

Conquering the Enterprise Message Management Dilemma



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Intelligent Management

With the surge of volumes and dependency on email, as much as 70% of business-critical information is stored within corporate messaging systems. Email is mission critical, yet many firms treat email servers as corporate intelligence repositories - for which they were not designed. The prospect of storing and retrieving email is daunting, as the sheer volume of email exchanged among enterprises is staggering.

Rapidly growing email stores, government regulations, increased corporate liability and ever-increasing litigation disputes are all challenges that many organizations face today. Email is a vital corporate asset and must be treated as such. Organizations demand the capabilities to manage, access and search for specific content. Organizations need solutions that intelligently manage information, rather than simply store it.

Key Drivers

Mail Storage Management

With rapidly increasing volumes of email, organizations must manage the significant costs and risks involved in storing the messages. The average corporate email user sends and receives 125 messages per day. The average message size of a message without an attachment is approximately 40 KB. Messages with attachments are typically much larger in size, averaging about 804 KB per message. The average corporate email user processes about 19.5 MB of data per day, rising to 45 MB per user, per day by 2009. For a company with 1,000 users, that is an average of 19.5 Gigabytes per day, 97.5 GB per week, or 390 GB per month. The need to archive more emails also means that scalability becomes a more critical issue, since the volume of messages that needs to be archived has more than doubled in the last two years for many companies. (The Radicati Group, Inc. - Email Archiving Report 2005-2009)

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. 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

Email retained on a mail server degrades overall performance, increases backup/recovery times, and occupies space on the most expensive storage available. 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.

Discovery and Litigation Support

In storing the abundance of corporate email and instant messages, firms potentially are producing terabytes of documentary evidence. Users store a significant amount of messaging content in personal archives that are not in a centralized repository. Since more than one third of these archives are not backed up, this results in an organization's inability to extract data to make it available in a timely fashion for support during a legal action (Osterman Research, Inc.). As a result, there is a great demand for a solution that provides an efficient and easy-to-use tool to search, refine and produce documents encompassed in a discovery and litigation support workflow.

In the past, hard copy papers were considered the main pieces of evidence. There was a gentleman's understanding between lawyers that neither side would ask for electronic evidence. However, now with enterprises on all network systems, electronic communications are very much a large part of the evidence review.

"A court of law will not accept an organization's inability to produce subpoenaed emails and other electronic documents due to a lack of proper email retention policies or practices as an acceptable legal defense."

- The Radicati Group, Inc.
Email Archiving Report 2004-2008

Courts have set a precedent by upholding requests for production of documents that required companies to spend tens of thousands, and even millions of dollars to retrieve "deleted" information or information stored on back-up tapes and servers.

"Without an email and instant message archiving solution, companies may spend upwards of millions of dollars trying to recover as few as one or two required messages. . ."

- The Radicati Group, Inc.
Email Archiving Report 2004-2008

Organizations need a solution in place to be able to respond to the many potential litigation requests that they may face.

"Consumers have become more litigious and arbitrators less forgiving. The arbitrators are awarding larger settlements and, where once firms could count on two to three discovery requests per month, they now see two to three requests per week."

- Matt Bienfang, Analyst, Tower Group

Regulatory Compliance and Corporate Supervision

As email and instant messages have become primary channels of communication, companies are under greater scrutiny and are feeling more regulatory pressure to preserve messages in their original form and make them available for auditors to review on demand. Regulations across a diverse set of industries mandate archiving email for certain periods of time.

"Information, like any other hard asset, needs to be protected, monitored, maintained, exchanged, and secured. There are more than 10,000 laws and regulations in the United States alone drafted by federal and state legislative bodies. A common thread running through these regulations is that they address "records". These regulations also address the process by which records must be created, stored, accessed, maintained, and retained over increasingly long periods of time."

- Enterprise Strategy Group - 2004

Firms regulated by the Securities and Exchange Commission (SEC), the National Association of Securities Dealers (NASD), or the Universal Market Integrity Rules for Canadian Marketplaces, must follow a stringent set of guidelines for data retention. Firms in the healthcare industry must follow data retention policies set forth by various regulatory bodies and in various statutes, such as The Health Insurance Portability and Accountability Act (HIPAA), the Medicare Conditions of Participation, and the Food and Drug Administration. Government agencies must adhere to a wide range of data retention requirements, including those established by the National Aeronautics and Space Administration, the Department of Defense, various provisions in the United States Code, the National Archives of Canada, and other agencies and statutes.

In December 2002, the SEC fined Deutsche Bank Securities, Goldman Sachs, Morgan Stanley, Salomon Smith Barney and U.S. Bancorp Piper Jaffray a total of \$8.25 million for violating SEC rules that require broker-dealers to preserve emails for 3 years. The SEC found that some firms were storing old email messages on tapes that were either discarded or overwritten before the 3-year requirement.

"Companies that are required to comply with document retention regulations, including SEC 17a-4, NASD 3010 & 3110, the Sarbanes-Oxley Act, HIPAA, DoD 5015.2, and others, have no choice but to archive all relevant e-mail messages as specified by the regulatory agencies, or pay hefty fines, and possibly even lose their licenses."

- The Radicati Group, Inc.
Email Archiving Report 2004-2008

Besides regulatory compliance, organizations are also starting to recognize the need to implement internal policies with regards to email and instant messages. To avoid being sued for derogatory remarks or offensive material distribution, as well as to prevent sharing of sensitive or inappropriate information via email and instant messages, companies have to be able to inspect and audit their users' messages in order to identify suspect content. This enables organizations to complete internal investigations that may involve not only outside parties, but also employees.

"Saving messages in an interactive system can be an important preventive measure to help a company defend itself in court or complete an internal investigation. Companies can monitor their users' activities by searching for archived messages containing sexual, racial, copyrighted or sensitive material."

- The Radicati Group, Inc.
Email Archiving Report 2004-2008

Retention Management

An organization's email system acts as a corporate knowledge repository and a majority of the content held within this system is vital to a business. Email needs to be treated as a record and access to this corporate asset is critical for all users of an organization. Different content requires different retention periods and organizations need to have the capability to set purge policies per company or regulatory guidelines. For many companies, regulations are what drive retention requirements; either requirements specific to their industry, or regulations that cut across all industries like Sarbanes-Oxley.

DataGuardian Message Archive

Addressing all departments and users, DataGuardian Message Archive is designed to help organizations recognize the value of their email systems and address the complicated nature of an organization's messaging environment, resulting in a single system that achieves dramatic storage savings and provides powerful litigation support and compliance workflow applications.

DataGuardian Message Archive solves the corporate dilemma surrounding the mounting terabytes of data created by today's most valuable and most utilized methods of communication by:

- Achieving enterprise-wide operational efficiencies
- Significantly reducing overhead costs by enabling centralization, optimization, and management of email archives
- Eliminating PSTs/NSFs and effectively reducing the risks and exposure of unmanaged email
- Providing centralized access to these business-critical assets and allowing authorized users to search/retrieve/view archived mail
- Providing a comprehensive, user-friendly interface for monitoring and controlling the firm's email systems, as well as the users of the systems
- Providing the capability to investigate the message and content archives and provide a workflow solution around the litigation support process
- Providing a turnkey solution to establish and enforce compliance workflow processes to meet Sarbanes-Oxley, SEC, NASD and corporate governance requirements.

DataGuardian Message Archive has the capability to process millions of messages and archive hundreds of gigabytes per day in a high availability and high performance fashion, and offers the most comprehensive message archival and management solution.

DataGuardian Message Archive meets the needs of all departments and all users within an organization:

- CEO
- IT Department
- Compliance Department
- Legal Department
- Human Resources Department
- End users

DataGuardian Message Archive also provides the best solution to meet the regulatory or corporate governance challenges that impact organizations across many industries:

- Cross industry-to comply with Sarbanes-Oxley
- Financial market-to comply with SEC, NASD and other regulations
- Healthcare industry to maintain privacy in keeping with HIPAA
- Corporate environment-to monitor internal policies and HR issues
- Government/Military-to protect important communications
- Legal arena-to maintain compliance with recent legislation to support litigation actions

The potential savings from implementing DataGuardian Message Archive can reach as high as multi-millions of dollars per year:

- In IT costs for recovery of lost/corrupted messages
- In the time and resources needed to effectively respond to a litigation request
- In user time spent on locating missing messages
- In moving the large volumes of mail off of a corporate server and onto efficient storage media
- In potential fines, which a company may have to pay for non-compliance with electronic records-keeping and monitoring regulations



Contact Information

To learn more about IPR's message archiving services, contact:

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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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