

Email Archiving: Are You Storing Up Trouble?

Who should read this paper

IT professionals looking for an easy storage, search and retrieval system for email that is hassle-free for both IT management and end users.

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Introduction: Storing Up Trouble?

- If you're an IT Manager bombarded with requests to help email users locate missing or deleted messages...
- If you're an email user who can't always find messages from clients or colleagues containing vital information...
- If your business has ever sifted through thousands of emails to find one that's needed for an employee HR review, legal case, or to demonstrate regulatory compliance...

...you probably don't need convincing that there must be a better way of managing corporate email storage.

The need is clear – a quick and easy storage, search and retrieval system that ensures the integrity of all data, cuts workloads for IT Managers and email users and reduces your business's exposure to risk. Even though an inability to pinpoint information can cost a business up to \$48,000 per week,¹ less than 50% of organizations have an email archiving system in place.² Of the organizations that do, many are finding they're less than optimal.

Moreover, for any business, email records (including attachments) can represent a Grade-A repository of knowledge, information, insight and experience. However, unless managed effectively, this treasure-trove can seem more like a curse. With email traffic set to grow to 507 billion a day by 2013,³ the thought of dealing with this data explosion can be especially disturbing for organizations with limited in-house IT resources. Quite simply, without the right email archiving system in place, your business really could be storing up trouble.

Reviewing and dissecting the different options available, this white paper profiles a simple solution that ticks all the boxes and – for IT Managers, email users and your business as a whole – delivers a genuine win-win-win scenario.

Archiving Drivers, Business Needs

In addition to the storage challenge, the continuing evolution of the business environment in recent years has only sharpened the need for a robust, fit-for-purpose email storage system as a keystone, rather than a discretionary feature, of any organization's IT architecture. The following three examples give a flavor of how the requirement has become progressively keener in a range of critical areas that no business can afford to overlook:

- **Regulation and Legislation** - These regimes place an increasing onus on businesses safeguarding electronic data in their possession and producing it quickly whenever required by authorities, clients etc. With 75% of legal cases now requiring submission of email evidence,⁴ emails are established as legal documents – and court fines and assumption of guilt (not to mention rocketing lawyers' fees) may result from a delay or failure in meeting an e-discovery demand.
- **Security and Confidentiality** - As cyber-threats have relentlessly increased in recent years, so too has the potential vulnerability of sensitive electronic data to loss/leakage caused by malware infection – quite apart from the parallel threat of loss/leakage resulting from deliberate or accidental employee misconduct.
- **Mobility and Flexibility** - More flexible, fragmented working patterns, characterized by dispersed workforces and mobile devices such as laptops and smartphones, have created a new array of opportunities for data to be lost, mislaid or misused. Further, the challenge of ensuring that mobile/remote workers enjoy the same access to email records as their office-based colleagues as greater complexity.

1-Based on calculations made by IT Business Edge: see <http://www.itbusinessedge.com/cm/blogs/all/lost-productivity-has-a-cost-but-no-one-knows-exactly-how-much/?cs=10525>

2-Market research by Symantec.cloud, Spring 2011.

3-'Email Statistics Report, 2009-2013', Radicati Group (2009).

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But if managing vast oceans of email – and the potential liabilities and vulnerabilities they contain – can seem a complex and daunting task, what a business needs from an email storage system actually boils down to five fundamentally straightforward criteria:

'A' TO 'E' OF EMAIL STORAGE

- **Affordability:** Does it minimize expenditure and make cost inherently predictable?
- **Business Agility/Continuity:** Does the solution help your organization to function smartly – and to stay light on its feet when responding to new opportunities?
- **Compliance:** Can the solution help your business meet regulatory and legislative demands relating to electronic data storage?
- **Data Security:** Is all data held safely and kept immune from theft, tampering or accidental deletion?
- **Ease of Set-up/Use:** Does the solution reduce the burden not just on IT Departments but on email users too?

In-House Options: At What Cost?

So can these key criteria be met by an in-house solution? That depends on what type of in-house solution you are referring to. This category actually covers a multitude of different options, as summarized in the table on page 3. They include those where an organization, if appropriate, maintains the necessary infrastructure away from their main site(s) in owned or rented premises.

Category of Solution	Principal Limitations/ Weaknesses	Risk/'Hassle' Factor For...		
		IT Managers	End Users	Your Business
'Desktop DIY': employees faced with mailbox limits, attachment limits, etc setup ad-hoc personal archives using PST (Personal Storage Table) files, optical disks, thumb drives etc.	<ul style="list-style-type: none"> • Unmanaged, unconsolidated and potentially incomplete • Time-consuming manual searches for emails not always successful • Data vulnerable to loss/leakage (e.g. if laptop/disk stolen) or corruption • Exposure to legal/compliance risks 	High	High	Very High
'Email Client': business relies on archiving features incorporated in Microsoft Exchange2010 etc.	<ul style="list-style-type: none"> • Increased load on mail servers • Very basic user experience • Lack of scalability • Lack of sophisticated e-discovery capability • Rudimentary capabilities for imposing legal holds 	High	Moderate	High

Table: In-House Email Data Storage – Options and Fallibilities

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<p>'Email Backup': tapes that are used to provide insurance against network crashes are sometimes relied on as an impromptu archiving solution.</p>	<ul style="list-style-type: none"> • All data generated since last backup vulnerable to loss in event of network crash, virus attack etc • Increasing backup times as more data needs to be processed • Unable to satisfy data security/ protection obligations • Resulting exposure to legal risks 	Moderate	Moderate	Very High
<p>'Storage Hardware': investment in Storage Area Networks(SANs), Direct Attached Storage (DAS),Network Attached Storage (NAS) etc.</p>	<ul style="list-style-type: none"> • Need for regular capital investment • Need to 'overprovision' to provide redundancy • Regular upgrades/patches/ maintenance for hardware and associated software • Increased load on internal IT infrastructure • Duplication of stored items • DAS is not networked so can't data-share with other servers. 	Very High	Moderate	High

Perhaps the most striking feature of the table is just how extensive the list of limitations and weaknesses is for each of the options.

Instinctively, many organizations may feel more comfortable with satisfying their archiving requirements (however they may perceive these) entirely in-house. But the extensive catalogue of potential downsides and drawbacks inevitably means that such solutions are steadily being crushed under the sheer weight of their own fallibility as they struggle to provide the level of performance and service required by businesses today.

Moreover, deciding to invest in a centralized in-house solution to replace a devolved, DIY 'system' comprising myriad personal archives scattered across a business can lead to some nasty surprises – especially in terms of the sheer volume of data that will need to be stored/ managed and the cost of doing so, which may be much higher than envisaged when the decision to invest was first made.

Outsourced Solutions: Which Provider?

Time-consuming, budget-hungry, disaster-prone: if in-house storage solutions can't keep pace with business needs, is there an alternative?

Cloud-based archiving services, which deploy leading-edge IT expertise and technology to store and manage data 'in the cloud', offer numerous advantages:

- Eliminating the stress of data burdening your in-house IT infrastructure – and in-house IT teams.
- Minimal or no hardware or software installed on-site, eliminating the need for you to meet the associated space/power/maintenance requirements.
- Predictable operating expenditure, avoiding use of CAPEX to cater for (and anticipate uncertain future) storage needs.
- Automated searches for stored emails, ending the purgatory of manual searches through storage files/devices.

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But while cloud-based solutions can offer a fast-track to best practice – typically at a fraction of the total cost of in-house storage – it's vital to remember that all cloud vendors don't function at the same level. For example:

- Not all vendors offer you unlimited storage and retention, (make sure you read the small print).
- Not all vendors offer you storage solutions with the same simplicity of use and administration.
- Not all vendors provide you with the same degree of control and customization.
- Not all vendors deliver the same standards of data security or the same ability to help you meet all your compliance, legal and regulatory requirements.

In the final analysis, then, it's a question of vendor credentials – and credibility.

Ticking Every Box

Symantec Enterprise Vault.cloud is a fully customizable, cloud-based service that comprehensively meets the email storage management needs of businesses, whatever their type and size.

SYMANTEC ENTERPRISE VAULT.CLOUD: KEY BENEFITS

- **Affordability:** Based on a completely scalable model where you pay according to number of users, regardless of how much data they store.
- **Business Agility/Continuity:** Complements familiar email clients and dovetails with Symantec Enterprise Vault Mailbox Continuity.cloud to deliver full failover functionality.
- **Compliance:** Fully auditable service delivered by reputable, accredited specialist vendor and designed to enable easy e-discovery and legal holds.
- **Data Security:** All data transmitted/held in securely encrypted format, and stored in data centers equipped with state-of-the-art digital/physical defenses.
- **Ease of Set-up/Use:** Email users can undertake archive searches in seconds from any location, with a huge range of search criteria – and without calling IT!

Dispensing completely with on-site hardware and mandatory software, the service automatically captures all incoming, outgoing and internal emails (including attachments) and stores them safely according to the retention rules you specify. Quite simply, it provides a tailor-made solution to the curse of email data storage – and a cure for your archiving headaches.

For more information please visit our website at www.symanteccloud.com.

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About Symantec.cloud

More than 31,000 organizations ranging from small businesses to the Fortune 500 across 100 countries use Symantec.cloud to administer, monitor, and protect their information resources more effectively. Organizations can choose from 14 pre-integrated applications to help secure and manage their business even as new technologies and devices are introduced and traditional boundaries of the workplace disappear. Services are delivered on a highly scalable, reliable and energy-efficient global infrastructure built on fourteen datacenters around the globe. A division within Symantec Corporation, Symantec.cloud offers customers the ability to work more productively in a connected world.

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Symantec helps organizations secure and manage their information-driven world with [managed services](#), [exchange spam filter](#), [managed security services](#), and [email antivirus](#).

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