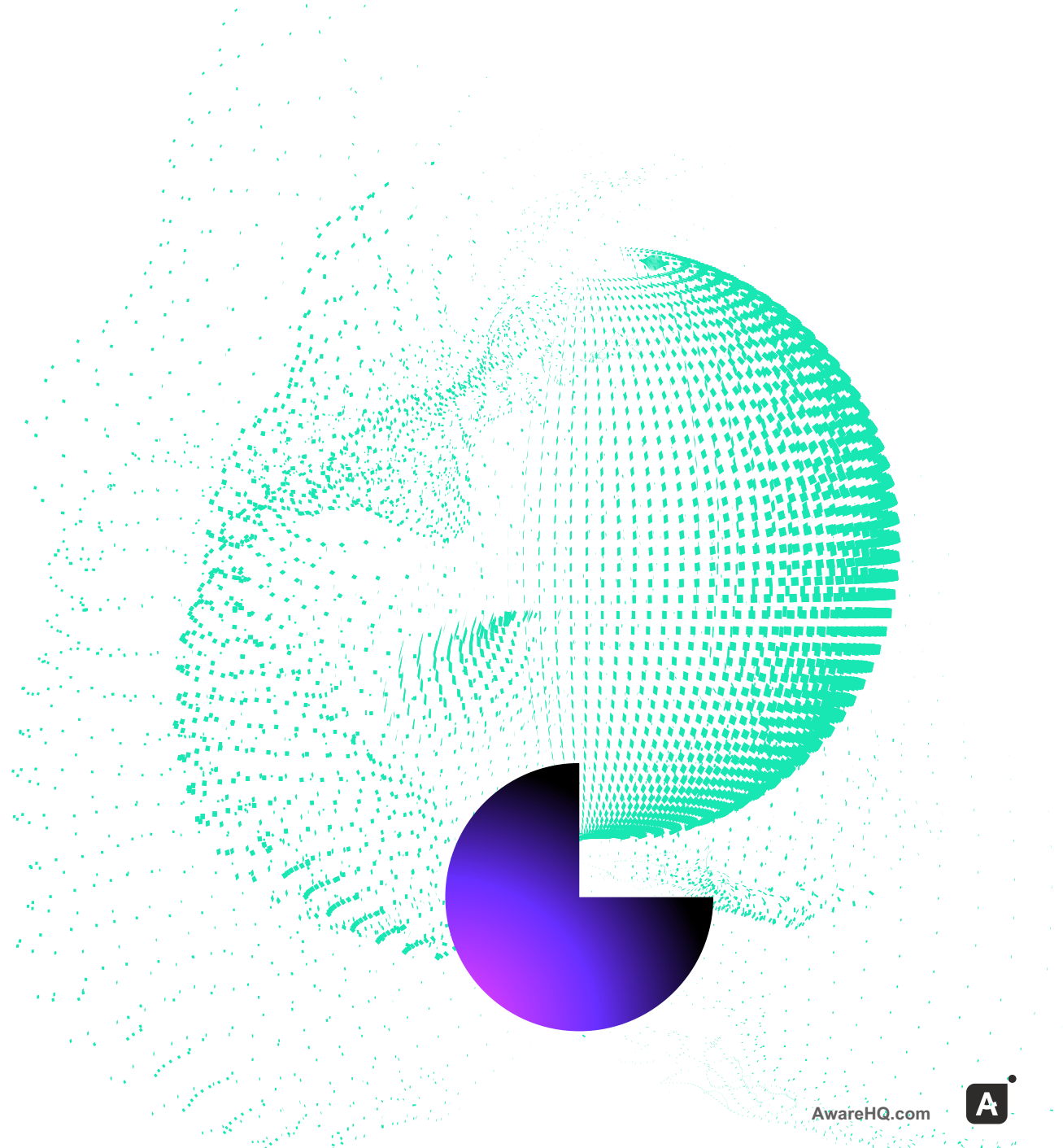
Uncover key information about how your business is running to drive critical business operational decisions and surface new opportunities

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## USE CASES

Business Feedback Loop

Key Initiative Tracking



## AWARE CUSTOMER STORY

# Reducing Costly Equipment Downtime Through Proactive Signals

INDUSTRY	Retail, Food and Beverage
SIZE	Global
PLATFORM	Workplace from Meta
USE CASE	Business Unit Feedback Loop
STAKEHOLDERS	Digital Workplace, IT



## THEIR STORY

A global franchise restaurant is responsible for thousands of pieces of equipment in its various locations. When that equipment malfunctions or needs repair, the existing process takes upwards of 3-7 days to identify and validate the problem. This results in unhappy employees, unhappy customers and decreased revenue.

The company decided to use their existing collaboration tool and Aware to streamline their workflow. Corporate encouraged employees to report equipment concerns within Workplace. Aware was then used to proactively identify equipment concerns in real-time through a Signal policy, surfacing every mention of equipment malfunctions or failures.

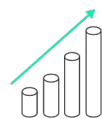
As a result, Aware is used to validate equipment issues based on conversations, eliminating the need to send follow up communication to supervisors. This new process has allowed the company to reduce equipment downtime, and ultimately boost their bottom line.



We've unlocked new efficiencies within our business that we didn't even think were possible.

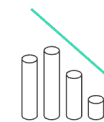
Digital Workplace Program Manager

## KEY BUSINESS OUTCOMES



### Increased Efficiency

Time to resolution reduced from 3-7 days to just 20-30 minutes.



### Reduced Expenses

Equipment failure accounts for 42% of unplanned downtime costs.

## AWARE CUSTOMER STORY

# Learning How Internal Communications Resonate with Employees

INDUSTRY	Energy
SIZE	Global
PLATFORM	Workplace from Meta
USE CASE	Business Unit Feedback Loop
STAKEHOLDERS	Communications



## THEIR STORY

A large energy company relied solely on their collaboration platform to share internal campaigns and initiatives. They lacked a formal system to observe employee engagement and sentiment surrounding their internal campaigns and initiatives.

By implementing Aware's Spotlight application, they gained daily, real-time insight into external events their employees were discussing, internal campaign success and an overall pulse check of their collaboration platform groups. With Aware's AI and NLP processing models, they could quickly judge sentiment, allowing their communications team to make smarter decisions regarding when and what to communicate and change across an organization level.

Through Aware, the company gained the ability to efficiently report on the success of their internal campaigns – and most importantly, were able to preserve their positive workplace environment.



With Aware, we were able to track the success of our strategic initiatives – without even asking.

Communications Manager

## KEY BUSINESS OUTCOMES



### Improved Change Management

Only 34% of change initiatives in the workplace succeed due to lack of visibility into the campaign.



### Improved Company Culture

Employees who feel heard are 4.6x more likely to feel empowered to do their best work.

## AWARE CUSTOMER STORY

# Uncovering Technical Difficulties with Aware's Spotlight

INDUSTRY	Transportation
SIZE	Global
PLATFORM	Workplace from Meta
USE CASE	Business Unit Feedback Loop
STAKEHOLDERS	Communications, Digital Workplace, IT



## THEIR STORY

A global transportation company partners with a financial services provider to host financial wellness webinars. When initiatives like this are hosted, they have no quick way to gain feedback from their employees on topics such as ease of joining, timing, and the value of content in the webinar.

Using Aware's Spotlight application, complete with real-time insights, they quickly saw that one webinar was trending with a negative sentiment tied to the topic. Wanting to learn more, the company used Custom Reporting, and Search & Discover to determine that there were technical difficulties joining the seminar.

Thanks to Aware, the communications, digital workplace, and IT teams discovered the need to provide steps to join webinars across multiple devices to alleviate technical difficulties. They continued to observe and investigate opportunities to improve current processes, webinars, and events within the organization.

## KEY BUSINESS OUTCOMES



### Improved Company Culture

Employees rate learning & development opportunities as the number one driver for great work culture.



### Increased Efficiency

Companies report a 99% reduced time to resolution of operational failures.



### Reduced Employee Attrition

78% of people say they're more likely to stay with an employer because of their benefits.



We wouldn't have been able to easily see why attendance was so low on these webinars without Aware.

Digital Programs Specialist

## AWARE CUSTOMER STORY

# Understanding Sentiment Around New Tools in the Workplace

INDUSTRY	Retail, Food and Beverage
SIZE	Enterprise
PLATFORM	Workplace from Meta
USE CASE	Business Unit Feedback Loop
STAKEHOLDERS	Communications, Digital Workplace, IT



## THEIR STORY

A large retail company recently adopted a new frontline task tool to better support internal workflow and communication between front and back-office employees. Shortly after integrating, the operations team started to receive negative feedback from employees and needed a better way to understand the common themes associated with their conversations.

The company paired Aware with their current collaboration tool to identify employees' frustrations regarding the new task tool. Using Signal rules, they were able to uncover that existing training for the new tool was insufficient, and it led to employees resorting to the old process.

Once the retailer was able to identify the training gaps, the company took steps to add additional training sessions and provide support through their internal help desk. This data also helped their leadership team understand how to better roll out processes and communicate new initiatives going forward.

## KEY BUSINESS OUTCOMES



### Improved Change Management

Implementing digital technologies to aid in change management increases progress towards company goals by 22%.



We were able to quickly uncover a valuable training opportunity with Aware's applications.

Program Manager



## AWARE CUSTOMER STORY

# Filling Gaps Between Traditional Employee Experience Surveys

INDUSTRY	Healthcare & Pharmaceuticals
SIZE	Global
PLATFORM	Microsoft Teams, Workplace from Meta
USE CASE	Employee Experience, Business Unit Feedback Loop
STAKEHOLDERS	Internal Communications, Digital Workplace, HR



## THEIR STORY

A global pharmaceutical company wanted their leadership team to better understand their overall employee feeling and engagement more frequently than their existing annual surveys. These surveys tend to occupy 6-8 months of their time, come at a high cost, and bring the risk of skewed data from their employees. Instead of gathering information through surveys, they wanted a process that could give the organization a daily gut check of their employees.

With Aware's Spotlight application, they were able to get a pulse on employee sentiment across their collaboration platforms in real-time. Spotlight allowed them to see trending topics within their collaboration platforms and identify the sentiment behind them. They were also able to uncover not only the relevant messages themselves, but the associated context.

After implementing Aware, the communications and people teams began partnering on a monthly culture report for senior leadership. Integrating with Aware boosted the company's employee satisfaction, eliminated their survey software and provided a way to improve the overall culture of their company.

## KEY BUSINESS OUTCOMES



### Reduced Employee Attrition

The cost of replacing an employee is estimated at 150% of the departing employee's salary.



### Improved Company Culture

Employees who feel heard are 4.6x more likely to feel empowered to do their best work.



Thanks to Aware, our leadership team is now so much more in sync with our employees. It's improved our culture significantly.

Director, Internal Communications

## AWARE CUSTOMER STORY

# Detecting Changes in Employee Sentiment Around New Leadership

INDUSTRY	Utilities
SIZE	Global
PLATFORM	Workplace from Meta, Microsoft Teams
USE CASE	Key Initiative Tracking
STAKEHOLDERS	Communications



## THEIR STORY

A large utility's company corporate communications department had no process in place to identify and address negative employee sentiment regarding recent leadership changes.

They decided to implement Aware's Spotlight and Signal applications. Using these applications, the corporate communications team set up alerts for negative and positive shifts in employee emotion. Spotlight's dashboard allowed them to gain a continuous pulse on conversation activity and engagement by surfacing hot topics on a daily, weekly and monthly basis. Signal helped the communications team surface conversations around key words tied to their new leaders and initiatives tied to these changes.

The company now feels more comfortable understanding employee reaction to their corporate announcements. These insights helped their communications team quickly shift their objectives to better support employee needs.



We now have a game plan in place to address employee reactions to impactful changes in the business.

Director, Internal Communications

## KEY BUSINESS OUTCOMES



### Improved Company Culture

Employees who feel heard are 4.6x more likely to feel empowered to do their best work.



### Improved Change Management

65% of companies are 'somewhat ineffective' or worse at introducing change caused by strategic initiatives.

## AWARE CUSTOMER STORY

# Immediately Surfacing Breaks in a Newly Introduced Benefit

INDUSTRY	Retail, Food and Beverage
SIZE	Global
PLATFORM	Workplace from Meta
USE CASE	Key Initiative Tracking
STAKEHOLDERS	Digital Workplace, Communications, Human Resources



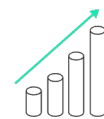
## THEIR STORY

A global franchise restaurant rolled out a new employee benefit they felt would be well received by employees, however they ended up seeing the opposite outcome. The sentiment surrounding this particular benefit was extremely low – complete with lots of unhappy emojis. The company needed a way to gain more insight into why and how to best rectify it.

After integrating their collaboration software with Aware, the Human Resources team quickly discovered the employee frustration regarding their new benefit was not an internal issue. Through the real-time information in Spotlight and Search & Discover features in Aware, they confirmed the benefit was not functioning properly through their external vendor.

With this information, their team was able to not only identify the issue, but communicate with their vendor to resolve it. Without Aware, the company was limited to surveys and would have rolled back a benefit without a complete understanding of why. Once the problem was resolved, Spotlight captured improved sentiment – and the benefit was a resounding success.

## KEY BUSINESS OUTCOMES



### Increased Efficiency

Companies report a 99% reduced time to resolution of operational failures.



### Improved Company Culture

Employees who feel heard are 4.6x more likely to feel empowered to do their best work.



### Reduced Employee Attrition

78% of people say they're more likely to stay with an employer because of their benefits.



We wouldn't have quickly understood why people were unhappy with the benefit without Aware.

HR Business Partner

## AWARE CUSTOMER STORY

# Unlocking Faster Feedback from the Front Line

INDUSTRY	Retail, Food and Beverage
SIZE	Global
PLATFORM	Workplace from Meta
USE CASE	Key Initiative Tracking
STAKEHOLDERS	Communications



## THEIR STORY

A large food and beverage company has locations all over the globe. The company often finds themselves in the news due to menu promotions and new products being introduced. The public affairs and product development teams were interested in gaining insights into the feedback the front line was receiving so they could best adjust their strategies going forward.

Aware's Spotlight feature enabled the teams to look at a high-level view of real-time hot topics within their collaboration platform. Top of mind for them was the type of customer feedback their frontline workers were receiving and how workers were feeling about various promotions. Spotlight allowed them to pinpoint and dive deeper into discussions.

With insights in near-real time, the public affairs team felt better prepared to address negative sentiment. The product team was able to use this feedback to inform new menu developments. The company was also able to unlock a great opportunity to gain continuous insight into the feelings of both their customers and their employees on the front line, no matter the occasion.

## KEY BUSINESS OUTCOMES



### Boost Customer Experience

84% of companies that work to improve their customer experience report an increase in their revenue.



Our front line captures the pulse of our customers – their insights allow us to improve the experience our customers have.

Public Affairs Manager

## AWARE CUSTOMER STORY

# Creating Raving Fans of New Tools & Processes with Aware

INDUSTRY	Healthcare & Pharmaceuticals
SIZE	Enterprise
PLATFORM	Workplace from Meta
USE CASE	Key Initiative Tracking
STAKEHOLDERS	Digital Workplace



## THEIR STORY

A healthcare provider wanted to understand what their employee sentiment was towards their Electronic Health Record (EHR) migration. Prior to Aware, they had little insight, relying on surveys, roundtables and/or asking for feedback, rather than listening in near-real time to the voice of the employee. They were concerned that the sentiment was going to be low due to the broad impact these changes had.

The team set up several Signal rules to alert on key words surrounding the migration, including the name of the tool and words like “excited” and “frustrated.” Using Custom Reporting, the hospital then ran a report on keywords and phrases around their EHR migration, surfacing results in near real-time

To their surprise, the sentiment on this migration was high and employees were raving about the seamless migration and congratulating teammates. Swapping out a core system is a huge undertaking and being able to listen in real time to what teams are saying and feeling is a critical part of adoption and success prediction – all made possible with Aware.

## KEY BUSINESS OUTCOMES



### Improved Change Management

Implementing digital technologies to aid in change management increases progress towards company goals by 22%.



### Improved Company Culture

Statistics show that real-time feedback boosts the success of key initiatives.



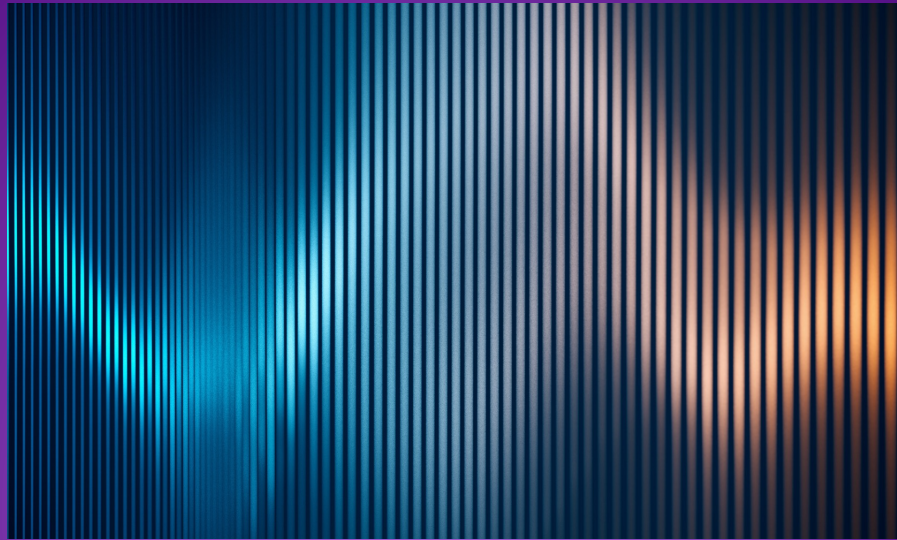
We were so pleased that our staff was excited about this migration, and this success gave us a playbook going forward.

Digital Program Manager

## AWARE CUSTOMER STORY

# Measuring the Efficacy and Sentiment Behind Policy Changes

INDUSTRY	Non-Profit
SIZE	SMB
PLATFORM	Slack
USE CASE	Key Initiative Tracking
STAKEHOLDERS	IT, Digital Workplace



## THEIR STORY

A non-profit was concerned about unauthorized persons gaining access to their internal systems, so they introduced a new policy that automatically logged out users every 24 hours. Their leaders had seen three complaints about the change in public collaboration channels, but wanted to understand if there were more frustrations aired out in private channels.

The IT team utilized Aware's Spotlight and Signal applications to measure real-time adoption and satisfaction regarding this change. Within Spotlight, they created a topic report on keywords that were used in complaints. These keywords allowed Spotlight to unveil related themes and either positive or negative sentiment associated with them.

The reports uncovered that employees were frustrated with the policy and that they were not given reasoning behind the change. Leadership was able to open a dialogue on the rationale behind the policy change. Moving forward, a rule on Signal will be created before changes go out to alert the team to related discussion and ensure a smooth rollout of new processes and policies.

## KEY BUSINESS OUTCOMES



### Improved Change Management

37% of companies say gaining support across the whole organization is the toughest implementation challenge.



### Improved Company Culture

More than 1/3 of staffers think their company doesn't listen to their ideas for improvement.



We're able to easily get ahead of questions and help our employees adjust to changes we make... Aware is key for us.

Director, IT

# 02 Compliance and Legal

Seamlessly enforce internal, industry, and regulatory requirements in real time. Reduce discovery time and manage retention policies with ease

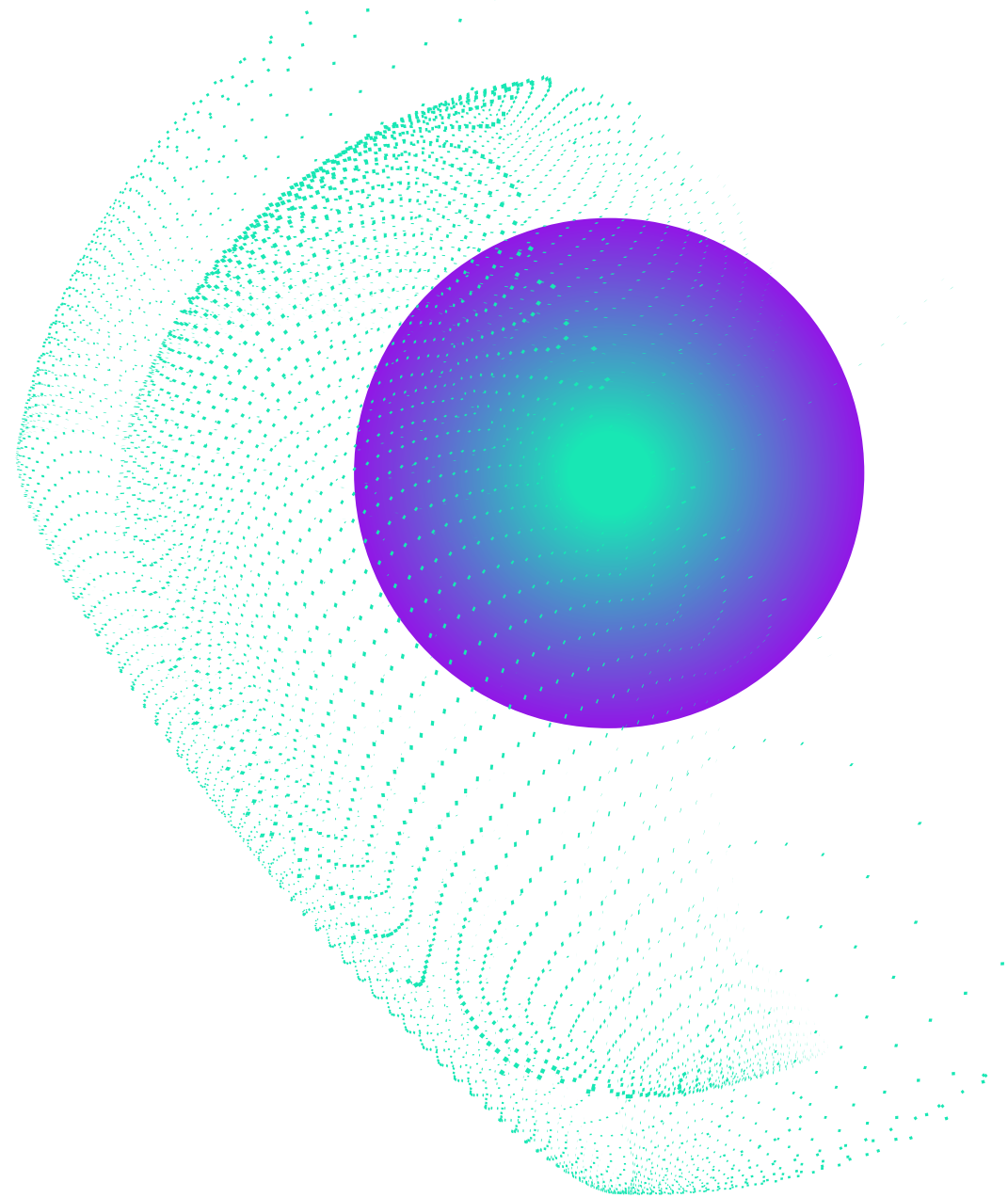
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## USE CASES

Compliance Adherence

eDiscovery

Records Preservation & Purging



## AWARE CUSTOMER STORY

# Helping Ensure Continued Patient Privacy in Collaboration Tools

INDUSTRY	Healthcare & Pharmaceuticals
SIZE	Enterprise
PLATFORM	Workplace from Meta
USE CASE	Compliance Adherence
STAKEHOLDERS	IT, Risk



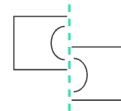
## THEIR STORY

A non-profit healthcare network needed a comprehensive solution to manage collaboration data and stay compliant with HIPAA regulations. The need for internal collaboration tools heightened during the pandemic, but employees were haphazardly sharing patient information across these platforms, putting themselves, the network, and patients at risk.

After integrating with Aware, they were able to utilize Signal's features to quickly flag, surface, and investigate inappropriate or sensitive data. Using the application, they were able to identify content that had the potential to violate HIPAA regulations, including screenshots and file attachments.

As a result, this healthcare network is now able to anticipate and proactively resolve future risks, mitigating the potential of violating HIPAA regulations through collaboration platforms, and ultimately reducing the risk of fines, brand damage, and legal exposure.

## KEY BUSINESS OUTCOMES



### Reduced Expenses

Since the inception of HIPAA in 2003, violations that resulted in a settlement or civil monetary penalty totaled nearly \$135 million.



### Improved Risk Posture

Companies with extended detection and response capabilities deployed shortened the breach lifecycle by ~29 days.



Aware has enabled our organization to continue collaborating effectively – without compromising the importance of HIPAA regulations.

Chief Risk Officer



### Protected Brand

A company's reputation accounts for 63% of its market value.



## AWARE CUSTOMER STORY

# Preserving Workplace Culture While Protecting Sensitive Data

INDUSTRY	Financial Services
SIZE	Enterprise
PLATFORM	Workplace from Meta
USE CASE	Compliance Adherence
STAKEHOLDERS	IT, Security, Risk, Communications



## THEIR STORY

Workplace from Meta was implemented at a large, heavily regulated financial institution as they adopted a hybrid work environment. They invested in Workplace to help build and maintain team bonds. The organization wanted to ensure that employees were not using the platform to discuss work or upload work-related files, as this could put them at risk for compliance-related fines.

With Aware's Signal application, they implemented policies and rules that caught and removed any sharing of personally identifiable information (PII) in near real-time. Advanced capabilities also allowed them to alert individuals of the appropriate Workplace rules of engagement.

The implementation of Workplace allowed employees to continue to feel engaged with their teams, despite working remotely. With Aware, their Risk and Security teams were confident that the tool could be used in a way that remained compliant with government regulations.



Aware has helped us remove the friction that existed between our desire to collaborate and our compliance policies.

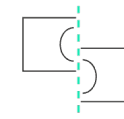
Compliance Analyst

## KEY BUSINESS OUTCOMES



### Improved Company Culture

88% of job seekers say a healthy culture at work is vital for success.



### Reduced Expenses

The average SEC fine was \$9.1 Million in 2022.

## AWARE CUSTOMER STORY

# Uncovering the Context Behind Increasing Acceptable Use Violations

INDUSTRY	Non-Profit
SIZE	Enterprise
PLATFORM	Microsoft Teams
USE CASE	Compliance Adherence (Acceptable Use)
STAKEHOLDERS	HR, IT, Risk



## THEIR STORY

A non-profit implemented Aware to help identify violations of their acceptable use policy. In the beginning, they had received only a few alerts on inappropriate conversations – however, suddenly they noticed a huge uptick in violations of their acceptable use policy and needed to figure out why.

Using Aware's Signal and Search & Discover applications, their HR team made a problematic discovery: not only were their employees able to invite their personal non-employee friends to the organization's collaboration platform, but they were actively inviting dozens of them.

With this valuable knowledge, they enabled the appropriate security settings in their collaboration tools to ensure only employees could use them. They also implemented additional security measures, including two-factor authentication, and used this as a coaching tool for their acceptable use policy.



With Aware, we were able to catch a flaw in our permissions that we otherwise would have missed. Not only did it improve our security, it strengthened our company culture.

Employee Experience Manager

## KEY BUSINESS OUTCOMES



### Improved Risk Posture

The average risk incident costs a business more than \$500k.



### Improved Company Culture

88% of job seekers say a healthy culture at work is vital for success.

## AWARE CUSTOMER STORY

# Utilizing Search & Discover to Easily Fulfill Data Subject Access Requests

INDUSTRY	Non-Profit
SIZE	Mid-Market
PLATFORM	Workplace from Meta
USE CASE	Compliance Adherence
STAKEHOLDERS	IT, Risk



## THEIR STORY

Employees can request a Data Subject Access Request (DSAR) at any time at this non-profit organization. The ability to search and export this information from collaboration platforms is important to fulfill these requirements, but the organization was unsure how to do this, as the functionality was not native to their tool.

Using Aware's Search and Discover application, they were able to pull all the messages from and mentions of an individual user. Search and Discover made it possible for them to seamlessly filter by type of file as well as time period. They could easily export the data to a CSV file and then distribute as needed.

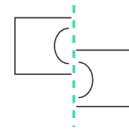
With Aware, the organization can now easily remain compliant and provide requested data while respecting the privacy of others. They are also able to uncover this data quickly with limited resources, allowing them to reduce the amount of time necessary to fulfill a DSAR.



With Aware, handling DSARs have become quicker and more cost effective while remaining compliant.

Director of IT

## KEY BUSINESS OUTCOMES



### Reduced Expenses

It costs an average of \$1,400 for organizations to manually process a single DSAR, with most taking more than two weeks to respond.



### Increased Efficiency

Automating tasks saves 240 hours per year.

## AWARE CUSTOMER STORY

# Reducing the Risk of Fines Due to Non-Compliance

INDUSTRY	Technology
SIZE	SMB
PLATFORM	Slack
USE CASE	Compliance Adherence
STAKEHOLDERS	Security, Risk



## THEIR STORY

A tech company supports government entities and handles personally identifiable information (PII) almost exclusively. They also hire seasonal employees annually, who are more likely to be less familiar with their existing security policies. While they have a solution to manage the risk of Fair Credit Reporting Act (FCRA) violations in email, they had no way to set up alerts on sharing of sensitive data in Slack.

Using Aware's Signal application, they developed policies and rules to alert in real-time if employees have shared social security numbers, driver's license numbers, and passport numbers within Slack.

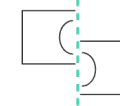
As a result, they have seen time savings and risk reduction by automating PII event notifications and incorporating Slack data into their existing processes and solutions. With Aware's upcoming Context API Signal End Points, they soon will be able to pull all Signal events into their other DLP (Data Loss Prevention) solution, creating a one-stop-shop for all their security needs.

## KEY BUSINESS OUTCOMES



### Improved Risk Posture

1:166 messages contain sensitive information.



### Reduced Expenses

Organizations lose an average of \$5.87 Million in revenue due to a single non-compliance event.



Aware has allowed us to proactively approach compliance and get ahead of potential violations.

Senior Manager, Compliance

## AWARE CUSTOMER STORY

# Helping a Telecom Provider Investigate and Safeguard Confidential Data

INDUSTRY	Telecommunications
SIZE	Global
PLATFORM	Slack, Microsoft Teams
USE CASE	Compliance Adherence, eDiscovery, Forensics
STAKEHOLDERS	IT, Risk, Digital Workplace



## THEIR STORY

Following the rollout of Slack, a major telecommunications company turned to Aware to help them understand the risks that resided within employee messages. Their primary concerns included preventing data loss and enabling eDiscovery within the tool.

Aware's applications uncovered that call center employees used Slack messages to store large volumes of personal identifiable information (PII) and payment card industry (PCI) data. eDiscovery conducted leveraging Aware found that employees also lacked a secure solution to keep track of customer information, opening the company up to greater compliance risks.

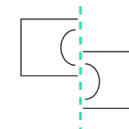
With Aware, the company found the right solutions for employees to work more efficiently while safeguarding confidential information. They also deployed Aware's automated compliance adherence features to scan new Slack messages for sensitive data, allowing them to correct and coach employees on inappropriate work habits in real time. The company caught and remediated over 20,000 credit card shares last year through Aware.

## KEY BUSINESS OUTCOMES



### Improved Risk Posture

Companies with extended detection and response capabilities deployed shortened the breach lifecycle by ~29 days.



### Reduced Expenses

Organizations lose an average of \$5.87 Million in revenue due to a single non-compliance event.



Aware has been a game-changer for us in educating our employees on compliance best practices and keeping our customers' data safe.

Digital Workplace Manager

## AWARE CUSTOMER STORY

# Providing for the Safety and Well-being of Frontline Workers

INDUSTRY	Retail, Food and Beverage
SIZE	Global
PLATFORM	Workplace from Meta
USE CASE	Compliance Adherence (Acceptable Use), Insider Risk, Identify Toxic Hotspots
STAKEHOLDERS	Human Resources



## THEIR STORY

A global franchise restaurant used Aware to find potential violations of their corporate acceptable use and harassment policies. In one case, an event was triggered that showed a manager having inappropriate conversations and relations with their subordinate.

They were able to look at historical conversations between these two employees and found that the subordinate recently ended the relationship, and the manager was retaliating against them by not scheduling them for shifts.

While they were unhappy to uncover situations like these, they welcomed the chance to rectify them, as they were in direct violation of their goal to provide a safe workplace for their employees. With Aware they were alerted to the conversations in near-real time, see the full context of the situations and immediately act by involving company leadership and local authorities.

## KEY BUSINESS OUTCOMES



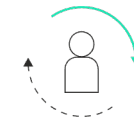
### Improved Company Culture

88% of job seekers say that a healthy culture at work is vital for success.



### Protected Brand Reputation

86% of potential employees would not apply or continue to work for a company that has a bad reputation with former employees or the public.



### Reduced Employee Attrition

Companies report a 5% annual cost savings by reducing turnover expense, equating to millions.



Aware alerts quickly identified inappropriate conversations and employee harassment.

Human Resources Officer

## AWARE CUSTOMER STORY

# Actively Reducing Harassment in the Workplace

INDUSTRY	Non-Profit
SIZE	Global
PLATFORM	Microsoft Teams
USE CASE	Identify Toxic Hotspots, Forensic Research & Investigations, eDiscovery
STAKEHOLDERS	Risk, Security, IT



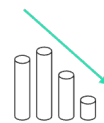
## THEIR STORY

A social enterprise foundation's HR team was looking to advance how they keep track of an increasing amount of harassment and bullying within their digital workspace. While the Digital Workplace and Legal teams were able to surface incidents after they occurred, they felt they needed a better system to properly perform investigations, and proactively identify employee harassment before it became a problem.

With Aware's Signal application, they could surface messages or individuals with toxic behaviors, complete with context. Spotlight gave them a view of potentially toxic areas of the business that they could dig deeper into. Finally, Search and Discover provided a simple solution that allowed the HR and legal teams to launch deeper investigations. In one case, they were able to uncover that a disgruntled employee threatening a lawsuit was the primary perpetrator of harassment.

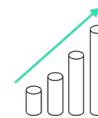
The HR department used this data to offer effective coaching and foster a healthy digital collaboration environment – making employees much happier.

## KEY BUSINESS OUTCOMES



### Decreased Expenses

A single toxic employee can cost a company \$12K per year.



### Increased Efficiency

Increasing data volumes & data types are cited as the two biggest eDiscovery challenges today.



Aware gave us the greatest opportunity to preserve and protect our culture during an ever-changing work environment.

Director, Human Resources



### Improved Company Culture

88% of job seekers say that a healthy culture at work is vital for success.

## AWARE CUSTOMER STORY

# Leveraging Aware to Aid in Legal Investigations

INDUSTRY	Retail, Food and Beverage
SIZE	Global
PLATFORM	Workplace from Meta
USE CASE	eDiscovery
STAKEHOLDERS	Legal



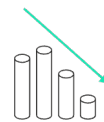
## THEIR STORY

A restaurant chain had an ongoing lawsuit where a woman felt she was retaliated against because she posted something in their collaboration platform asking for HR's phone number and needing assistance. The message was then deleted. The legal team wanted to investigate if the message ever existed and if so, if it was, in fact, posted and later deleted.

The legal team used Aware's Search & Discover application to search all content for that specific custodian and then was able to granularly filter the content by deletes.

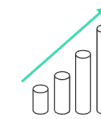
They found the post was in fact deleted and sent to legal. Aware's ability to surface this information, complete with context, allowed the legal team to reduce their investigation time and gave them more confidence in their overall eDiscovery process.

## KEY BUSINESS OUTCOMES



### Reduced Expenses

Discovery accounts for 20-50% of all litigation expenses.



### Increased Efficiency

eDiscovery solutions can reduce collection time to a mere 16 minutes.



It was super helpful that Aware was able to capture the level of information necessary to aid in our eDiscovery process.

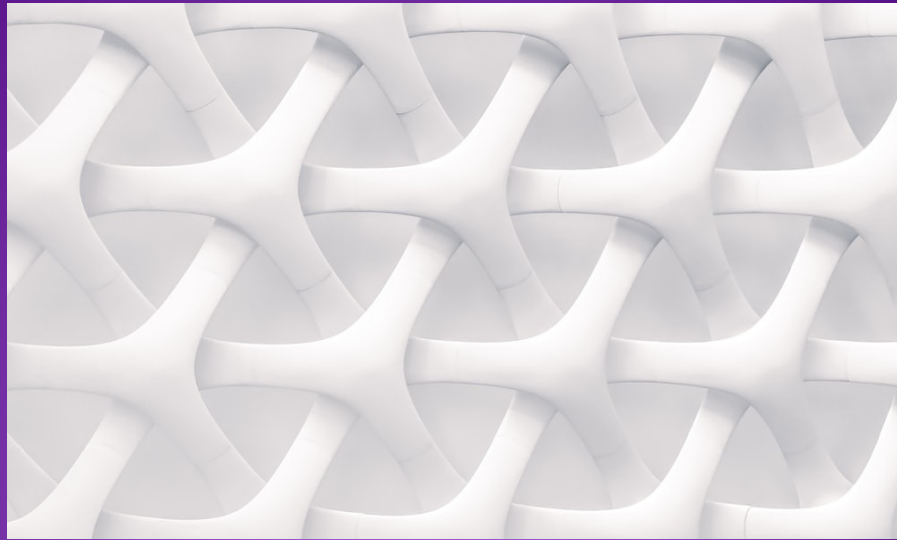
Legal Analyst



## AWARE CUSTOMER STORY

# Addressing Compliance, DLP and Records Retention – All in One Tool

INDUSTRY	Retail, Food and Beverage
SIZE	Enterprise
PLATFORM	Workplace from Meta
USE CASE	DLP, Compliance Adherence, Records Retention
STAKEHOLDERS	IT, Risk, Human Resources



## THEIR STORY

A large European beverage company was concerned about behavior they observed on their collaboration tools. Internal acceptable use and GDPR compliance were top of mind. They also aimed to minimize IP loss by making sure that discussions around their competition were healthy. Complicating these matters was that employees used several languages to communicate.

With Aware, rules – in multiple languages - helped ensure that internal policies were followed. Messages that were flagged included threatening speech, and trade secrets and PII. Utilizing context, IT, and Communication teams were given the ability to review and address violations. Robust data management tools were implemented to help the company avoid keeping data for longer than needed.

The team reported that they were able to reduce the amount of PII and sensitive data shared to “almost zero.” They also shared that they were able to quickly address cases of inappropriate behavior, leading to safer and happier employees.

## KEY BUSINESS OUTCOMES



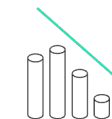
### Improved Risk Posture

1:166 messages contain sensitive information.



### Improved Company Culture

A single toxic employee can cost a company \$12K per year.



### Reduced Expenses

Organizations lose an average of \$5.87 million in revenue due to a single non-compliance event.



In the event of an audit we can nearly instantly prove that we are managing our collaboration tools appropriately.

Director of Compliance

## AWARE CUSTOMER STORY

# Easily Implementing Retention Policies for Regulated Employees

INDUSTRY	Financial Services
SIZE	Global
PLATFORM	Yammer
USE CASE	Compliance Adherence, Records Retention
STAKEHOLDERS	IT, Legal



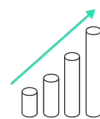
## THEIR STORY

A financial services company has a specific group of employees that are considered regulated. The time content needs to be held for regulated employees is different from the rest of their employees and is required to be preserved for up to seven years. To comply, the regulated employees' data needed to be held and exempt from retention policies that were applied to the remainder of the employee set.

Aware's integration supported this company in managing this data. Their first plan of action was setting up legal holds for their regulated employees, ensuring their content was preserved as required by law. In tandem, they set up a different rule for non-regulated employees, so their information was automatically purged on a regular basis.

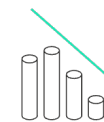
Utilizing data management features such as legal holds and data retention gave this company the ability to comply with SEC and legal policies. They were also able to automate their remaining data retention needs, reducing the lift on their already-stretched staff.

## KEY BUSINESS OUTCOMES



### Increased Efficiency

Employees estimate that automating tasks saves 240 hours per year.



### Reduced Expenses

Average SEC fine in 2022 was \$9.1 million.



Aware's granular data management capabilities have saved us countless hours - and a ton of headache.

Analyst

## AWARE CUSTOMER STORY

# Ensuring the Preservation of Institutional Knowledge with Aware

INDUSTRY	Retail, Food and Beverage
SIZE	Enterprise
PLATFORM	Workplace from Meta
USE CASE	Records Retention
STAKEHOLDERS	IT



## THEIR STORY

An international bottling company's local regulations required that they purge their collaboration platform's direct message and chat data every 30 days. However, their collaboration platform lacked the ability to distinguish between chat data and data that lived in public channels. As a result, they were losing valuable historical context from public channels every month.

The company partnered with Aware to help protect this data. Aware's ability to set granular records retention rules allowed them to specify how long they wanted to retain data from different areas of their platform. They were able to set retention rules based on channel, source and more.

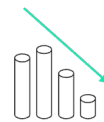
Thanks to Aware, the company was able to comply with regulatory requirements but still preserve extremely important institutional knowledge that existed throughout their collaboration platform.



Without Aware, Workplace wouldn't be nearly as valuable to our employees... maintaining that historical record is so important.

Operations Manager

## KEY BUSINESS OUTCOMES



### Reduced Expenses

Reducing data storage costs and non-compliance fines can save companies millions of dollars annually.



### Improved Company Culture

Sharing and preserving institutional knowledge improves collaboration and enables faster decision-making.

## AWARE CUSTOMER STORY

# Enabling Better Collaboration for All Employees

INDUSTRY	Insurance
SIZE	Enterprise
PLATFORM	Workplace from Meta
USE CASE	Records Retention
STAKEHOLDERS	IT



## THEIR STORY

A large insurance company had roughly 5,000 regulated employees who were not permitted to access the direct messaging feature within their collaboration platform due to the lack of archiving capabilities. However, they noticed their younger employees preferred to communicate through direct messaging, and this policy was tough on them. To help these individuals do their best work, they set out to find a program that could archive their content on a regular basis.

Aware had the functionality they were looking for with granular data management capabilities. After segmenting their users into regulated and non-regulated employees, the IT team set up a special data management policy directed towards those employees' direct messages.

Finding a solution like Aware allowed this company to aid in employee success by allowing them to collaborate in the ways that worked best for them, while also ensuring that they both purged and preserved the data they need to.

## KEY BUSINESS OUTCOMES



### Reduced Employee Attrition

Effective communication generates 4.5 times higher talent retention.



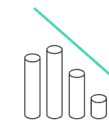
### Improved Company Culture

85% of employees with access to collaborative tools are more likely to perceive themselves as happy in the workplace.



Our [regulated] employees were so excited to now collaborate in the ways that worked best for them without fear of non-compliance.

Program Manager



### Reduced Expenses

Non-compliance costs are over 2x greater than what firms typically pay to stay in compliance.

03

# People Intelligence

Keep your finger on the pulse of the organization, improve the employee experience, and hold on to your best employees by capturing authentic behavioral signals in collaboration data

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## USE CASES

Employee Experience

Identify Toxic Hot Spots



## AWARE CUSTOMER STORY

# Filling Gaps Between Traditional Employee Experience Surveys

INDUSTRY	Healthcare & Pharmaceuticals
SIZE	Global
PLATFORM	Microsoft Teams, Workplace from Meta
USE CASE	Employee Experience, Business Unit Feedback Loop
STAKEHOLDERS	Internal Communications, Digital Workplace, HR



## THEIR STORY

A global pharmaceutical company wanted their leadership team to better understand their overall employee feeling and engagement more frequently than their existing annual surveys. These surveys tend to occupy 6-8 months of their time, come at a high cost, and bring the risk of skewed data from their employees. Instead of gathering information through surveys, they wanted a process that could give the organization a daily gut check of their employees.

With Aware's Spotlight application, they were able to get a pulse on employee sentiment across their collaboration platforms in real-time. Spotlight allowed them to see trending topics within their collaboration platforms and identify the sentiment behind them. They were also able to uncover not only the relevant messages themselves, but the associated context.

After implementing Aware, the communications and people teams began partnering on a monthly culture report for senior leadership. Integrating with Aware boosted the company's employee satisfaction, eliminated their survey software and provided a way to improve the overall culture of their company.

## KEY BUSINESS OUTCOMES



### Reduced Employee Attrition

The cost of replacing an employee is estimated at 150% of the departing employee's salary.



### Improved Company Culture

Employees who feel heard are 4.6x more likely to feel empowered to do their best work.



Thanks to Aware, our leadership team is now so much more in sync with our employees. It's improved our culture significantly.

Director, Internal Communications

## AWARE CUSTOMER STORY

# Helping to Lead Employees Affected by Global Crises

INDUSTRY	Healthcare & Pharmaceuticals
SIZE	Global
PLATFORM	Microsoft Teams, Workplace from Meta
USE CASE	Employee Experience
STAKEHOLDERS	Internal Communications, Digital Workplace, HR



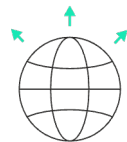
## THEIR STORY

A global pharmaceutical company has employees that resided in both Russia and Ukraine. When the Russo-Ukrainian war broke out in 2022, top of mind for this company was ensuring that their employees felt secure and informed. They also were sensitive to the fact that rumors and gossip were prevalent on their internal collaboration platform, and wanted to make sure that conversations around the conflict were factual and not hateful.

The team used the Spotlight application's ability to highlight key topics in near real-time to proactively identify conversations related to the war. The team members then leveraged Signal's rules to aid in moderation. The company also posted a communication about governance changes and used Aware to make sure that the message did not veer off topic. Aware can filter for foreign languages, so their results removed English results – surfacing only the information that was most important for the colleagues affected.

Due in part to the insights from Aware, the affected employees reported feeling supported during the initial days of the war. The company felt that they were much better equipped to handle future worldwide events.

## KEY BUSINESS OUTCOMES



### Improved Company Culture

88% of job seekers say a healthy culture at work is vital for success.



Making sure our employees feel safe at work is priority. Aware was a no-brainer for us in maintaining that.

Director, Human Resources

## AWARE CUSTOMER STORY

# Putting Employee Mental Health First with Aware

INDUSTRY	Transportation
SIZE	Global
PLATFORM	Workplace from Meta
USE CASE	Employee Experience
STAKEHOLDERS	Digital Workplace, HR



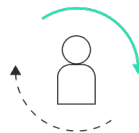
## THEIR STORY

An international transportation company feels employee mental health is key to the continued success of their business. It's important to them that their employees feel empowered to ask for help when they need it. In one instance, an employee used a four-letter word in an after-hours post on their internal collaboration platform, expressing anger and frustration, then deleted the post.

Using Aware's Signal application, the word and subsequent deletion were flagged. The company then conducted a Search & Discover query to dig deeper into what was going on with the employee. Once they got the search back, they looked at the posts surrounding the event for broader context, and it became clear that this employee was not in a good place mentally. They were struggling with some personal issues and needed support.

The company stepped in and was able to help the employee through their Employee Assistance Program (EAP). Before Aware they would never have been able to surface this issue and provide assistance to the employee.

## KEY BUSINESS OUTCOMES



### Reduced Employee Attrition

78% of people say they're more likely to stay with an employer because of their benefits.



### Improved Company Culture

88% of job seekers say a healthy culture at work is vital for success.



Aware has empowered our employees to feel confident and trusted in sharing their voice.

Human Resources Business Partner



## AWARE CUSTOMER STORY

# Cultivating a More Welcoming Environment for All

INDUSTRY	Multiple
SIZE	Global
PLATFORM	Workplace from Meta
USE CASE	Employee Experience
STAKEHOLDERS	Internal Communications, HR



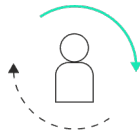
## THEIR STORY

A global company relied on their internal communications platform for thousands of employees around the world. Without a way to easily surface topics of concern, moderators had to manually comb through groups, which led to major concerns around compromised employee experience.

Using Aware's Signal app, the company is automatically notified via email when safety concerns are communicated on their platform. When an employee voiced concerns about their safety, calling out their executive leadership team in the process, an alert was triggered and the post was temporarily hidden, which allowed the company to take immediate action.

Leadership was sent a notification, and steps were immediately taken to reinforce the company's policies on diversity, equity, and inclusion, including a 1:1 dialogue with the affected employee. Leadership was impressed by the speed and accuracy with which the team was able to act on this critical issue and looks forward to continuing to use Aware to make a safe space for all their employees.

## KEY BUSINESS OUTCOMES



### Reduced Employee Attrition

Turnover due to culture may have cost organizations as much as \$223 billion over the past several years.



### Improved Company Culture

Half of workers say discrimination, prejudice, and harassment is a problem at their workplace and it impacts the overall culture.



Aware has helped us nourish our company culture. We're much more in tune with our employees, and we're able to respond quickly to any issues that arise.

Chief Human Resources Officer

## AWARE CUSTOMER STORY

# Creating an Engaging Environment by Implementing Aware

INDUSTRY	Retail, Food and Beverage
SIZE	Global
PLATFORM	Workplace from Meta
USE CASE	Employee Experience
STAKEHOLDERS	Internal Communications, HR



## THEIR STORY

A global restaurant chain believes that employee experience is the heart of their business. In 2021, they began struggling with employee turnover. The chain was looking for a way to proactively address turnover while better engaging existing employees and improving company culture.

The company began leveraging their internal communications platform to share training materials, provide workplace feedback, and recognize one another on a job well done. Using Aware's Spotlight feature, they were able to determine the impact of these initiatives with real-time sentiment measurement. The company also set up Signal rules to address any incidents in near-real time.

The company was able to create a feedback loop, enabling them to gain an authentic pulse on what's working for their employees and what isn't. They also found that they could identify and celebrate highly engaged employees, as well as quickly respond to situations where worker safety was jeopardized. All these initiatives led to lower turnover, a stronger culture, and increased revenue.

## KEY BUSINESS OUTCOMES



### Improved Company Culture

Likelihood of job turnover at an organization with a strong company culture is a mere 13.9 percent.



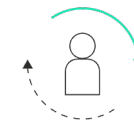
### Increased Efficiency

Companies with highly engaged workers report 20% higher sales.



Because of Aware, the pulse we now have on our company culture has made our teams more cohesive, happier, and efficient.

Director, Talent Management



### Reduced Employee Attrition

Attrition can cost upwards of \$1,500 per hourly employee.

## AWARE CUSTOMER STORY

# Using Aware's Topic Reports to Reduce Employee Burnout

INDUSTRY	Telecommunications
SIZE	Global
PLATFORM	Slack, Microsoft Teams
USE CASE	Employee Experience
STAKEHOLDERS	Digital Workplace



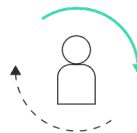
## THEIR STORY

Employee burnout, quiet quitting, and churn were impacting a telecommunications company's frontline employees. These are the individuals that work in call centers and retailers, and their contributions are incredibly valuable to their leadership. The HR and Communications teams were tasked with understanding the reason behind these high levels of employee attrition.

The company used Aware to identify the source of burnout and to see the context behind it. They were able to determine patterns in the reports due to the rich data that Aware provided, including mentions of burnout tied to the holiday season, bad weather, PTO and low-performing staff members.

Leveraging Aware's Spotlight topic reports and contextual intelligence, they could understand discussions around burnout in near real-time and proactively address how to best help their employees – including coaching low performers and introducing employee engagement activities. In a sixty-day period, they were able to reduce mentions of burnout by 35% and boost overall morale.

## KEY BUSINESS OUTCOMES



### Reduced Employee Attrition

Companies report a 5% annual cost savings by reducing turnover expenses, equating to millions.



### Improved Company Culture

88% of job seekers say a healthy culture at work is vital for success.



Aware has enabled our organization to respond to burnout and create a more engaged workforce, ultimately improving employee experience and customer satisfaction.

Senior Manager, Workforce Intelligence

## AWARE CUSTOMER STORY

# Healthcare Provider Boosts Morale with Aware's Help

INDUSTRY	Healthcare & Pharmaceuticals
SIZE	Enterprise
PLATFORM	Workplace from Meta
USE CASE	Employee Experience
STAKEHOLDERS	Internal Communications, HR, Legal, Digital Workplace



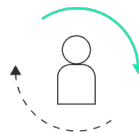
## THEIR STORY

An American healthcare provider was noticing some unrest within their team. Employees were beginning to burn out from the pandemic and were leaving the organization. Their communications team needed to gauge if employees needed extra support, and if leadership needed to adjust their communication strategy. They wanted to get in front of rumors and gossip and ensure that their employees felt they were supported and valued.

The company implemented Aware's Spotlight and Signal apps to get a real-time, authentic pulse on the issues that their employees cared about. They also set up Signal rules to alert on hot topics such as COVID and BLM, as well as set up reports to flag potential areas of toxic sentiment.

With Aware, they were able to provide valuable feedback to leadership, introduce new benefits designed to combat increasing turnover, and boost employee morale. In several cases, they were able to guide employees in need of additional mental health support to their EAP. They also proactively addressed several issues within the organization, including rumors of a COVID outbreak.

## KEY BUSINESS OUTCOMES



### Reduced Employee Attrition

Turnover due to culture may have cost organizations as much as \$223 billion over the past several years.



### Improved Company Culture

74% of employees report they are more effective at their job when they feel heard.



With Aware, we were able to make sure our employees felt heard and seen by leadership.

Director, Employee Communications

## AWARE CUSTOMER STORY

# Creating a More Inclusive Employee Recognition Program

INDUSTRY	Retail, Food and Beverage
SIZE	Enterprise
PLATFORM	Workplace from Meta
USE CASE	Employee Experience
STAKEHOLDERS	Communications, HR



## THEIR STORY

A large retail company introduced a monthly award to recognize top employees. Their existing process for identifying nominees was extremely time-consuming, and they had no way to ensure the entirety of their employee base was being considered throughout the nomination process.

Aware provided this company with an efficient and accurate system to identify top performing employees. Spotlight highlighted trending topics around the nomination process and day-to-day work, and helped gauge overall employee sentiment in real-time. Signal's rules helped proactively identify employees that may be a good fit for the award. Finally, the team used Search & Discover to further understand and highlight nominated employees' accomplishments.

Implementing Aware not only helped them recognize more nominees than ever before, but also saved their organization valuable time manually combing through their collaboration data. They're also able to ensure that they're casting a wider net when looking at nominees, so all employees feel included and valued.



This new award really helped engage our employee base, and Aware provided an easy means of making sure our process was fair.

Employee Experience Leader

## KEY BUSINESS OUTCOMES



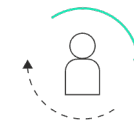
### Improved Company Culture

85% of HR leaders say recognition programs positively affect organizational culture.



### Increased Efficiency

Employees estimate that automating tasks saves 240 hours per year.



### Reduced Employee Attrition

Employees who are recognized are 5x more likely to see a path to grow in the organization.

## AWARE CUSTOMER STORY

# Uncovering the Root Cause of Staff Departures

INDUSTRY	Technology
SIZE	SMB
PLATFORM	Slack
USE CASE	Employee Experience
STAKEHOLDERS	Human Resources



## THEIR STORY

A tech company onboarded several promising candidates in one of their departments, only to have them all leave the company within a few months. They were eager to find out why the new employees left the company, and how they could prevent this from happening in the future.

The company used Aware's Spotlight as well as their Search & Discover applications to dig into the communication histories of the new employees within their collaboration platform. While the interactions were pleasant, they noticed that interactions had been few and far between after these employees' first day.

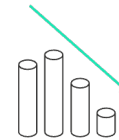
While they couldn't ascertain exactly why these employees left, they did uncover gaps in their onboarding program and the lack of engagement with fellow employees exposed a weakness in their company culture. Going forward, the company used this data to encourage more engagement and celebration of employee contributions, creating a smoother onboarding experience and improved employee retention.

## KEY BUSINESS OUTCOMES



### Improved Company Culture

77% of employees say that a strongly engaged culture makes them do their best work.



### Reduced Expenses

Cost of replacing an employee is estimated at 150% of the departing employee's salary.



We had to take a hard look at how engagement levels impacts our ability to retain talent. Aware gave us those insights.

HR Executive



### Reduced Employee Attrition

Highly engaged employees are 87% less likely to leave their employer.

## AWARE CUSTOMER STORY

# Providing for the Safety and Well-being of Frontline Workers

INDUSTRY	Retail, Food and Beverage
SIZE	Global
PLATFORM	Workplace from Meta
USE CASE	Compliance Adherence, Insider Risk, Identify Toxic Hotspots
STAKEHOLDERS	Human Resources



## THEIR STORY

A global franchise restaurant used Aware to find potential violations of their corporate acceptable use and harassment policies. In one case, an event was triggered that showed a manager having inappropriate conversations and relations with their subordinate.

They were able to look at historical conversations between these two employees and found that the subordinate recently ended the relationship, and the manager was retaliating against them by not scheduling them for shifts.

While they were unhappy to uncover situations like these, they welcomed the chance to rectify them, as they were in direct violation of their goal to provide a safe workplace for their employees. With Aware they were alerted to the conversations in near-real time, see the full context of the situations and immediately act by involving company leadership and local authorities.

## KEY BUSINESS OUTCOMES



### Improved Company Culture

88% of job seekers say that a healthy culture at work is vital for success.



### Protected Brand Reputation

86% of potential employees would not apply or continue to work for a company that has a bad reputation with former employees or the public.



### Reduced Employee Attrition

Companies report a 5% annual cost savings by reducing turnover expense, equating to millions.



Aware alerts quickly identified inappropriate conversations and employee harassment.

Human Resources Officer

## AWARE CUSTOMER STORY

# Actively Reducing Harassment in the Workplace

INDUSTRY	Non-Profit
SIZE	Global
PLATFORM	Microsoft Teams
USE CASE	Identify Toxic Hotspots, Forensic Research & Investigations, eDiscovery
STAKEHOLDERS	Risk, Security, IT



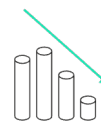
## THEIR STORY

A social enterprise foundation's HR team was looking to advance how they keep track of an increasing amount of harassment and bullying within their digital workspace. While the Digital Workplace and Legal teams were able to surface incidents after they occurred, they felt they needed a better system to properly perform investigations, and proactively identify employee harassment before it became a problem.

With Aware's Signal application, they could surface messages or individuals with toxic behaviors, complete with context. Spotlight gave them a view of potentially toxic areas of the business that they could dig deeper into. Finally, Search and Discover provided a simple solution that allowed the HR and legal teams to launch deeper investigations. In one case, they were able to uncover that a disgruntled employee threatening a lawsuit was the primary perpetrator of harassment.

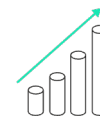
The HR department used this data to offer effective coaching and foster a healthy digital collaboration environment – making employees much happier.

## KEY BUSINESS OUTCOMES



### Decreased Expenses

A single toxic employee can cost a company \$12K per year.



### Increased Efficiency

Increasing data volumes & data types are cited as the two biggest eDiscovery challenges today.



Aware gave us the greatest opportunity to preserve and protect our culture during an ever-changing work environment.

Director, Human Resources



### Improved Company Culture

88% of job seekers say that a healthy culture at work is vital for success.



04

# Security

Supervise collaboration data for security issues in real time and stop threats before they cause damage with a solution built for scale

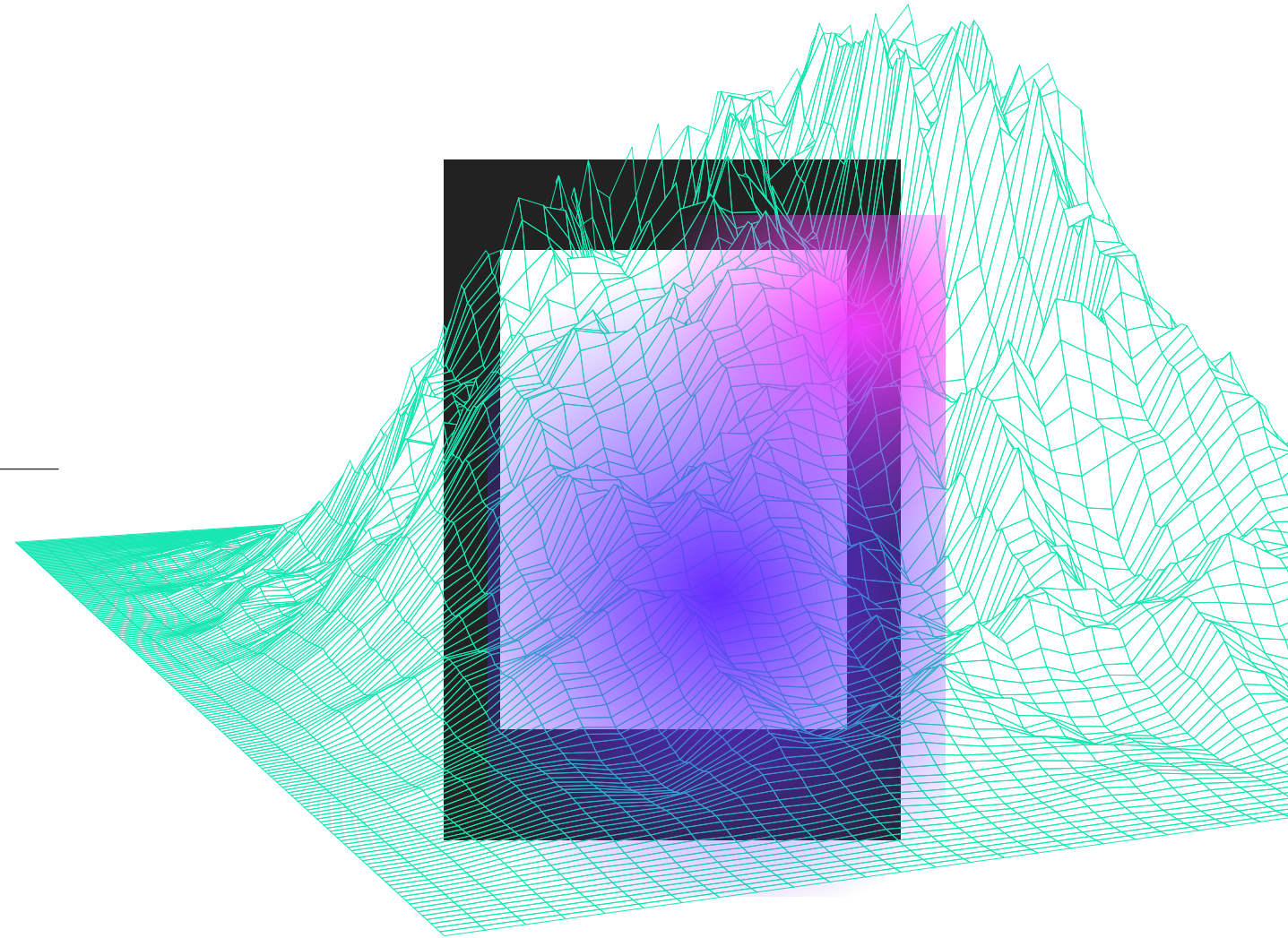
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**USE CASES**

Insider Risk

Data Loss Prevention

Forensics & Investigations



## AWARE CUSTOMER STORY

# Protecting Collaboration Data from Leaks

INDUSTRY	Technology
SIZE	Global
PLATFORM	Microsoft Teams
USE CASE	DLP
STAKEHOLDERS	IT, Security, Risk



## THEIR STORY

A large technology service company has many consultants that are employed by external clients, who work on highly sensitive projects for their organization. Typically, these consultants have separate communication devices, one for their internal projects and another for the client. This company was concerned about the risk of consultants sharing client intellectual property on their separate devices, through internal collaboration platforms. This could potentially jeopardize their reputation. They needed a system that could detect and report on cases where confidential data was shared.

They used Aware's real-time Signal features to ensure that all shared data was appropriate and safe. In the instance that sensitive data was shared across conversations, they were able to dig deeper into the context behind the conversation to discover why the information was shared.

With Aware, the company was able to implement a workflow that proactively alerts and hides potentially sensitive information to further alleviate internal risks. They were also able to flag instances where a leak was at risk of occurring and use it as a coaching opportunity within their broader organization.



Aware has made it seamless for us to manage complex and dispersed teams without compromising the protection of sensitive data.

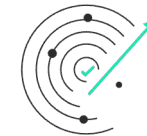
Risk Operations Manager

## KEY BUSINESS OUTCOMES



### Protected Brand

75% of global executives have experienced a recent reputational crisis that could have been prevented.



### Improved Risk Posture

1:166 messages contain sensitive information.

## AWARE CUSTOMER STORY

# Reducing the Loss of Trademarked Data with Aware

INDUSTRY	Utilities
SIZE	Enterprise
PLATFORM	Microsoft Teams, Workplace from Meta
USE CASE	DLP
STAKEHOLDERS	IT, Security



## THEIR STORY

A large utility company has recent acquisitions who use their collaboration platforms to communicate internally. Their Information Security team expressed concern around recent acquisitions sharing sensitive trademark data. To comply with company regulations around trademark information, they realized the ability to proactively surface potential violations would benefit their collaboration platform workflow.

Aware's Signal application supported this organization's need for preserving trademark information. Once the integration was complete, their information security team started utilizing rules to help capture conversations that contain sensitive data. They were also able to flag both images and files in addition to text and were able to examine deletions.

Prior to integrating with Aware, this company didn't feel confident with the usage of their collaboration platforms. Today, their information security department has increased confidence of platforms while also preventing data leaks with trademark information.



Protecting our trademarked data is integral to the success of our business. Aware has been key in securing that.

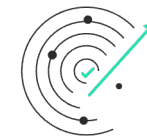
Senior Director, Security Incident Response

## KEY BUSINESS OUTCOMES



### Protected Brand

Some 85% of brands say they have experienced trademark infringement.



### Improved Risk Posture

28% of data breaches are considered to be inside jobs.

## AWARE CUSTOMER STORY

# Protecting Valuable IP with Aware's DLP Capabilities

INDUSTRY	Technology
SIZE	SMB
PLATFORM	Slack
USE CASE	DLP
STAKEHOLDERS	IT, Security



## THEIR STORY

A global video game company requires that all their new content stays completely confidential until information is ready for the public. With the introduction of external users in collaboration spaces, there is risk of confidential data being shared outside of the organization prematurely.

With the help of Aware's Signal and Search & Discover applications, they prevented data leaks by segmenting and taking a closer look at platform groups that include external users. Their IT team created alerts to flag when key terms or images were shared within these groups.

Aware's ability to surface the data in the context in which it was created allows the team to minimize false negatives or positives. In the instance data is leaked, their designated department can quickly surface the appropriate context to resolve internal investigations. Today, they feel more confident sharing sensitive data through their collaboration platform thanks to Aware's help.



We're now more confident than ever in safeguarding our data and preventing leaks, thanks to Aware.

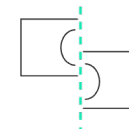
Chief Information Security Officer

## KEY BUSINESS OUTCOMES



### Improved Risk Posture

The average risk incident costs a business more than \$500k.



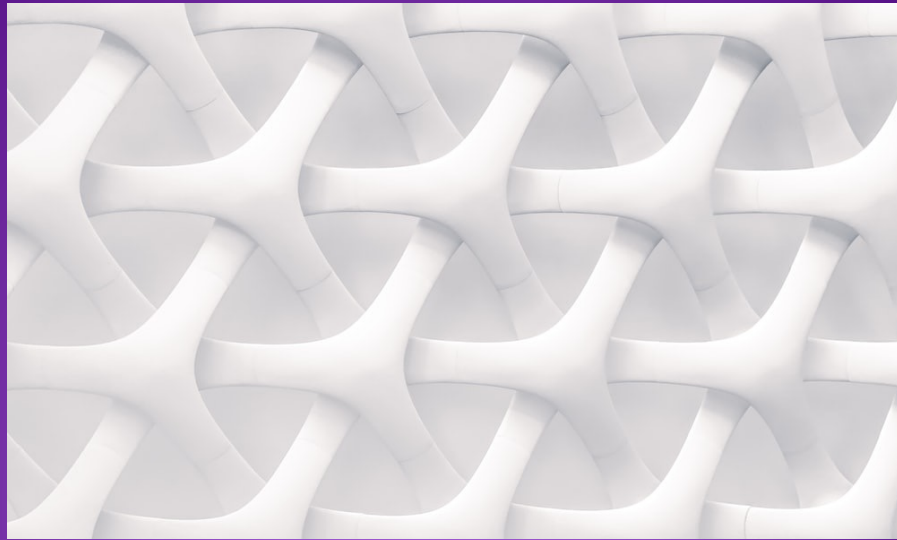
### Reduced Expenses

\$3.5 Million in hard and soft dollar savings in terms of time to identify, contain, and act on organizational risks.

## AWARE CUSTOMER STORY

# Addressing Compliance, DLP and Records Retention – All in One Tool

INDUSTRY	Retail, Food and Beverage
SIZE	Enterprise
PLATFORM	Workplace from Meta
USE CASE	DLP, Compliance Adherence, Records Retention
STAKEHOLDERS	IT, Risk, Human Resources



## THEIR STORY

A large European beverage company was concerned about behavior they observed on their collaboration tools. Internal acceptable use and GDPR compliance were top of mind. They also aimed to minimize IP loss by making sure that discussions around their competition were healthy. Complicating these matters was that employees used several languages to communicate.

With Aware, rules – in multiple languages - helped ensure that internal policies were followed. Messages that were flagged included threatening speech, and trade secrets and PII. Utilizing context, IT, and Communication teams were given the ability to review and address violations. Robust data management tools were implemented to help the company avoid keeping data for longer than needed.

The team reported that they were able to reduce the amount of PII and sensitive data shared to “almost zero.” They also shared that they were able to quickly address cases of inappropriate behavior, leading to safer and happier employees.

## KEY BUSINESS OUTCOMES



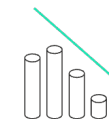
### Improved Risk Posture

1:166 messages contain sensitive information.



### Improved Company Culture

A single toxic employee can cost a company \$12K per year.



### Reduced Expenses

Organizations lose an average of \$5.87 million in revenue due to a single non-compliance event.



In the event of an audit we can nearly instantly prove that we are managing our collaboration tools appropriately.

Director of Compliance

## AWARE CUSTOMER STORY

# Doubling Down on Workplace Safety with Aware

INDUSTRY	Telecommunications
SIZE	Global
PLATFORM	Workplace from Meta
USE CASE	Insider Risk
STAKEHOLDERS	Risk



## THEIR STORY

Following an incident, a telecom provider increased their vigilance around safety protocols. Engineers were asked to post pictures of their jobsite set-ups and relevant questions to their internal collaboration platform. However, the safety and risk teams were unable to ensure that set-ups were being reviewed in time, and that safety-related questions were being answered quickly and correctly. Any errors or failure to follow protocol could lead to bodily harm or worse.

In partnership with Aware, the safety team developed ten Signal rules to unearth conversations related to security protocols and best practices. The rules allowed internal teams to investigate if they need to intervene or take disciplinary action. These rules were set up to surface photos, since they can reveal ignorance of safety protocols.

The risk team loves Aware – it's cut down on safety incidents and they love how they can customize their rules to focus on photographs and specific words – cutting through the noise collaboration platforms often have!

## KEY BUSINESS OUTCOMES



### Improved Risk Posture

Average incident costs a business more than 500k.



### Improved Company Culture

Employees who feel safe and heard because of a positive safety culture are typically happier than those who don't.



Aware allows us to identify high-risk situations with speed that no other platform or vendor can provide.

Director of Regional Services

## AWARE CUSTOMER STORY

# Proactively Reducing Fraud in Internal Collaboration Tools

INDUSTRY	Telecommunications
SIZE	Global
PLATFORM	Microsoft Teams
USE CASE	Insider Risk, DLP, Forensic Research & Investigations
STAKEHOLDERS	Risk, Legal, Digital Workplace, IT



## THEIR STORY

A major telecommunications company's legal department does biannual forensic investigations into insider risk and loss of IP. They are heavy users of their internal collaboration platform and needed a way to view their collaboration data in a structured manner to uncover and report on potentially fraudulent activities from within their organization.

They leveraged Aware's applications, including Search & Discover, to uncover a 300% increase in fraudulent activity. They also discovered unauthorized sharing of credentials and easy accessibility of proprietary information. Failure to address these risks could jeopardize their competitive advantage, and cost them valuable government and private enterprise contracts in addition to fines.

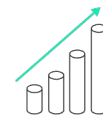
The company responded by implementing large-scale training for employees delete based on themes extracted from their forensic investigations. From these conversations and efforts, the company then implemented policies and rules within Signal to help proactively detect unauthorized activity in the future – everything from credential sharing to leaking proprietary information.

## KEY BUSINESS OUTCOMES



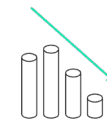
### Improved Risk Posture

Company reports a dramatic increase in detection of potential threats with 85%+ accuracy.



### Increased Efficiency

3.5M hard and soft dollar savings in time to identify, contain and act on organizational risks.



### Reduced Expenses

30% reduction in hourly investigation expenses.



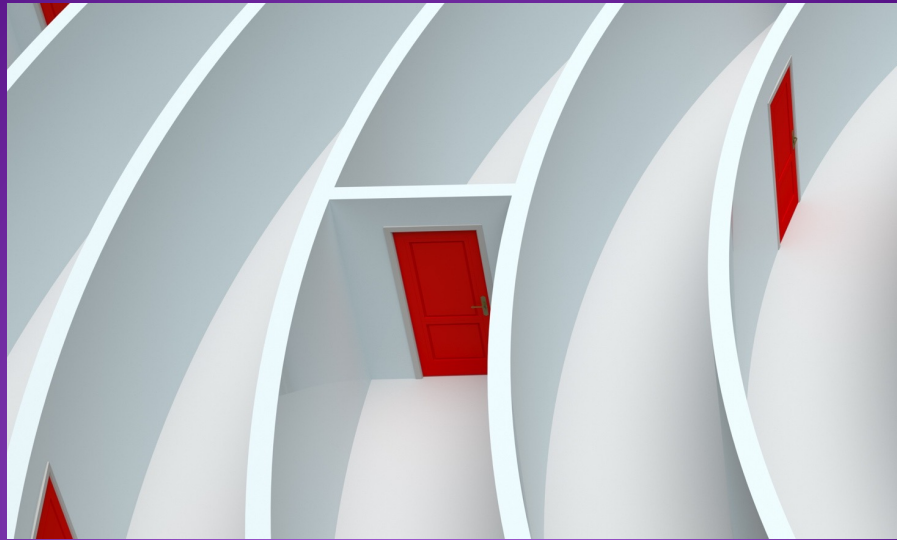
Thanks to Aware, we were able to simultaneously simplify our investigations while addressing massive risks to our organization.

Legal Analyst

## AWARE CUSTOMER STORY

# Addressing Security Risks Before Breaches Even Occur

INDUSTRY	Retail, Food and Beverage
SIZE	Global
PLATFORM	Workplace from Meta
USE CASE	Insider Risk
STAKEHOLDERS	Risk, Security, IT



## THEIR STORY

An international retailer has hundreds of thousands of employees that engage on their internal collaboration platform daily. Given the sheer number of employees, systems and conversations they have, the team is constantly aware of the threat of a security breach. After observing a competitor fall victim to a phishing scam that compromised their platform, the company wanted to test the likelihood of a similar event affecting them.

The security team replicated the phishing scam and used Aware's Signal application and Optical Character Recognition technology to create policies designed to identify images and words associated with the scam.

The team was able to immediately uncover hundreds of employees who fell for the scam. The organization gathered the insights from Aware to improve their risk posture going forward and used the exercise as an opportunity to educate their employees on the dangers of phishing. As a result, the retailer was better prepared to address insider risk, lower their overall exposure and above all, protect their brand.

## KEY BUSINESS OUTCOMES



### Improved Risk Posture

Reduced malicious insider threat events by 90%.



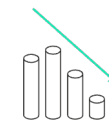
### Protected Brand Reputation

A company's reputation accounts for 63% of its market value.



The fallout from a phishing scam like this one could've been massive. We're glad we were able to take steps to prevent it.

VP of Security



### Reduced Expenses

Cyber attacks such as phishing costs large organizations almost \$15 million annually, or more than \$1,500 per employee.



## AWARE CUSTOMER STORY

# Quickly Mitigating the Yammer Spammers

INDUSTRY	Non-Profit
SIZE	SMB
PLATFORM	Yammer
USE CASE	Insider Risk
STAKEHOLDERS	Risk



## THEIR STORY

A non-profit foundation uses Yammer to collaborate with their broader community across the globe, many of whom aren't technically inclined. Recently, bad actors received access to the non-profit's Yammer platform through malicious links and spoofed those accounts. These spammers then used these accounts to send thousands of messages to internal channels, hack other accounts and inundate their networks. Microsoft was slow to respond to their calls for help, and the spammers were hacking more accounts by the minute.

Enter Aware! The non-profit set up a rule using Aware's Signal application to filter messages that met the criteria of spam. Once they set up this rule, they were able to immediately detect these messages and automate their deletion. The Signal rule also helped them quickly identify hacked and spoof accounts.

Thanks to Aware, over 9,000 messages were caught and remediated. This non-profit has limited staff and addressing that many messages would have taken them hundreds of hours to manually delete.



Thanks Aware for helping us keep our network a safe place!

Executive Director

## KEY BUSINESS OUTCOMES



### Improved Risk Posture

Average incident costs a business more than 500k.



### Improved Efficiency

Average time to contain a breach is 88 days.

## AWARE CUSTOMER STORY

# Providing for the Safety and Well-being of Frontline Workers

INDUSTRY	Retail, Food and Beverage
SIZE	Global
PLATFORM	Workplace from Meta
USE CASE	Compliance Adherence, Insider Risk, Identify Toxic Hotspots
STAKEHOLDERS	Human Resources



## THEIR STORY

A global franchise restaurant used Aware to find potential violations of their corporate acceptable use and harassment policies. In one case, an event was triggered that showed a manager having inappropriate conversations and relations with their subordinate.

They were able to look at historical conversations between these two employees and found that the subordinate recently ended the relationship, and the manager was retaliating against them by not scheduling them for shifts.

While they were unhappy to uncover situations like these, they welcomed the chance to rectify them, as they were in direct violation of their goal to provide a safe workplace for their employees. With Aware they were alerted to the conversations in near-real time, see the full context of the situations and immediately act by involving company leadership and local authorities.

## KEY BUSINESS OUTCOMES



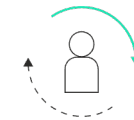
### Improved Company Culture

88% of job seekers say that a healthy culture at work is vital for success.



### Protected Brand Reputation

86% of potential employees would not apply or continue to work for a company that has a bad reputation with former employees or the public.



### Reduced Employee Attrition

Companies report a 5% annual cost savings by reducing turnover expense, equating to millions.



Aware alerts quickly identified inappropriate conversations and employee harassment.

Human Resources Officer

## AWARE CUSTOMER STORY

# Helping a Telecom Provider Investigate and Safeguard Confidential Data

INDUSTRY	Telecommunications
SIZE	Global
PLATFORM	Slack, Microsoft Teams
USE CASE	Compliance Adherence, Forensic Research & Investigations, eDiscovery
STAKEHOLDERS	IT, Risk, Digital Workplace



## THEIR STORY

Following the rollout of Slack, a major telecommunications company turned to Aware to help them understand the risks that resided within employee messages. Their primary concerns included preventing data loss and enabling eDiscovery within the tool.

Aware's applications uncovered that call center employees used Slack messages to store large volumes of personal identifiable information (PII) and payment card industry (PCI) data. eDiscovery conducted leveraging Aware found that employees also lacked a secure solution to keep track of customer information, opening the company up to greater compliance risks.

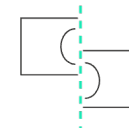
With Aware, the company found the right solutions for employees to work more efficiently while safeguarding confidential information. They also deployed Aware's automated compliance adherence features to scan new Slack messages for sensitive data, allowing them to correct and coach employees on inappropriate work habits in real time. The company caught and remediated over 20,000 credit card shares last year through Aware.

## KEY BUSINESS OUTCOMES



### Improved Risk Posture

Companies with extended detection and response capabilities deployed shortened the breach lifecycle by ~29 days.



### Reduced Expenses

Organizations lose an average of \$5.87 Million in revenue due to a single non-compliance event.



Aware has been a game-changer for us in educating our employees on compliance best practices and keeping our customers' data safe.

Digital Workplace Manager

## AWARE CUSTOMER STORY

# Actively Reducing Harassment in the Workplace

INDUSTRY	Non-Profit
SIZE	Global
PLATFORM	Microsoft Teams
USE CASE	Identify Toxic Hotspots, Forensic Research & Investigations, eDiscovery
STAKEHOLDERS	Risk, Security, IT



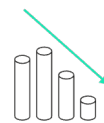
## THEIR STORY

A social enterprise foundation's HR team was looking to advance how they keep track of an increasing amount of harassment and bullying within their digital workspace. While the Digital Workplace and Legal teams were able to surface incidents after they occurred, they felt they needed a better system to properly perform investigations, and proactively identify employee harassment before it became a problem.

With Aware's Signal application, they could surface messages or individuals with toxic behaviors, complete with context. Spotlight gave them a view of potentially toxic areas of the business that they could dig deeper into. Finally, Search and Discover provided a simple solution that allowed the HR and legal teams to launch deeper investigations. In one case, they were able to uncover that a disgruntled employee threatening a lawsuit was the primary perpetrator of harassment.

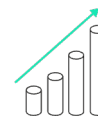
The HR department used this data to offer effective coaching and foster a healthy digital collaboration environment – making employees much happier.

## KEY BUSINESS OUTCOMES



### Decreased Expenses

A single toxic employee can cost a company \$12K per year.



### Increased Efficiency

Increasing data volumes & data types are cited as the two biggest eDiscovery challenges today.



Aware gave us the greatest opportunity to preserve and protect our culture during an ever-changing work environment.

Director, Human Resources

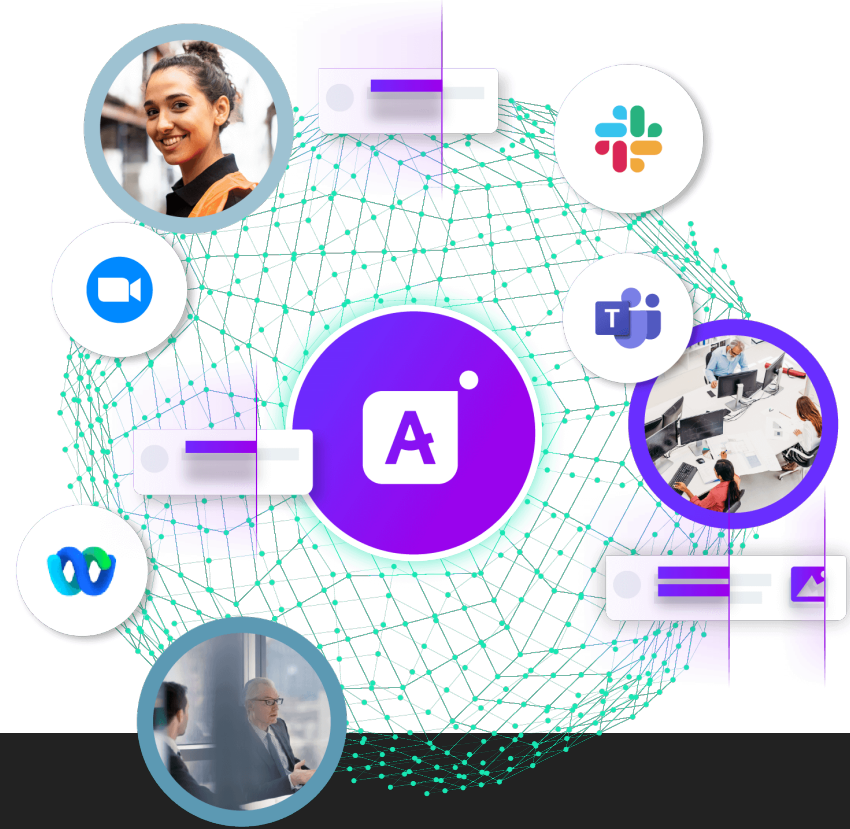


### Improved Company Culture

88% of job seekers say that a healthy culture at work is vital for success.

# The world's leading brands use Aware

To schedule your personalized demo to learn more about how innovative companies are using Aware visit [AwareHQ.com/demo](https://AwareHQ.com/demo)



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