



arkovi

[social media archiving for individuals and businesses]

social media [n] the collection of tools and online spaces that help individuals and businesses broadcast their information and communication needs.

Social media started like any other transition in technology and communications: innovative developers attracted bleeding-edge early adopters to their platforms. As the buzz around these tools spread virally, more and more traditional users began to dip their toes into the public conversation on social media.

Initially, this created a lot of noise that was difficult to filter, including the spammers who migrated from e-mail to the instant nature of social media. In 2009, individuals and businesses began to grasp the power and flexible nature of social media tools, which brings us to the present.

While many leading-edge technophiles have moved on to the next emerging platform, organizations are now finding ways to leverage social media, and 2010 will be a breakout year that will require business-friendly solutions to harness this new communications platform. We hope our discussion here will shed some light on the mission behind Arkovi and how it contributes to that toolbox.



arkovi [n] a free social media archiving platform for individuals and businesses.

- use it for:**
- Marketing: what you say to customers
 - Discovery: what customers say about you
 - Innovation: testing and exploring new services & products
 - Staffing: recruit, retain and cultivate personnel and advocates
 - Technology: business aligned as a new communications platform

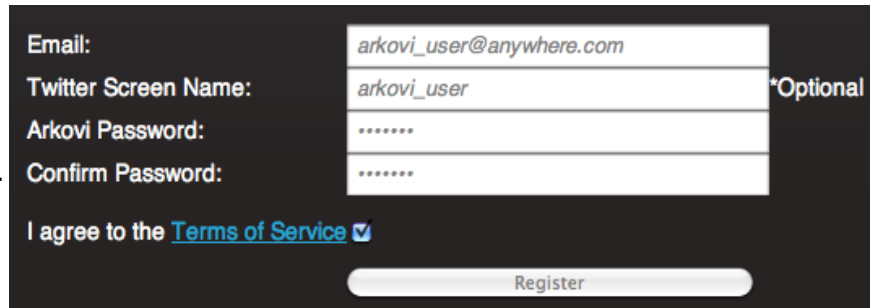
who can use it: bloggers, tweeters, facebookers, myspacers and youtubers alike



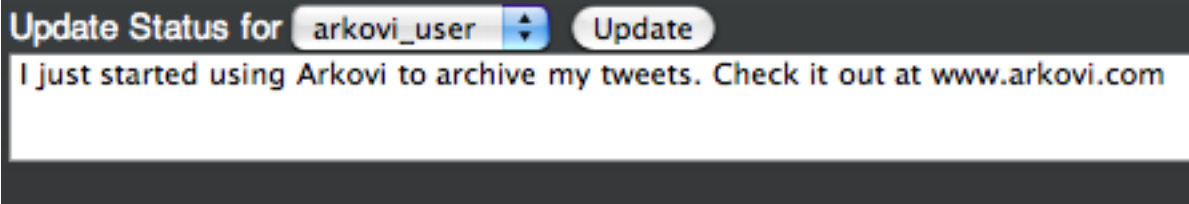
how it works:

Using Arkovi you can ensure your tweets are preserved, even when they are no longer visible on Twitter. We capture that Tweet stream and enable you to follow the original hyperlinks posted, date and time of the tweets and even search within your archive. You can also export your Twitter archive in Twitter-format XML for use in other applications and offline backup.

a
log on to arkovi.com and register



Registration form for Arkovi.com. Fields include: Email (arkovi_user@anywhere.com), Twitter Screen Name (arkovi_user), Arkovi Password (*****), and Confirm Password (*****). A checkbox for "I agree to the Terms of Service" is checked. A "Register" button is at the bottom.



Twitter status update interface. The status text is: "I just started using Arkovi to archive my tweets. Check it out at www.arkovi.com". The user is identified as "arkovi_user".

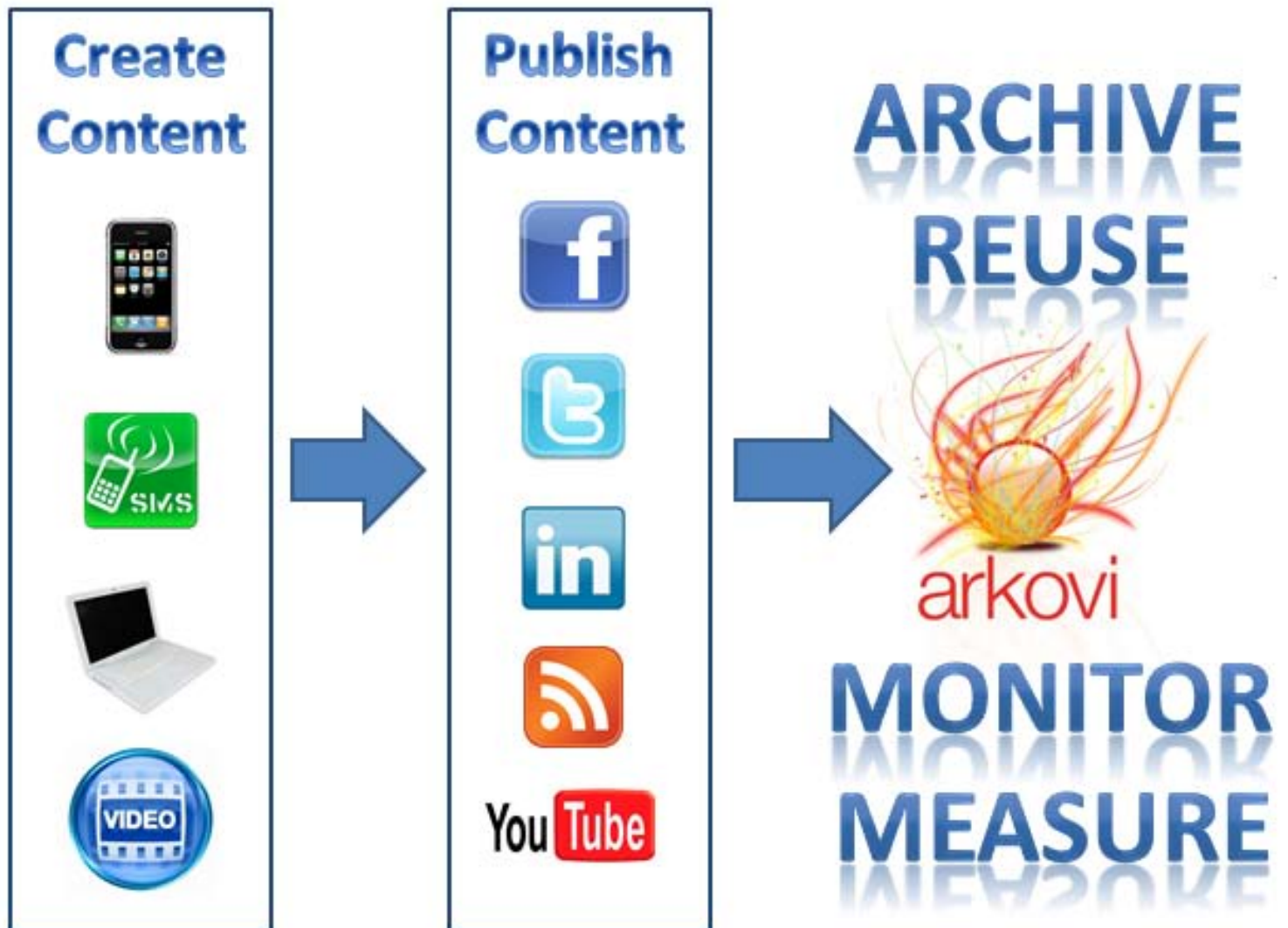
b
start sending tweets

c
watch your collection grow



Twitter profile page showing tweet archive. The page has tabs for Tweets, Direct Messages, Mentions, and My Tweets, Retweeted. Three tweets are displayed, all from "arkovi_user" and dated "Jan 16 2010". The tweets are: "I can even search all my old tweets to find URLs I may have posted last month", "Now I can keep track of all my tweets and when I sent them.", and "I just started using Arkovi to archive my tweets. Check it out at www.arkovi.com".

look at it like this:



free & premium offerings: You have the option of choosing what option works best for you and your business.

- free:**
- 1) Register up to five Twitter accounts
 - 2) Filter and search the archive
 - 3) Post straight to Twitter from Arkovi
 - 4) Export entire archives on demand
 - 5) All tweets are saved in Arkovi, even after being deleted on Twitter
 - 6) Tweets stay live because Arkovi preserves original links which can be followed again by using the archive
 - 7) Find support via e-mail and Twitter

- premium:**
\$10 per month
- 1) Register unlimited Twitter accounts
 - 2) Use Facebook integration for archiving
 - 3) Use RSS feed integration, meaning you can archive blogs, other social media sites as well as any RSS feed source
 - 4) Filter and search archive
 - 5) All tweets are saved in Arkovi, even after being deleted on Twitter
 - 6) Tweets stay live because Arkovi preserves original links which can be followed again by using the archive
 - 7) Archives from other social media outlets are also live, clickable and preserved, even if deleted elsewhere
 - 8) E-mail, FTP or export an archive to a file
 - 9) Find support via e-mail and Twitter

*Contact Arkovi for information on using our enterprise platform with Manager View and Hold and Release for Twitter. See Page 8 for contact information.

why you should archive:

Henrik Sundstedt, senior vice president and chief compliance officer at Crown Capital Securities LP in California, told Compliance Management News that once he saw his brokers creating Twitter and LinkedIn accounts he knew he needed a way to archive what was said on those platforms. Because Crown Capitol is a member of Financial Industry Regulatory Authority Inc. it is subject to FINRA regulations.

“Right now, we only have one broker, Dominic Sitowski, set up with marketing to Twitter,” Sundstedt said. “We realize that it’s going to be one of the marketing tools of the future. There will be more of them. We’re trying to be proactive in learning how to archive them.”

Jon Neiditz, an attorney with Nelson Mullins Riley & Scarborough LLP in Atlanta told Investment News that the lifespan of tweets makes them potentially more dangerous than blogs or Web sites. As it stands, tweets can not be edited or completely deleted because they still exist in Google indexes.

“I don’t know if any of us can anticipate all the risks, or the ways that the SEC or FINRA will respond to the kinds of things that will appear on Twitter,” Neiditz said. “If you can’t erase tweets, then Twitter is significantly more risky than blogs or web pages.”

Sources: Compliance Management News, Dec. 4, 2009
Investment News, June 21, 2009

who we are:



Blane Warrene

Considered an industry innovator in financial services, Blane has 18 years technology experience working across the Apple, Linux and Microsoft platforms. If he is not ruminating on an idea, design or emerging technology, he is likely writing about technology, usability and process. He has worked in senior management roles at ING, Pacific Life and ValMark Securities. He is the CEO of BMRW & Associates. Blane has been professionally published on a variety of technology topics by ECT News, O'Reilly, SitePoint and other publications. He likes to unplug and study history, medieval music or jump on one of the instruments he plays to unwind.



Carl Cline

Carl started his professional career in financial services with the NASD, developing his management skills and an expertise in securities regulation with over 10 years as the district supervisor in Cleveland. After the NASD, Carl further developed his skills in both the broker/dealer and investment adviser settings, serving as a director of compliance and/or counsel with several securities corporations. In 2003, Carl became the general counsel of the start-up software development company BMRW. The company successfully developed and brought to market a data consolidation software product, Magma.



Tyson Lowery

He started his professional career with General Electric as part of GE's Information Management Leadership Program, one of GE's famous rotational training programs. After completing the program, he took on a role as Manager for Internet initiatives at GE Real Estate. In 2002, Tyson left GE to start his own technology solutions firm, Teelo Technologies. He built up relationships with many clients in the Broker, Dealer and Financial Services sectors during this time, personally delivering solutions developed in Java, PHP and MySQL. The experience with Teelo Technologies, combined with earlier experience from GE, led to the founding of Global Edge Technology. This venture is a natural extension of what Tyson has been doing the last 10 years: delivering solutions by leveraging Indian developers.

where to find us:

www.arkovi.com

[@arkovibackups](https://twitter.com/arkovibackups)

blog.arkovi.com

1+ 330-408-5294

registration@arkovi.com

about the author:



When she isn't busy reporting for a Northeast Ohio newspaper, Megan Rozsa enjoys reading, cooking and scouring the web for new music. She earned her bachelor's degree in magazine journalism from Kent State University.