

## **How to Effectively Manage the Growing Volumes of Email and Reduce Your IT Costs**

*DataGuardian<sup>®</sup> Message Archive*

A Managed Service powered by  
CA Message Manager

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## Overview

Messaging is the most pervasive technology in use today. Recent research from the Enterprise Storage Group shows that upwards of 70% of business-critical information may be stored in an organization's corporate messaging system. The inflation of email traffic volume and size, the growth of email mailboxes and the surge in instant messaging usage has propelled the demand to quell the rising storage costs as well as provide the capability to easily access these corporate assets.

The key mail storage challenges facing every organization include:

- Avoiding expensive disk upgrades on messaging systems
- Lowering backup and recovery costs — media, storage, management
- Increasing performance and number of users per server
- Dealing with growing message size and number of messages
- Scaling messaging systems without adding to budget
- Eliminating personal archives on network drives (.PST/.NSF)
- Empowering users to keep messages they need without training

## Managing the Growing Volumes of Email

Radicati Group, Inc. estimates that the average corporate email user sends and receives a total of 84 messages per day and that the average message size of a message without an attachment is approximately 22 KB. Messages with attachments are typically much larger in size, averaging about 350 KB per message. In their Email Archiving Market Research Report 2004-2008, the Radicati Group, Inc. stated that the average corporate email user processes about 10 MB of data per day, rising to 15.8 MB per user, per day by 2008. For a company with 1,000 users, that is an average of 10 Gigabytes per day, 50 GB per week, or 200 GB per month.

While email servers are capable of handling large volumes of data, they are not designed for storing it for long periods of time and are unable to function properly if required. To deal with the problem of overflowing email boxes, companies typically devise a number of workaround solutions:

- Administrators set purge policies to delete all messages after a certain period of time has lapsed, or impose mailbox size restrictions.
- Users can set up individual folders on their desktops to offload messages or use .PST (Personal Storage Files) for Microsoft Outlook or .NSF files for Lotus Notes.
- Administrators can save email data onto tape, CD, or some other offline media.

While these solutions are easy to implement, they often create more problems than they solve:

- Purge policies mean unavoidable loss of critical information
- .PST/.NSF files are not managed centrally and therefore not backed up, increasing the risk of lost content
- .PST/.NSF files are prone to corruption as they grow in size
- Storage costs explode as .PSTs/.NSFs consume significantly more space than the equivalent email in Exchange or Domino
- Offline storage prevents records from being searched and easily accessed

Organizations can eliminate all of these storage drawbacks by using a centralized, easily searchable repository with customized automatic archiving capabilities, and real-time retrieval of messages.

## Rising IT Costs

With the deluge of emails and the increase of corporate mailboxes, IT administrators have to deal with rising costs. IPR's experience with over 130 customers has shown the following:

- Average email server is saturated in 18 days
- IT administrators spend 8 -12 hr/wk email backup and archiving
- IT administrators spend 5 -6 hr/wk recovering archived messages & attachments for users
- IT administrators spend 25% > time managing email data as the number of email users doubles

IT/Mail Administrators want to maintain optimal size, performance and availability of mail servers, with the capability to monitor, analyze and report usage, as well as keeping messaging systems clean and safe.

## End-User Productivity

End users spend valuable time managing their mailboxes and searching for older messages. This loss of productivity saps every employee of valuable time that could be spent more efficiently on their specific job duties.

- Users spend almost 2 hours/day managing their mailbox (Gartner)
- 66% of users must work around maximum file-size restrictions on email messages (average 8-10MB) (Ferris Research)

Having a solution that provides every email user with an "unlimited mailbox" allows for the following benefits:

- Avoids the loss of important messaging data
- Reduces the time needed to manage one's email mailbox and archive
- Increases the accessibility to messaging data through a centralized search, as well as the capability to restore a message from the archive without involving IT

Individual end users want access to their messages anytime and anywhere, with the ability to organize and store all of their work products in email folders.

## Email is a Business Record

Corporate messaging systems are today's file cabinets. Electronic records are just as important as paper documents. Corporate record-keeping is a must even if not governed by regulations because of the corporate knowledge base that is stored within these systems.

Email policy management will reduce the total cost of ownership of corporate messaging systems, provide the tools for risk management and significantly improve end-user productivity. There are a wide range of operational efficiencies that are gained by implementing an email policy management solution:

- Eliminate growth of expensive storage (cost avoidance)
- Actively managing messaging systems data
  - Higher reliability
  - Higher performance
  - Faster backup
  - Faster restore
  - Faster upgrades
- Increase users per messaging server
- Reduce backup media and management costs
  - Lifecycle management costs of backup
- Ability to quickly delete malicious email – large/confidential/questionable content
- End-users can restore own messages without IT involvement
- Eliminate storage and management of personal archives in disparate locations (.PST and .NSF files).

## The Solution: DataGuardian Message Archive

With the deluge of emails and the rising costs around managing these corporate assets, organizations need to reduce the business and IT risks associated with retaining and managing messaging content, email storage management and policy infrastructure.

DataGuardian Message Archive lets you achieve these goals and experience enhanced scalability, security and integrity, increased knowledge exploitation and the extensibility to archive and control email. The solution is available as a browser-based interface for remote access or integrated with a native email client.

Integrating seamlessly with Exchange or Domino servers to reduce storage costs, and simplify retention and management, DataGuardian Message Archive also enables the rapid discovery of email content for your users and the organization.

- End-user gets familiar Outlook or Notes experience with ability to perform end-user initiated archival and restore
- Archive support for all Folders (not just Inbox and Sent Items)
- Manages individual mailboxes, eliminating the need for mailbox quotas or local .PST/.NSF files. Users can continue to access archived mail through their inbox or, depending on company policy, system can archive 'silently' with no user visibility of the archived messages.
- Also supports 'on demand' archive and restore

Emails can be 'stubbed' and viewed through a simple browser interface or restored to their original form for subsequent forwarding or replying.

DataGuardian Message Archive also leverages LDAP to manage users and groups thereby eliminating the need to set up users again outside your Exchange/Domino environment. Configuration and reporting tools are available through simple web based management tools.

## Policy Management

DataGuardian Message Archive features a powerful rules engine that allows administrators to dictate retention policy for email and attachments by user, by group or company-wide. System administrators can create mailbox policies based on age, size and folder size. Existing .PST/.NSF files can be quickly brought under management as Mailbox Manager scans, discovers and imports these files as part of its implementation.

## Storage Optimization

DataGuardian Message Archive provides the following features for storage optimization:

- Archives, indexes and searches content by age, entity tagging, header information and other criteria
- Reduces the size of archived content by more than 50%
- Applies single-instance storage to archived files for further storage savings through a unique message signature ensuring that just one copy of a message is saved in the archive
- Allows consolidation of file servers
- Increases knowledge efficiency for end-users
- Provides continuous access to archived content transparently to end-users

## Key Benefits

- Automatically archive email and attachments out of Exchange or Domino and into low cost on-line stores
- Managed retention, store migration and eventual deletion
- Eliminate mailbox cleanup for users and administrators
- Offer dramatic time savings in recovering old or 'lost' email
- Optimize management of content for adherence to regulatory and legal requirements
- Enable significantly improved service levels for Exchange or Domino recovery
- Deliver rapid Return on Investment and lower the Total Cost of Ownership

## ROI Example:

DataGuardian Message Archive addresses storage cost and resource issues by providing an automated and integrated solution for archiving file server content to lower cost storage. The benefits allow you to free up space on the file server, reduce overall storage requirements and keep all content fully searchable and instantly accessible to the end-user.

### Server Consolidation:

#### **1. Reduced hardware costs -Exchange 2000, 2003 can handle up to 20 mailbox databases.**

A storage risk of migrating from Exchange 5.5 to Exchange 2000/2003 is that the single instance of a message per server can increase many instances on each new server. DataGuardian Message Archive eliminates duplicate messages across the 20 mailbox databases, lowering storage requirements and allowing for more users per server.

*ROI: Number of servers reduced could be 3 to 1 and have storage requirements remain constant in an Exchange 5.5 to Exchange 2003 migration with DataGuardian Message Archive.*

#### **2. Reduced IT administration costs**

DataGuardian Message Archive automatically keeps storage resources under control and eliminates administrators from moving users' mailboxes to accommodate storage limitations.

*ROI: 30-40% of Administration Staff time: 30-40% of administrator time is spent dealing with storage issues on Exchange system. This includes keeping enough storage available on the messaging system to operate and dealing with associated issues such as: system performance, backup window, time required to move users to keep storage available, and asking users to delete messages to keep under quota.*

#### **3. Reduced downtime**

DataGuardian Message Archive facilitates quicker recovery by reducing the storage footprint — increasing uptime and delivering on SLAs.

*ROI: Each organization should perform a calculation to measure business impact specific to your organization when the messaging systems are unavailable. This ROI is based on downtime during business hours and linked to missed opportunities, productivity of user population, and service level expectations of customers.*

## Scalable and Flexible Solution to Manage Your Growing Mail Stores

The information stored in a corporate messaging system represents a significant asset worthy of centralized management policies. As the volume of emails flowing through the messaging system increases, as well as the increase of corporate mailboxes, so do the costs associated with email administration. Overtaxed servers, loss of information, reduced employee productivity and exposure to corporate compliance risk are all liabilities that organizations are must manage.

DataGuardian Message Archive is available as a standalone offering or integrated as part of IPR's comprehensive message management suite providing organizations with a better way to manage Exchange/Domino email records across geographically dispersed locations. With tools to centrally manage and administer control of email policies, DataGuardian Message Archive significantly reduces email server overload, secures intellectual property, and empowers end-users to easily access, retrieve and restore email.



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### Contact Information

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### **About IPR International**

IPR International, LLC was founded in 1998 on a simple concept: that technology will change at such a rapid pace that most mid-size organizations will not be able to keep up with it, and that we would dedicate ourselves to providing the best-of-breed, state-of-the-art data protection technologies available so that our clients can focus on their core business operations with the secure knowledge that their data is safe and accessible to them at all times.

We are a leading provider of scalable, enterprise-level backup, recovery and archiving solutions structured to be affordable to the mid-size enterprise. Our solutions feature regulatory compliant best-practices, a state of the art Business Continuity and DR Center as well as other offsite data vaulting facilities — ensuring persistent availability of mission critical enterprise data.

IPR believes the information in this publication is accurate as of its publication date. The information is subject to change without notice.

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