

Vendor Landscape Plus: Email Archiving

It's not just about the future. Preserve your email history, or put your organization at risk.

Info-Tech Research Group, Inc. is a global leader in providing IT research and advice. Info-Tech's products and services combine actionable insight and relevant advice with ready-to-use tools and templates that cover the full spectrum of IT concerns.
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Introduction

Meeting compliance needs, and optimizing email efficiency can be a difficult task. Select the right **Email Archiving platform to reduce risk, optimize email service storage and reduce end-user support costs.**

This Research Is Designed For:

- ✓ IT professionals involved in evaluating, selecting and deploying email archiving.
- ✓ IT professionals responsible for email platform efficiency and supporting end-user email restoration requests.
- ✓ Compliance managers responsible for eDiscovery of emails and placing legal holds on email.

This Research Will Help You:

- ✓ Determine a strategy for selecting and implementing an email archiving platform
- ✓ Understand what's new in the email archiving market.
- ✓ Evaluate email archiving vendors and products for your enterprise needs.
- ✓ Determine which products are most appropriate for particular use cases and scenarios, and implement the selected platform

The Info-Tech Enterprise Email & Messaging Roadmap



- Email vendors release more upgrades than are actually required which creates pressure to upgrade twice as frequently. Decisions to upgrade are often complicated by new features, major infrastructure changes, and new deployment options.
- This solution set helps organizations understand new features, infrastructure requirements, and changes in delivery methods to assess upgrading.

Refer to Info-Tech's Solution Set, [*Decide If I Should Upgrade My Email Platform.*](#)



- Small enterprises on Exchange 2003 are seeking alternatives to upgrading to the complex multi-server Exchange architecture introduced in 2007.
- Older email platforms are incapable of satisfying modern integration requirements, such as integrating with CRM, ERP, content management and workflow, archiving and compliance systems, information security systems, and smart phones.

Refer to Info-Tech's Solution Set, [*Switch Email Platforms.*](#)



- All industries are required to surrender email records any time a judicial discovery order is issued.
- Selecting an email archiving platform involves defining the organizations functional requirements, creating a vendor shortlist, evaluating vendor offerings, and choosing the platform that is best tailored to the organizations needs.

This solution set addresses selecting an Email Archiving Platform.

Executive Summary

Info-Tech evaluated eleven competitors in the email archiving market, including the following notable performers:

Champions:

- **CommVault:** A comprehensive information management suite offering holistic archiving beyond just email and instant messaging.
- **Jatheon:** Platform agnostic email archiving solution with simple deployment for plug and go implementation.
- **Proofpoint:** A hybrid platform which offers the benefits of cloud storage with the data security of an on-premise solution.
- **Barracuda:** When all you need is email archiving through a secure platform.

Value Award:

- **Jatheon:** Wins the Value award for its solid mix of features and usability, at the most competitive cost.

Innovation Award:

- **Proofpoint:** Utilization of DoubleBlind Encryption™ has revolutionized cloud security for email archiving. This game changing technology will be the trend to watch, as more organizations opt for cloud storage.

Info-Tech Insight



1. Email archiving leads to high satisfaction and success:

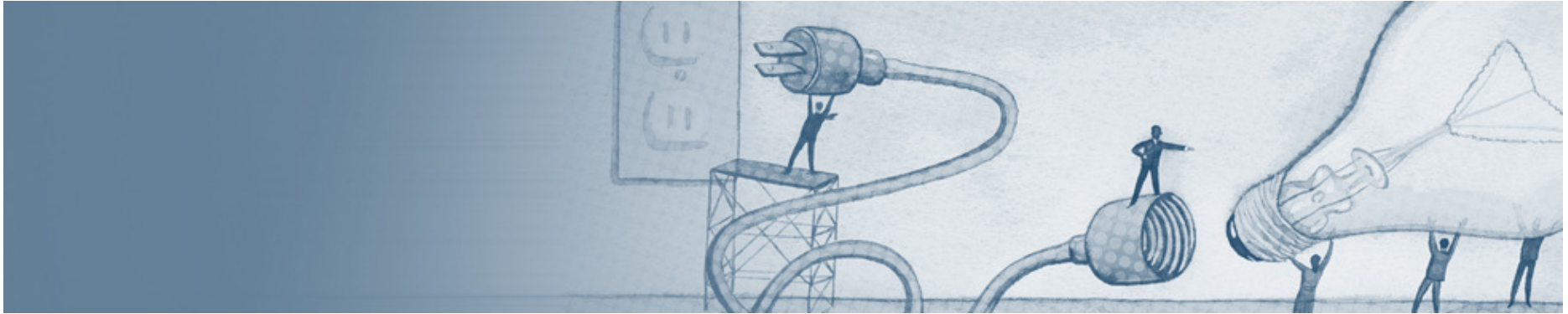
Email archiving is driven by two primary goals: compliance requirements and email platform performance requirements. Organizations that implement email archiving report high success in both areas.

2. Don't be afraid of the cloud:

Cloud adoption has increased; however, on-premise solutions continue to dominate the market. Further development in cloud security and encryption will continue to establish cloud-based products as viable and secure solutions.

3. Don't forget people and processes:

Training on email archiving solutions must include IT administrators, security and compliance professionals, as well as end users.



➤ Understand the Trends in Email Archiving

What's in this Section:

- An overview of the email archiving market landscape.
- Understand the limitations and benefits of adopting an email archiving platform
- Understand the laws and regulations surrounding email retention.
- The email archiving market is undergoing a series of changes: Cloud storage and holistic archiving are on the rise.

Sections:

- Build a Strategy for Selecting an Email Archiving Platform
- Compare Email Archiving Vendors
- Select an Email Archiving Platform
- Implement Email Archiving in your Organization

Leverage email archiving to cut costs, save time, and reduce IT grief

Email archiving is driven by two primary goals, often in combination: compliance requirements and email performance requirements.

- Selecting and deploying an email archiving platform is essential for highly regulated organizations. In many organizations employees rely predominantly on email as their primary tool for both communication and collaboration needs. **An email archiving solution is essential for managing storage and legal requirements.**
- Adoption of email archiving is increasing at a rapid pace: **58% of organizations surveyed by Info-Tech currently already have an email archiving solution in place, while another 27% are planning to deploy within the next 18 months.** Organizations which rely heavily on email can't afford not to have a solution, as manually searching for emails is time consuming and a drain on IT resources.
- Email archiving platform selection is undergoing a fundamental shift; in the past, adoption of email archiving has predominately been IT driven as a means of cost effectively meeting storage needs. Now, while IT is still driving adoption, demand is driven primarily as a means to meet compliance needs, and save the IT department time and grief.

Defining Features of the Current Market for Email Archiving Solutions:

- **Compliance features are necessary:** Compliance features (such as discovery tools, policy based archiving and legal holds) are in high demand; they are now table stakes for email archiving vendors.
- **Don't boil the ocean if you only need a few fish.** Know what your compliance needs are and don't buy what you don't need.



If your email archiving goals aren't regulatory compliance or performance improvement look elsewhere



Email archiving adoption is critical for *highly regulated organizations*. However, not *all* organizations will realize the benefits from adopting an email archiving platform. For example, organizations with less than one eDiscovery request a year, or with limited compliance needs may not benefit. **Follow these guidelines for assessing if an email archiving platform is needed for your organization.**



Adopt email archiving if:

- Your organization relies heavily on email and the retention of content from email for an extended period of time is necessary in order to retain knowledge, and meet legal requirements.
- Compliance-intensive industries including (but not limited to): financial services, professional services, government agencies, healthcare, and education) and you receive 2-3+ eDiscovery requests within a year.
- Alleviating the storage and performance burden from the primary mail server is necessary while still being able to readily access the data.



Bypass email archiving if:

- Your purpose for email archiving is primarily as an email backup solution. It is neither cost effective nor practical to access back up data on a frequent basis.
- Email archiving journaling is your sole requirement. Journaling captures selected emails and their metadata in an encrypted store. Archiving moves email data from its original location while still enabling end-user access.
- **Don't buy what you don't need!** Without strong drivers from either a compliance/eDiscovery or storage performance perspective, email archiving is not a valuable investment and your enterprise would not benefit from its functionality.

Don't buy what you don't need!

Avoid the email archiving *Me Too* bumper sticker mentality

Buy cheaper alternatives where you can, the three year TCO for email archiving solutions starts at about \$7,000 and can soar above \$250,000.

I need to be become SEC 17 compliant.



Enable server journaling to capture email data

Email records must be retained, but the period is less than one year.



Increase the deletion period to beyond one year.

Judicial discovery orders do not occur and **backup restore requests are rare.**



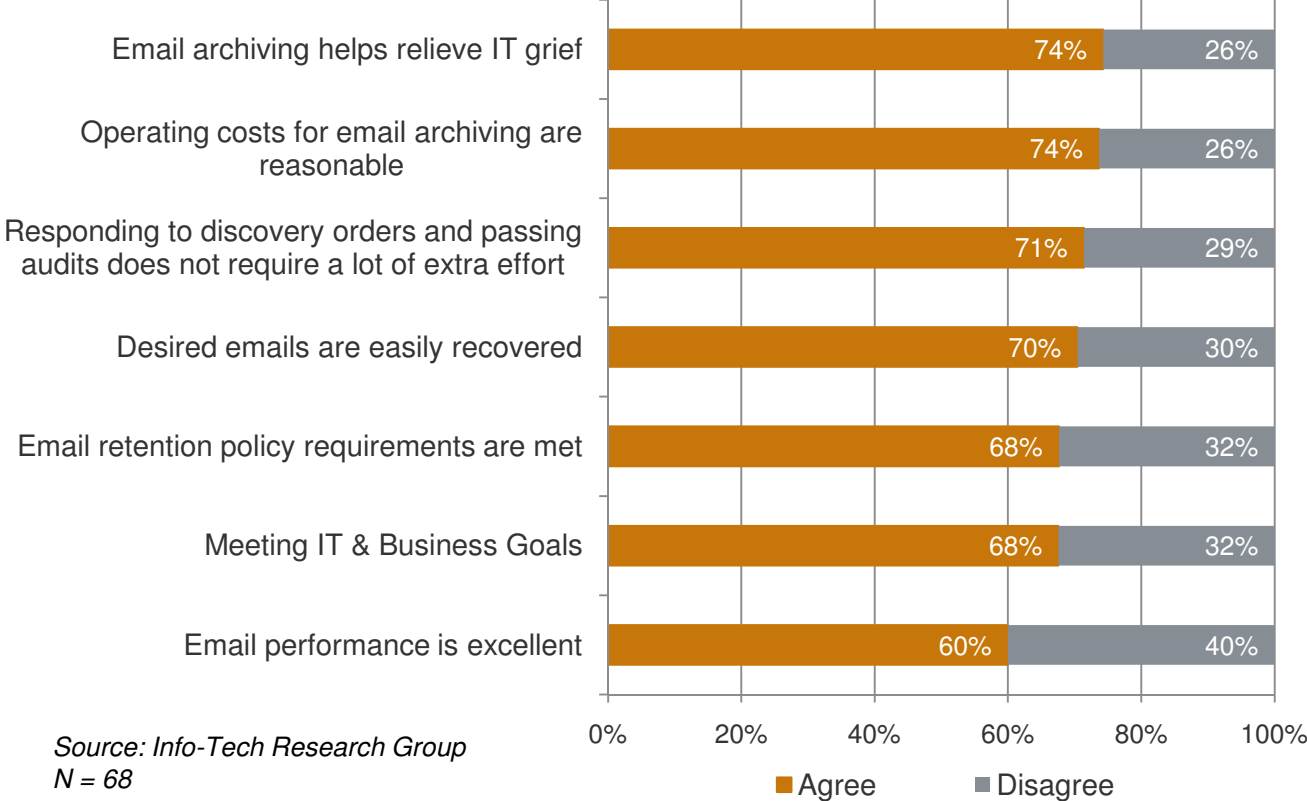
Follow backup and purge policies.

**Info-Tech
Insight**

Compliance doesn't mean archive. FRCP and similar compliance regulations don't require retention – only timely discovery and retrieval, so archiving could be overkill unless you get frequent discovery orders.

Listen to your peers; email archiving results in high success for meeting compliance needs and optimizing email storage

Adopters report high satisfaction with email archiving



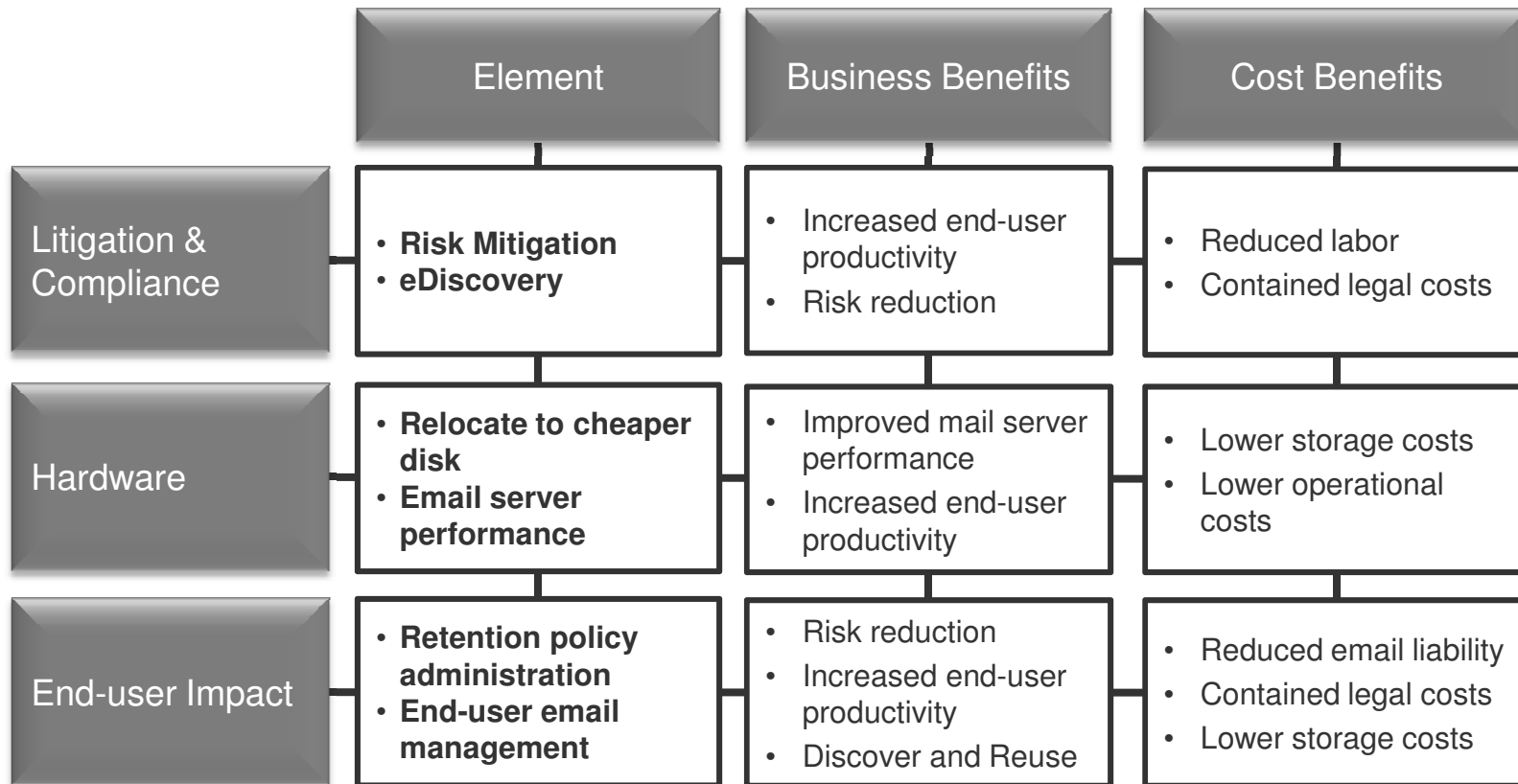
Organizations who adopt email archiving platforms experience decreased levels of IT grief, are able to quickly respond to discovery requests, and report that email restoration requires minimal effort.

Furthermore, 74% of organizations surveyed agreed that the costs associated with email archiving are reasonable.

Source: Info-Tech Research Group
N = 68

Info-Tech Insight Overall, organizations that implemented an email archiving solution saw success in multiple areas, making this an initiative worth the investment.

Email archiving produces both business and cost benefits, saving you money, time & grief



“ [Email archiving] has benefits to the IT side of the house, making sure that we reduce our storage, make sure that we manage our information more appropriately, that we categorize it appropriately, and then we dispose of it based upon the rules that we've got set up internally. ”

–IT Enterprise Architect, Agriculture

Email archiving needs to be a collaborative process between the business and IT in order to be successful

Currently, IT departments are the primary decision makers when it comes to implementing an email archiving platform. However, both **IT and the business must be involved in the selection and implementation of an email archiving solution.**

The responsibilities of IT and the business are different. The IT department should be the primary decision maker in terms of meeting technical standards. However, **an archiving solution is more than just the technology.** Having the business buy in is essential. The business must be responsible for policy creation and creating legal holds.

While the primary driver for IT has predominantly been mail server optimization and reduction in email restoration requests, the driver for adoption has shifted towards meeting compliance needs.

IT departments are increasingly opting for email archiving solutions upon realizing the amount of time and resources needed to meet eDiscovery requests. As such, IT departments are driving the decision to simplify this process, as well as provide the business with the means to try to take care of these requests themselves.

“ Adopting the email archiving platform was an IT initiative. We wanted to protect ourselves. In the past there have been litigations wherein IT gets involved the last minute, when there is legal hold or eDiscovery request, and when that happens it is very disruptive. We have to drop what we are doing and it holds us up from other projects. ”

- Imran Shaikh, IT Director,
SumTotal Systems, Inc.

**Info-Tech
Insight**

Do **not** underestimate the value of compliance requirements-driven initiatives just because results are not as fast or as obvious as with IT drivers. To be successful, you must manage expectations for email archiving results across both IT and compliance sponsors.

Email archiving reduced IT headaches caused by eDiscovery and email restore requests



Implementing an email archiving platform reduced IT's eDiscovery workload by 80%.

Industry: Business Services
Source: Info-Tech Interview

Situation

A large, global organization relies heavily on email as the primary method of communication. Currently utilizing Microsoft Exchange 2007, with about 25,000 end users (of which 5,000 are mobile), the organization seeks an email archiving solution to meet their eDiscovery and compliance needs.



Complication

The organization is receiving one eDiscovery request every two weeks. In order to meet these requests, mobile users would have to mail in laptops for IT to obtain the appropriate files. This was a manual, time consuming, and expensive process, taking up forty to fifty hours and thousands of dollars per device.



Resolution

The organization adopted Symantec Enterprise Vault in order to meet their compliance needs. Even before the solution was fully implemented, the organization was able to respond to an eDiscovery request with 80% less effort. The ability to migrate PSTs remotely reduced the workload for IT and solved the logistical issues of mailing in devices.



Use Info-Tech's Appropriateness Assessment Tool to uncover email archiving is necessary

The Info-Tech [**Email Archiving Appropriateness Assessment Tool**](#) will assess your opportunities with email archiving

This tool will help decipher whether you need email archiving

This worksheet allows enterprises to answer a series of questions regarding their current and future email practices and generates a series of recommendations regarding whether or not adopting email archiving is a strategically sound initiative.

- **Four common scenarios are:**
 - Deploy email archiving
 - Enable journaling
 - Employ retention policies
 - Maintain the status quo

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E-mail Archiving Appropriateness Assessment Tool

Purpose

This worksheet allows enterprises to answer a series of questions regarding their current and future e-mail practices and generates a series of recommendations regarding whether or not adopting e-mail archiving is a strategically sound initiative.

Instructions

Complete the questionnaire in Tab 2, Questionnaire. By answering this series of questions, the tool will automatically assess if e-mail archiving technology is appropriate for your organization. This is a worksheet that will auto-populate as you add your responses from the drop-downs.

Tab 3, Results, will automatically display Info-Tech's recommendations on e-mail archiving for your organization.

Note: Multiple scenarios and sensitivity analysis can be run through the questionnaire by simply deleting previous answers and re-answering the posed questions.

Disclaimer

- Spreadsheet functionality is based on the Info-Tech Solution Set released in **August 2010**.
- This tool is optimized for use with Microsoft Excel 2003.

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Confused about which emails to retain and for how long? Understand the factors with influence retention

IT can influence retention policy formation by advocating for legal input, providing technical guidance, and drawing from regulatory mandates and risk-mitigation best practices.

External Mandates

External mandates range from strict laws naming specific time periods to broader laws or certification requirements.

- **Specific mandates:** Enterprises in stringently regulated industries (i.e. Financial and healthcare) know who they are and which laws apply.
- **Nonspecific mandates:** These laws, certification requirements, and professional guidelines require the enterprise to develop policy around certain documents and demonstrate adherence (e.g. SOX, ISO 9000)

Statutes of limitation

How much time can pass before the enterprise faces a lawsuit provides general retention guidelines, such as:

Employment records and manuals: length of employee tenure+7yrs, including email about HR issues.

Sales records and materials: Length of sale process +3-7yrs. Email is used to negotiate terms, authorize purchases and needs to be kept as long as other related documents are.

Privacy laws

Local privacy laws must be factored into retention and archiving decisions.

North American courts typically view employee email as the property of the enterprise, a position derived from the fact that these messages were composed, transmitted, stored, and retrieved from enterprise systems.

European courts tend to treat email as the private property of the sender, placing restrictions on the enterprise's right to read, keep, or act on information gained from email.

Many documents fall outside of specific mandates or have no mandate at all; mitigate risk by knowing the rules

- The “[Federal Rules of Civil Procedure](#)” dictates that enterprises reveal relevant email in a timely fashion during a civil trial. (see FRCP rules 26, 34, and 37 to start)
- The **FRCP** were updated in December 2006, in part to provide a safe harbor for evidence destroyed in the course of regular destruction.
- The “good faith” efforts, key to using the safe harbor, depend on repeatability. The enterprise must be able to demonstrate that policy which resulted in the destruction of the requested records is applied in every instance.
- This has given rise to two approaches toward retaining e-documents not subject to more specific controls: either organizations **delete everything**, or **keep everything**.

Risk Mitigation Practices

Two approaches toward e-document retention for those not subject to specific controls

Delete Everything: Enterprises pursuing this strategy view email as a liability and require users to manually transfer business-valuable content to other systems such as content management systems or document files, the goal is to quickly eliminate anything that might eventually be used against the enterprise.

Keep Everything: These enterprises use email archiving tools to aggregate email and empower quick search and retrieval. This approach views email as a valuable repository of data, too valuable to rely on users manually removing that value and too valuable not to keep. Unable to eliminate the threat of eDiscovery risk, these enterprises instead mitigate cost by reducing discovery times.

Is your organization meeting all its compliance requirements? eDiscovery does not just apply to email!

Organizations utilizing other social communication tools should consider holistic archiving platforms.

- eDiscovery refers to all information exchanged in an electronic format. **There is a perception that email is the primary or only document requested. This is not the case.** With the rise of social communication and collaboration tools, archiving of these records will become increasingly necessary.
- Savvy vendors are expanding their archiving solutions to include more content sources (i.e. **social media, instant messaging, SharePoint**) in order to meet these needs. However, not all vendors are at this level of integration, and **this is beyond the current archiving needs of most organizations.**
- Selection comes back to meeting organizational needs. If your organization doesn't use instant messaging, or have a social business strategy, you do not need this functionality.
- Ensure that when creating policies for electronic information, that **all forms of electronic communication are able to meet these standards** in order to meet compliance needs.

“ Not all organizations have IM or social business strategies or are even aware of the scale of IM/social business in use at their organization. Any adoption of archiving should take these into consideration but this will not mean the end of email archiving.
-Kevin Jones, IT Manager, Epson Europe”

“ Email is a communication vehicle that we need to ensure we have addressed from a legal perspective. Communication tools have expanded within the business and companies need to implement a solution that extends to these vehicles.
-Barb Joyal, Project Manager, Wawanesa Mutual Insurance Company”

Cloud solutions are increasing in popularity, understand the risks and benefits

While organizations still predominantly opt for on premise email archiving solutions, cloud offerings are increasing in popularity. As the perception of risk decreases, and archiving portfolios grow to include more types of content, more organizations will adopt cloud solutions.

Cloud Solutions

Disadvantages

- × Less control over custody of data
- × Dependency on external provider for services
- × Potential security issues
- × Cloud resources may not be dedicated, causing problems in the case of a time sensitive crisis.

Advantages

- ✓ Built-in disaster recovery
- ✓ Requires less in-house IT resources and expertise
- ✓ Generally lower and more predictable TCO
- ✓ “Unlimited” scalability
- ✓ Faster deployment
- ✓ Access to archives even if email server is down

On-premise solutions are typically more expensive for storage capacity. **Forecast storage requirements by multiplying the expected size of each user’s mailbox by the number of end users.**

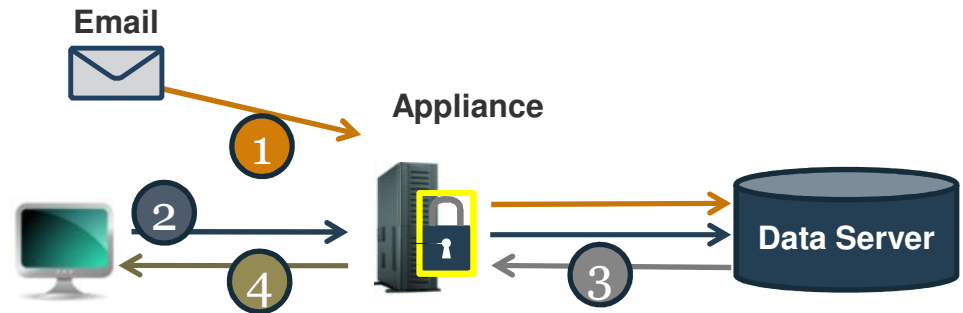
Some vendors are now providing a **hybrid architecture**, which incorporates the advantages of both cloud and on-premise solutions. Hybrid solutions offer the best of both worlds: the unlimited scalability of the cloud, with the data security and data loss prevention of an on-premise solution. Organizations not yet ready to jump into the cloud should consider hybrid solutions for their archiving needs.

Organizations concerned with cloud security should look for solutions offering cloud encryption

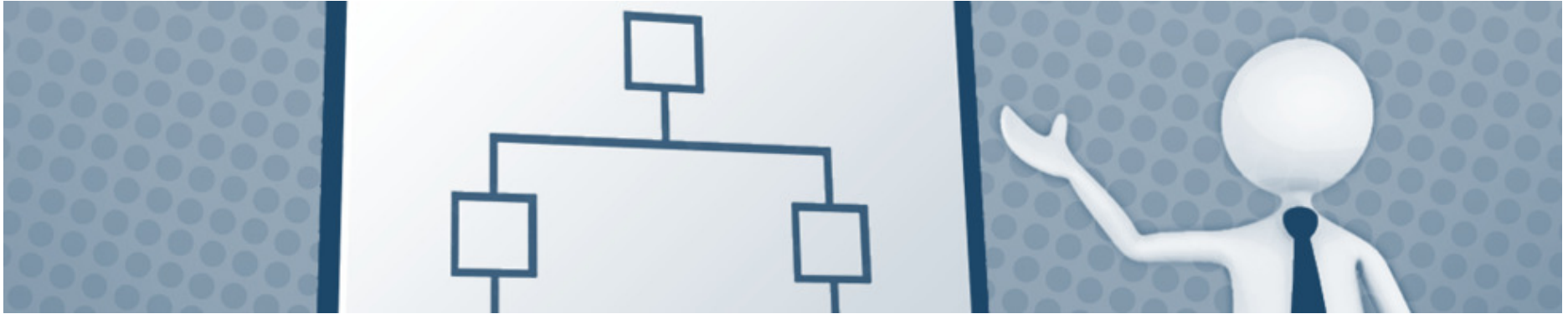
Most cloud vendors don't use cloud encryption now, but this type of architecture will increase in popularity because of the growing demand for offsite data security.

Cloud Encryption

- While previously the perception of offsite data storage was one of high risk, **emerging technology closes the gap**, alleviating the security concerns of some organizations.
- When an archive is stored **encrypted in the cloud**, an on-premise appliance holds the only encryption key to client data. All information, including email, search requests and results, and other associated data is sent to the server through the appliance.
- Discovery queries and searches are performed on the encrypted data in the cloud. **Without the encryption key the server host has no way to access client information.**



Step	Description
1	Email from MX is encrypted via the appliance and sent to the cloud for storage.
2	Search is encrypted via appliance and sent to cloud.
3	Encrypted search terms are run on encrypted data. Encrypted results are sent back to the appliance.
4	Appliance decrypts data and user receives results.



➤ Compare Email Archiving Vendors

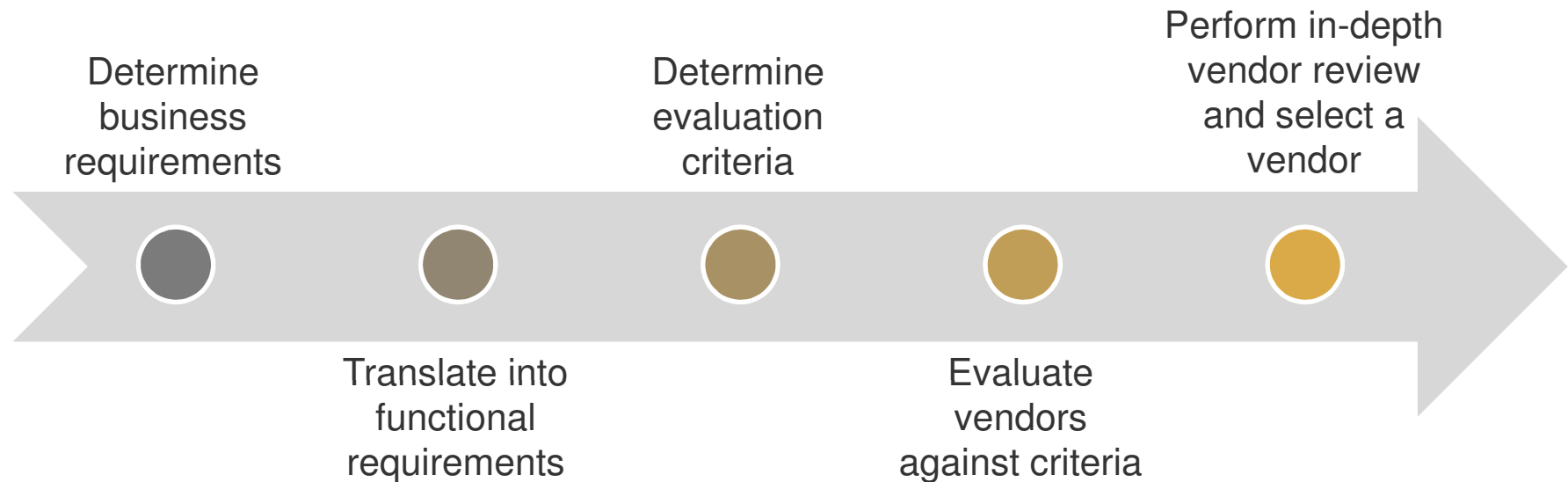
What's in this Section:

- Follow Info-Tech's five-step model for evaluating and selecting the right email archiving platform
- Use Info-Tech's Email Archiving RFP Template, RFP Scoring Tool, and Demonstration script to solicit feedback on a set of consistent criteria.

Sections:

- Build a Strategy for Selecting an Email Archiving Platform
- Compare Email Archiving Vendors
- Select an Email Archiving Platform
- Implement Email Archiving in your Organization

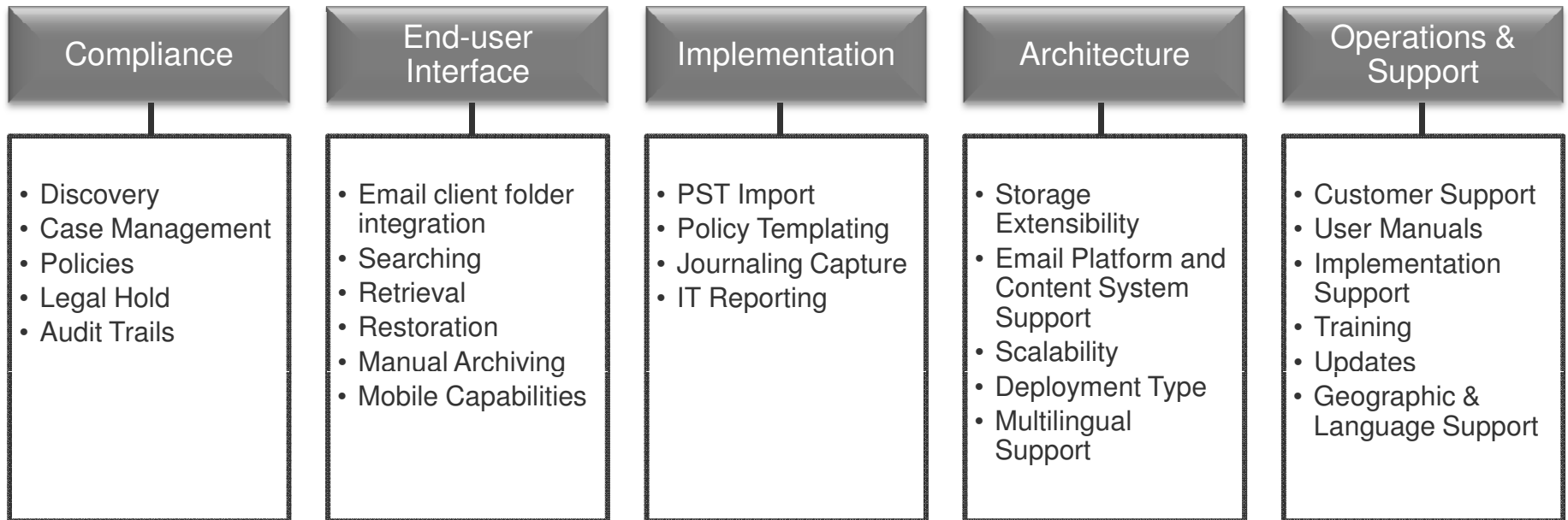
Follow Info-Tech's model for Selecting an Email Archiving Solution



Before evaluating and selecting vendors, be sure to sit down with relevant stakeholders in the business (i.e. legal representation, compliance manager etc.) to ascertain the necessary business requirements the platform must meet. For example, if the organization is subject to certain compliance regulations which make it necessary to hold onto email for a specified number of years, be sure you are selecting a platform that can meet these needs.

Even if IT is the primary decision maker for platform selection, the process MUST involve ongoing consultation with different departmental stakeholders!

Create a list of requirements to guide the vendor selection process



Info-Tech does not believe stubbing is a must have for achieving compliance or storage goals. Stubbing, which replaces email/related items on the mail server with a link to its archive location, is only relevant if you have storage goals beyond message age (i.e. message size goals) and requires native integration with email platform and it is not supported by all vendors.



Issue an RFP to ensure that the vendor fits *your* needs; not the other way around



Use Info-Tech's [Email Archiving RFP Template](#) to gain in-depth and business-relevant proposals from the vendors on your shortlist.

Info-Tech's Email Archiving RFP Template is populated with critical elements including:

- ✓ The Statement of Work
- ✓ Proposal Preparation Instructions
- ✓ Scope of Work
- ✓ Basic Feature Requirements
- ✓ Advanced Feature Requirements
- ✓ Sizing and Implementation
- ✓ Vendor Qualifications and References
- ✓ Budget and Estimated Pricing
- ✓ Vendor Certification

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Introduction: How to Use This Tool

An RFP is a formal invitation issued by a business or agency requesting interested vendors to submit written proposals meeting a particular set of requirements. If interested in bidding for the project, vendors respond with a description of the techniques they would employ to meet the requirements, a plan of work, and a detailed budget for the project, along with supporting information. An RFP may form part of the final contract once negotiations between the enterprise and the vendor are completed.

Delete all information where text is colored GREY (such as this paragraph). Fill in or delete all form fields shaded in GREY (such as the "Insert Company Name Here" field below). Form shading is not visible in printouts.

Be sure to change all necessary text to **BLACK** before printing or sending.

|

Insert Company Name Here

Request for Proposal for an E-mail Archiving Solution

Insert Date of Issue Here



To get the most value out of the RFP process, use the *RFP Scoring Tool*



A standard & transparent process for scoring individual vendor RFP responses will help ensure that internal team biases are minimized.

Use Info-Tech's Email Archiving RFP Scoring Tool to:

Evaluate RFP Responses!
The [*Email Archiving RFP Scoring Tool*](#) is pre-built with essential criteria complementing the email archiving *RFP Template*.

Use the tool to drive the procurement meeting with your procurement department.



E-mail Archiving RFP Scoring Tool

Enterprises considering an e-mail archiving solution need to comparatively score potential solutions. A key component of any evaluation is gathering and scoring the various responses to an RFP can be difficult and time consuming. This tool enables enterprises to evaluate and the results of an RFP process quickly and easily.

Use this tool to:

- Determine each feature's level of importance to your organization.
- If not using an RFP process, short list vendors with this tool.
- Score and compare potential collaboration software solution RFP responses.

Follow the instructions outlined in each tab to complete the evaluation.

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Take charge of vendor finalist demos with a *Vendor Demonstration Script*



A product demo helps enterprise decision-makers better understand the capabilities & constraints of various solutions.

This tool is designed to provide vendors with a consistent set of instructions for key scenarios from the perspective of IT and departmental managers.

The [*Email Archiving Vendor Demonstration Script*](#) outlines solution capabilities and processes around:

- Initial set-up
- Email Policy and Rules Creation
- End-user Search, Recovery & Manual Archiving
- Discovery Process
- Administrative Reporting



E-mail Archiving Platform Vendor Demonstration Script

Introduction: How to Use This Tool

This demonstration script template is designed to provide vendors with a consistent set of instructions ensuring an objective comparison of product features. It is not intended as an exhaustive list of every feature in the product for the vendor to review. But rather it is intended to force the vendor to demonstrate common processes and tasks which both IT and business users can be expected to execute if the email archiving product is adopted. If your organization has already adopted email archiving, retention and discovery processes then those processes should be used as a basis for demonstration scripts, to ensure existing business requirements are satisfied. But many organizations only adopt formal processes in these areas upon adopting an email archiving technology product. Modify this script to fit the individual needs and requirements of your organization.

Introduction

This demonstration is designed to give (INSERT COMPANY NAME) a comprehensive understanding of your solution's capabilities and constraints. The demo will last approximately (INSERT TIME) (X.X) hours including (INSERT TIME) (X.X) hours of scripted demo, an additional (INSERT TIME) (X.X) for showcasing unique elements and answering the (INSERT COMPANY NAME) questions, and (INSERT QUANTITY) (X) (INSERT TIME) (XX) (00:00) breaks.

Scenario 1 – Initial Setup

Determine Requirements

Issue RFP

Score RFP

Conduct Vendor Demo



➤ Evaluate and Select

What's in this Section:

- Overview of the email archiving market and how it got here.
- Review of major vendors in the email archiving space.
- Info-Tech's Vendor Landscape and evaluation of email archiving vendors.

Sections:

- Build a Strategy for Selecting an Email Archiving Platform
- Compare Email Archiving Vendors
- Select an Email Archiving Platform
- Implement Email Archiving in your Organization

Market Overview

How it got here

- Email archiving has grown in popularity over the last decade. Although there has been some degree of consolidation, the market remains highly fragmented, creating difficulties during vendor shortlisting.
- Organizations who opt for archiving solutions have typically been those with strong compliance needs, or those working in highly regulated industries.
- The email archiving marketplace is relatively mature, and many features have been commoditized. Selecting the best platform for the organization is less about feature requirements and more about meeting organizational needs, in terms of email integration, ease of use, and affordability.
- Because of the nature of archiving solutions and their associated timeframes, vendor viability is particularly important.

Where it's going

- Vendors are increasingly offering cloud (SaaS) options to meet email archiving needs. When considering an email archiving platform, cloud security is becoming less of an issue, with options such as cloud encryption.
- As the social workplace and business become more commonplace, the need to archive and monitor these conversations will become increasingly necessary. Organizations using instant messaging or communication via social channels for E2E and B2C conversations will, in the future, need to consider more holistic platforms in order to meet compliance needs.
- Demand for mobile email restoration has risen, a trend which Info-Tech expects to continue. However, this feature remains a niche requirement at this time.

**Info-Tech
Insight**

Email archiving is still a vital and healthy standalone market. While holistic solutions are becoming more prevalent, organizations that require content agnostic record retention and archiving strategies remain the exception.

Email Archiving Vendor Landscape selection/knock-out criteria: Market share, mind share, and market consolidation

- *Though email archiving is a relatively mature space, vendor selection remains complex, as features have become increasingly commoditized. Focus selection around platform compatibility, vendor viability, and deployment options.*
- *For this Vendor Landscape, Info-Tech focused on those vendors that have a strong market presence and/or reputational presence among small to mid-sized enterprises.*

Included in the Vendor Landscape:

- **ArcMail**. *Cost-effective appliance solution that is easy to deploy and easy to manage.*
- **Barracuda**. *Specializes in network, security, and storage solutions, with a variety of products tailored to SMBs.*
- **CommVault**. *Longstanding data management expert that offers a flexible cloud infrastructure.*
- **EMC**. *SourceOne family replaces EmailXtender, offering archiving and eDiscovery capabilities.*
- **Google Postini**. *SaaS offering that is packaged with email security and hygiene solutions.*
- **InBoxer**. *Specializes in search and compliance for heavily regulated industries.*
- **Jatheon**. *Relatively new entrant that offers platform agnostic email archiving appliances for SMBs.*
- **Messaging Architects**. *Groupwise-friendly solution with end to end email management.*
- **Proofpoint**. *Provides a hybrid architecture with advanced cloud encryption.*
- **Symantec**. *A market pillar that acquired ClearWell Systems to complement its feature set.*
- **ZL Technologies**. *Targets high data volume and heavily regulated organizations.*

As a result of Autonomy's recent acquisition of Mimosa, and their decision to decline a briefing, we are unable to access information regarding its product and roadmap. As such, we are unable to provide sufficient information to our clients and are forced to withdraw our recommendation of Mimosa in our Email Archiving vendor landscape. For information on Mimosa and Autonomy from our previous Email Archiving VL please see the appendix.

What about Exchange 2010's integrated email archiving? Should Exchange shops short-list it too?

Exchange Server Enterprise 2010 Archiving did not pass Info-Tech's screening requirements for this product evaluation due to a lack of installed base and the fact that it is a brand new product that works only with MS Exchange Enterprise Server 2010.

Limitations to Exchange 2010

Exchange 2010's built-in archiving solution requires a *Microsoft "ECAL"* and adds approximately 20% to the standard server licensing fee.

Microsoft's archiving solution is not good enough for some requirements. Some limitations include:

- Inability to set a minimum retention requirement, only a maximum time.
- Only for content residing in email stores and will not address archiving needs that apply to all enterprise content.
- Archives are stored in the storage device and database, reducing DR capabilities and storage capacity.



Microsoft®
Exchange Server 2010

To determine if Microsoft's archiving solution is sufficient for your business needs, refer to the ITA Premium research note, [Exchange 2010: Don't Upgrade for Email Archiving Alone.](#)

For more information on MS Exchange 2010, see [Decide If I Should Upgrade my Email Platform.](#)

**Info-Tech
Insight**

Organizations that are already upgrading to Exchange 2010 and need to implement email archiving should place Exchange Server Enterprise 2010 Archiving on their vendor short list. Compare its features and the additional ECAL cost with the features and costs of other short-listed vendors.

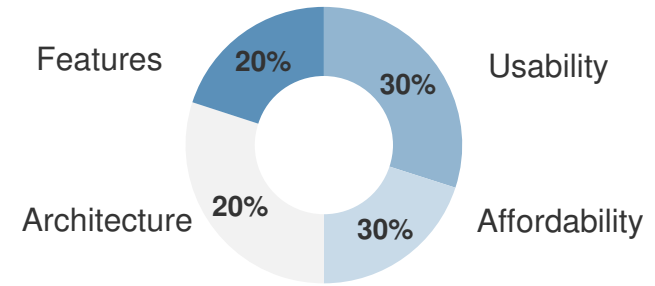
Email Archiving Criteria & Weighting Factors

Product Evaluation

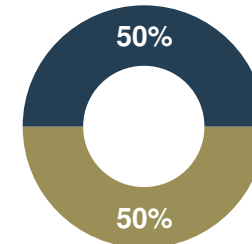
Features	The solution provides basic and advanced feature/functionality.
Affordability	The three year TCO of the solution is economical.
Usability	The solution's dashboard and reporting tools are intuitive and easy to use.
Architecture	The delivery method of the solution aligns with what is expected within the space.

Vendor Evaluation

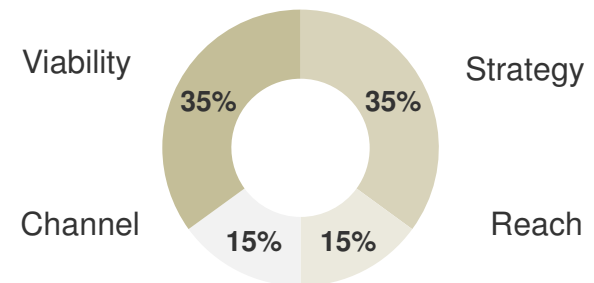
Viability	Vendor is profitable, knowledgeable, and will be around for the long-term.
Strategy	Vendor is committed to the space and has a future product and portfolio roadmap.
Reach	Vendor offers global coverage and is able to sell and provide post-sales support.
Channel	Vendor channel strategy is appropriate and the channels themselves are strong.



Product



Vendor



The Info-Tech Email Archiving Vendor Landscape

Champions receive high scores for most evaluation criteria and offer excellent value. They have a strong market presence and are usually the trend setters for the industry.

Innovators have demonstrated innovative product strengths that act as their competitive advantage in appealing to niche segments of the market.

Market Pillars are established players with very strong vendor credentials, but with more average product scores.

Emerging Players are newer vendors who are starting to gain a foothold in the marketplace. They balance product and vendor attributes, though score lower relative to market Champions.

For an explanation of how the Info-Tech Vendor Landscape is created, please see [Vendor Evaluation Methodology](#) in the appendices.



Every vendor has its strengths & weaknesses; pick the one that works best for you

	Product					Vendor				
	Overall	Features	Usability	Affordability	Architecture	Overall	Viability	Strategy	Reach	Channel
ArcMail										
Barracuda										
CommVault										
EMC*										
Google Postini										

Legend = Exemplary = Good = Adequate = Inadequate = Poor

* Vendor declined to provide pricing.

For an explanation of how the Info-Tech Harvey Balls are calculated, please see [Vendor Evaluation Methodology](#) in the appendices.

Every vendor has its strengths & weaknesses; pick the one that works best for you

	Product					Vendor				
	Overall	Features	Usability	Affordability	Architecture	Overall	Viability	Strategy	Reach	Channel
InBoxer										
Jatheon										
Messaging Architects										
Proofpoint										
Symantec										
ZL Technologies										

Legend	= Exemplary	= Good	= Adequate	= Inadequate	= Poor
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For an explanation of how the Info-Tech Harvey Balls are calculated, please see [Vendor Evaluation Methodology](#) in the appendices.

The Email Archiving Value Index

What is a Value Score?

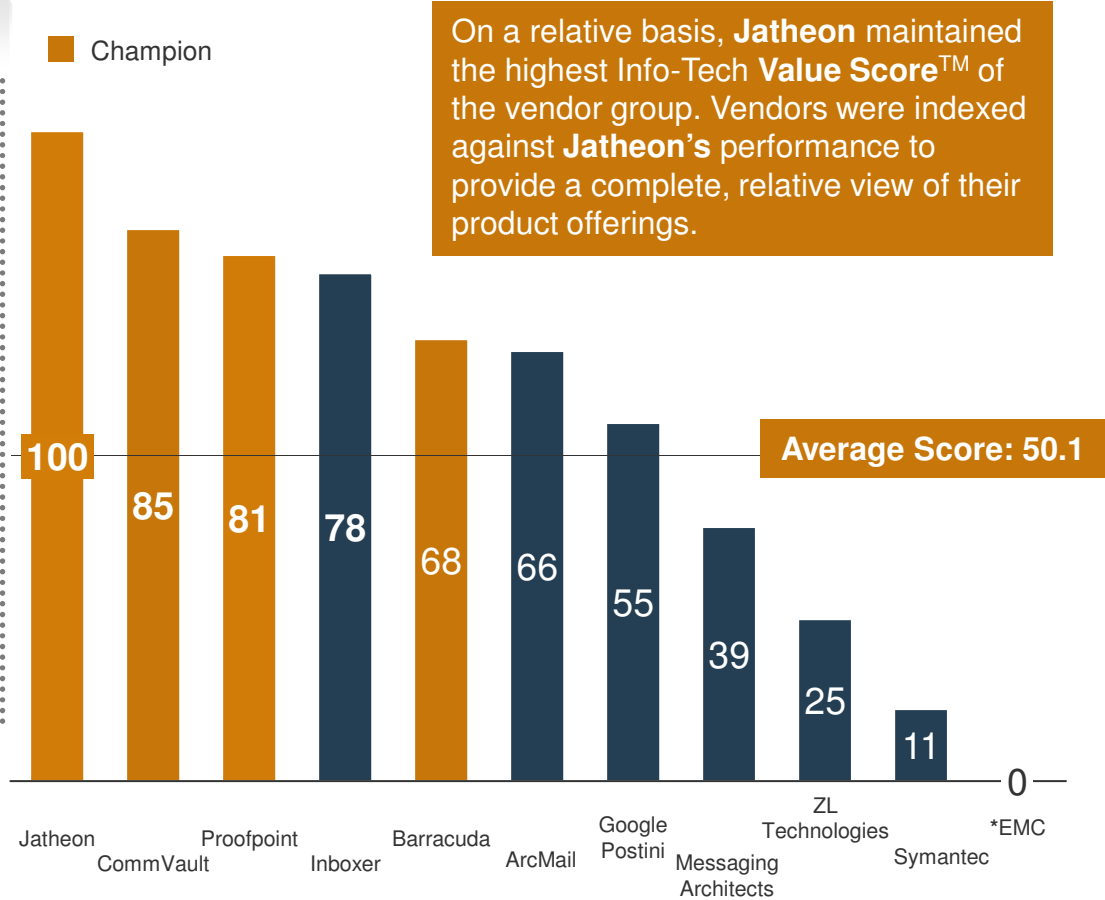
The Value Score indexes each vendor’s product offering and business strength **relative to their price point**. It **does not** indicate vendor ranking.

Vendors that score high offer more **bang for the buck** (e.g. features, usability, stability, etc.) than the average vendor, while the inverse is true for those that score lower.

Price-conscious enterprises may wish to give the Value Score more consideration than those who are more focused on specific vendor/product attributes.

For an explanation of how the Info-Tech Value Index is calculated, please see [Value Index Ranking Methodology](#) in the appendices.

For an explanation of how normalized pricing is determined, please see [Product Pricing Scenario & Methodology](#) in the appendices.



* Vendor declined to provide pricing.

Basic features represent the minimum standard; without these, a product doesn't even get reviewed

The Basic Features

Feature	Description
Discovery Capabilities	Searches, retrieves, and manages archived data in an index.
Exchange Compatible	Operates with MS Exchange 2010.
Import PST	Imports, archives, and manages offline local stores in the index.
Legal Hold	Deletion of archived data can be halted if requested.
Policy Based Archiving	Archives databases on the application of granular retention policies.
On-premise Deployment	Local storage of archived email data.

What Does This Mean?

The products assessed in this Vendor Landscape™ meet, at the very least, the requirements outlined as Basic Features.

Many of the vendors go above and beyond the outlined Basic features, some even do so in multiple categories. This section aims to highlight the products capabilities **in excess** of the criteria listed here.



If basic features are all you need from your email archiving solution, the only true differentiators for the organization are vendor viability, platform compatibility, and deployment options.

Advanced Features are the market differentiators that *make or break* a product

Scoring Methodology

Info-Tech scored each vendor’s features offering as a summation of their individual scores across the listed advanced features. Vendors were given one point for each feature the product inherently provided. Some categories were scored on a more granular scale with vendors receiving half points.

Advanced Features

Feature	What We Looked For
Activity Audit Log / Alerts	Provides a full audit trail of all users, including administrator alerts.
Advanced Search	Able to enter and save multiple search criterion, Boolean, “fuzzy word”, and highlighting.
Advanced Storage Extensibility	Scalability of storage, either via hardware upgrade or cloud offering.
Compliance/Policy Templating	Predefined templates for regulations and allows administrators to create their own rules.
Mobile Capabilities	Access via mobile devices, via web browsers and native applications.
Output to PST and EDRM	Able to output to multiple formats including EDRM.
PST Crawling / Discovery	Able to search, collect, and import PST and NSF files across LAN.
Role-Based Discovery	Provides multiple roles within the platform with varied levels of access.

Each vendor offers a different feature set; concentrate on what you need

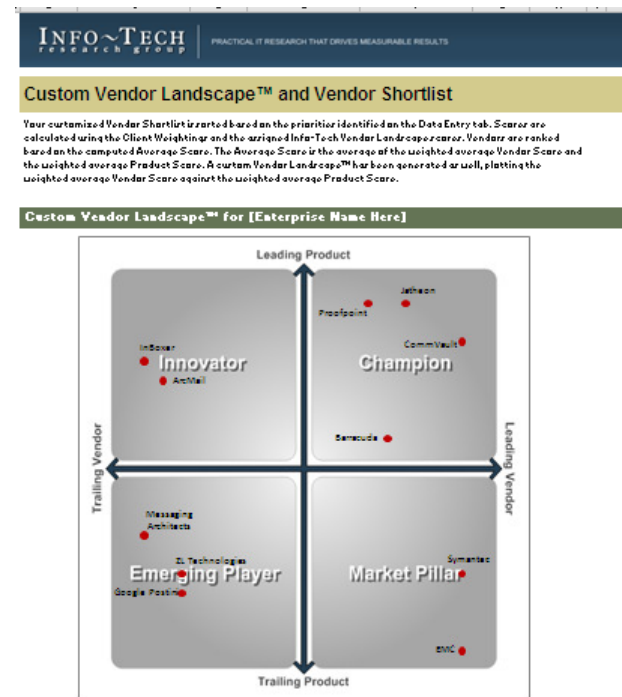
	Advanced Search	Audit Log/ Alerts	Compliance Templating	Mobile	Output to PST/EDRM	PST Crawling	Role-Based	Storage extensibility
ArcMail	●	●	●	●	●	●	●	●
Barracuda	●	●	●	●	●	●	●	●
CommVault	●	●	●	●	●	●	●	●
EMC	●	●	●	●	●	●	●	●
Google Postini	●	●	●	●	●	●	●	●
InBoxer	●	●	●	●	●	●	●	●
Jatheon	●	●	●	●	●	●	●	●
Messaging Architects	●	●	●	●	●	●	●	●
Proofpoint	●	●	●	●	●	●	●	●
Symantec	●	●	●	●	●	●	●	●
ZL Technologies	●	●	●	●	●	●	●	●
Legend	● = Feature fully present		● = Feature partially present / pending			● = Feature unsatisfactory		

Identify leading candidates with Info-Tech's *Email Archiving Vendor Shortlist Tool*

The [*Email Archiving Vendor Shortlist Tool*](#) is designed to generate a customized shortlist of vendors based on *your* key priorities.

This tool offers the ability to modify:

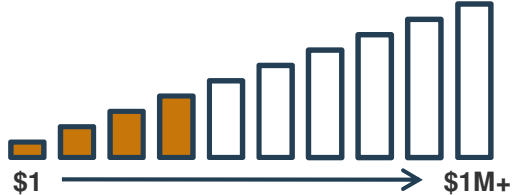
- Top-level weighting of product vs. vendor criteria
- Individual product criteria weightings:
 - ✓ Features
 - ✓ Usability
 - ✓ Affordability
 - ✓ Architecture
- Individual vendor criteria weightings:
 - ✓ Viability
 - ✓ Strategy
 - ✓ Reach
 - ✓ Channel



CommVault Simpana is a holistic content archiving solution that offers extensive feature functionality

Champion

Product: Simpana 9.0
Employees: 1200
Headquarters: Oceanport, NJ
Website: commvault.com
Founded: 1996
Presence: NASDAQ: CVLT
FY10 Revenue: \$271M



3 Year TCO: Tier 4; between \$10K and \$25K

Overview

- CommVault offers a comprehensive portfolio of data management and compliance products beyond just email archiving, servicing over 12,000 customers in over 60 countries.

Strengths

- Flexible hybrid infrastructure allows clients to choose where to store data in the cloud (CommVault, Amazon, Rackspace, etc.)
- Administrator and end-user interfaces are intuitive and easy to navigate as a result of deep integration with Exchange and other repositories.
- Simpana has full OWA link support for access to stubbed attachments, accessible even to mobile users.

Challenges

- CommVault's traditional strength does not lie in the SMB market space. However, recent price adjustments, *a la* SaaS, make them more appealing to SMBs.

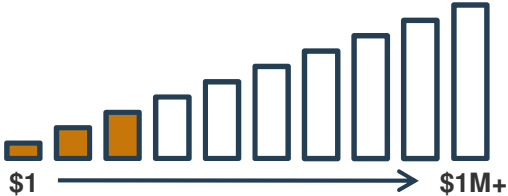
Info-Tech Recommends:

CommVault Simpana is one of the most capable and comprehensive archiving and compliance suites on the market. Organizations with holistic archiving goals should definitely have CommVault on their shortlist.

Jatheon provides organizations with a comprehensive platform at a highly competitive price point

Champion

Product: Plug n Comply™
Employees: 20
Headquarters: Toronto, ON
Website: jatheon.com
Founded: 2004
Presence: Private



3 Year TCO: Tier 3; between \$2.5K and \$10K

Overview

- Jatheon specializes in email archiving, with an offering that includes 11 appliances (4 co-branded with Dell).
- A relatively young company that has quickly become a strong competitor in the space.

Strengths

- Variety of appliance offerings catered for organizations of any size, and offers a buy-back program for storage scalability.
- Compatibility with GroupWise, Notes, and Exchange.
- Plugin integration with Outlook and Notes provides a smooth transition for end users during deployment or migration.
- Exports to a variety of formats, including EDRM and PST.

Challenges

- Positions models based on ultimate storage needs not number of mailboxes, which may lead to organizations overbuying user capacity. This approach is cost effective for organizations with low individual mailboxes, or short retention periods.

Info-Tech Recommends:

Jatheon is a champion in the email archiving market. SMBs should definitely consider Jatheon because of its rapid deployment model and stellar price point.

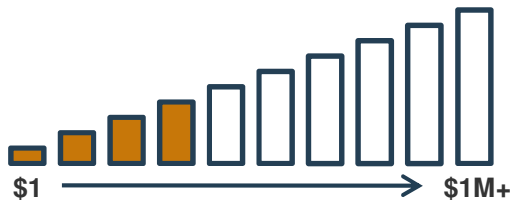
Proofpoint Enterprise Archive is a premium solution for large enterprises and supports Office 365

Champion

Product: Proofpoint Enterprise Archive
Employees: 350
Headquarters: Sunnyvale, CA
Website: proofpoint.com
Founded: 2002
Presence: Private



proofpoint[™]



3 Year TCO: Tier 4; between \$10K and \$25K

Overview

- Proofpoint was founded with a strong emphasis on email security, and now focuses on compliance and legal discovery.
- Proofpoint offers a Hybrid SaaS and appliance infrastructure and focuses on enterprises, with over 4000 enterprise clients.

Strengths

- Proofpoint's DoubleBlind Encryption[™] provides a secure cloud storage environment, the only cloud solution that is FISMA certified.
- Advanced legal discovery features, including flexible policy templates and role-based discovery options.
- Proofpoint offers strong stubbing and mobile support.
- Supports Office 365 archiving.

Challenges

- Proofpoint is only available for Microsoft Exchange – organizations with Lotus Notes or Novell GroupWise will have to look elsewhere.

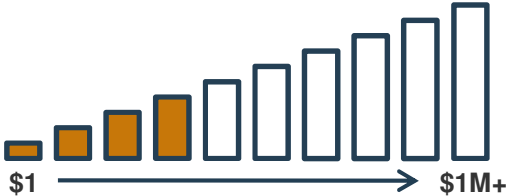
Info-Tech Recommends:

Organizations looking to adopt a more flexible hybrid solution should look to Proofpoint; its DoubleBlind Encryption[™] provides the benefits of a cloud infrastructure with robust security precautions.

When all you need is email archiving, Barracuda provides a highly secure platform at a competitive price

Champion

Product: Message Archiver
Employees: 800
Headquarters: Campbell, CA
Website: barracudanetworks.com
Founded: 2003
Presence: Private



3 Year TCO: Tier 4; between \$10K and \$25K

Overview

- Barracuda is a leader in content appliances offering network security and storage solutions.
- Their broad portfolio of security appliances has made Barracuda a well-known brand with a global presence.

Strengths

- Barracuda’s web-based interface is a comfortable environment for administrators, while end users access archives through a browser that imitates Outlook’s folders.
- Barracuda’s deployment is appliance-based, providing simple and quick implementation.

Challenges

- Barracuda is not content agnostic; the platform is designed to work for email. Organizations looking for additional social archiving should consider other options.
- Message Archiver does not support exporting to the EDRM XML format, a growing standard in legal process.

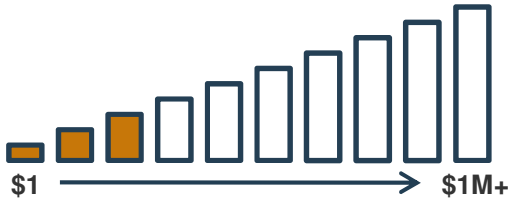
Info-Tech Recommends:

Barracuda’s focus is solely on email, so organizations looking for holistic archiving should consider other options. However, their foundation in security makes Barracuda a strong platform for highly regulated organizations.

InBoxer is a strong choice for organizations with advanced legal discovery needs

Innovator

Product: InBoxer
Employees: 30
Headquarters: Burlington, MA
Website: inboxer.com
Founded: 2000
Presence: Private



3 Year TCO: Tier 3; between \$2.5K and \$10K

Overview

- Acquired by Safecore in 2009, InBoxer has Appliance *and* VMware models available.
- InBoxer’s primary focus is on proactive search and protection, and caters to financial services and government clients.

Strengths

- Very strong compliance and legal discovery functionality, allows for advanced queries and timely results.
- Ability to support Exchange, Gmail, and Notes in a single instance is key for businesses operating on multiple platforms.
- 80 pre-defined classification categories offer administrators something to work off of when setting retention policies.

Challenges

- InBoxer’s advanced discovery features are more typical of solutions that support content other than email.
- InBoxer does not offer stubbing capabilities, which may deter some organizations seeking storage savings.
- Although global support is available, customers may find it difficult to obtain timely, on-site service due to a lack of regional support locations.

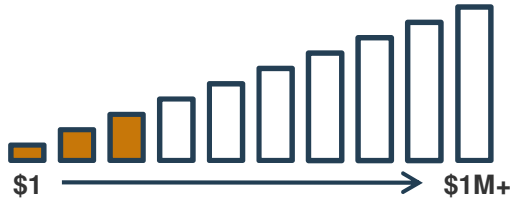
Info-Tech Recommends:

InBoxer includes multiple policy templates, including those specific to SEC and FINRA . Organizations subject to these regulations should absolutely consider InBoxer to meet these requirements.

ArcMail Defender is an innovative platform for organizations seeking a flexible solution with IM integration

Innovator

Product: Defender
Employees: NA
Headquarters: Shreveport, LA
Website: arcmail.com
Founded: 2005
Presence: Private



3 Year TCO: Tier 3; between \$2.5K and \$10K

Overview

- ArcMail's on premise appliance focuses on a search perspective rather than a storage perspective.
- ArcMail's primary customer base is focused in North America in education, municipal government, and insurance industries.

Strengths

- Integration with Salesforce Chatter™, IM, and Google Apps.
- ArcMail's email agnostic platform provides flexibility for organizations who are on older email platforms *or* plan to migrate soon.
- ArcMail's newly released cloud gateway option provides a DRP for email archives.

Challenges

- Organizations facing eDiscovery requests, may need additional functionality, as ArcMail only outputs to EML and MBOX formats (No PST, EDRM).
- ArcMail does not offer PST crawling for LAN PST discovery.
- Although global support is available, customers may find difficulty obtaining timely on-site service due to a lack of regional support locations.

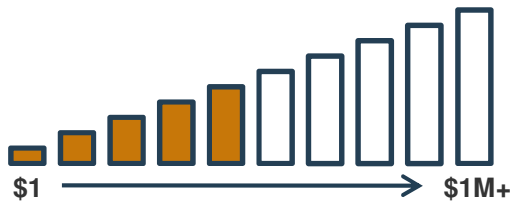
Info-Tech Recommends:

Organizations seeking a cost-effective solution that integrates with all major email platforms should look towards ArcMail Defender, an appliance platform that is quick and easy to deploy.

Symantec Enterprise Vault is a market pillar that offers comprehensive content management

Market Pillar

Product: Enterprise Vault 10
Employees: 18,600
Headquarters: Mountain View, CA
Website: symantec.com
Founded: 1982
Presence: NASDAQ: SYMC
FY10 Revenue: \$5.9B



3 Year TCO: Tier 5; between \$25K and \$50K

Overview

- Founded in 1982, Symantec is the largest provider of security software in the world.
- Acquired ClearWell Systems in May 2011, enhancing Enterprise Vault's eDiscovery features.

Strengths

- Strong integration with other Symantec products, as well as Exchange/Outlook, Lotus Domino/Notes.
- Comprehensive solution that can archive email, IM, file servers, SharePoint, and social media.
- Strong geographical footprint and vendor viability make Symantec a safe choice for organizations with long-term archiving needs.

Challenges

- Symantec Enterprise Vault may be price-prohibitive for the average SMB, as it is priced towards the upper end of the spectrum.

Info-Tech Recommends:

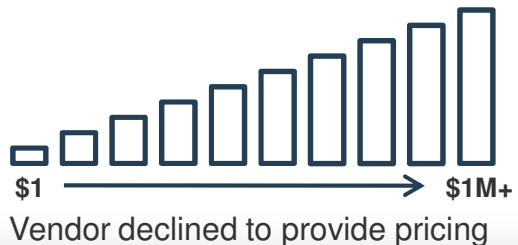
Enterprise Vault is the product of choice for organizations already working within a Symantec environment, offering comprehensive records management and compliance archiving.

EMC SourceOne is a market pillar and a viable choice for large enterprises

Market Pillar

Product: SourceOne
Employees: 48,500
Headquarters: Hopkinton, MA
Website: EMC.com
Founded: 1979
Presence: NYSE: EMC
FY10 Revenue: \$17B

EMC²
where information lives[®]



Overview

- SourceOne is the successor to EMC's EmailXtender, and offers a suite of products to meet email archiving and compliance needs.

Strengths

- EMC has a strong global presence, doing business in over 80 countries with 400 sales offices.
- EMC's wizard-based interface simplifies policy creation, and resembles Exchange, making it easy to navigate.
- SourceOne's role-based approach allows administrators to quickly and easily assign privileges to their specific needs.

Challenges

- Mobile access is limited, as currently only an iPad app is available.
- EMC is not primarily focused on the SMB market, but larger clients may find their services a better fit.

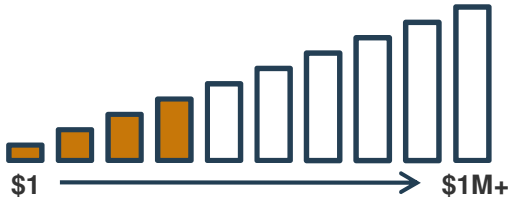
Info-Tech Recommends:

Look to EMC SourceOne if your organization is currently employing other EMC products and if vendor viability is a concern.

ZL's feature-rich product is ideal for heavily regulated organizations looking for robust stubbing capabilities

Emerging Player

Product: ZL Technologies Unified Archive
Employees: 100
Headquarters: San Jose, CA
Website: zlti.com
Founded: 1999
Presence: Private



3 Year TCO: Tier 4; between \$10K and \$25K

Overview

- ZL Technologies Unified Archive is targeted towards organizations who handle very large amounts of data or are heavily regulated and litigious.
- VM appliance solution.

Strengths

- “Restore on Preview” provides seamless integration of stubbing into Outlook without any confusion for end users.
- Provides support for Exchange and Domino, making it a good choice for organizations running both at once.
- Native double-byte functionality allows for extensive multilingual support.
- Provides end-to-end e-discovery management

Challenges

- While ZL does have deployments in other global areas, they are largely focused in North America and Japan.
- Although global support is available, customers may find difficulty obtaining timely on-site service due to a lack of regional support locations. However, ZL's solution has been engineered to enable remote support and deployment.

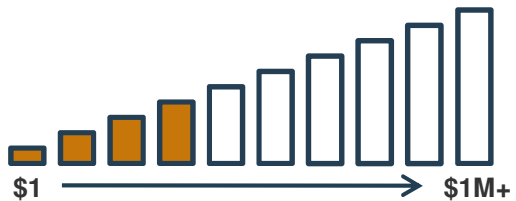
Info-Tech Recommends:

Organizations facing heavy regulation or large amounts of data should look towards ZL Technologies Unified Archive for their email archiving and records management needs.

Messaging Architects' Netmail Archive is the preferred solution for Novell GroupWise users

Emerging Player

Product: Netmail Archive
Employees: 75
Headquarters: Montreal, QC
Website: messagingarchitects.com
Founded: 1995
Presence: Private



Overview

- Messaging Architects introduced its new product, Netmail Archive, in 2011 and continues its history of robust compatibility with Novell GroupWise.

Strengths

- Messaging Architects specializes in archive migration from GroupWise to Exchange.
- The ability to save searches into “cases” provides an easy way for administrators to organize specific projects.
- Strong compliance and discovery features, including journaling capture and customizable policy templating.

Challenges

- Although stubbing is available for the platform, users are unable to retrieve stubbed messages in the archive from mobile devices.
- Messaging Architects typically does not cater to organizations under 500 users, making it a less viable solution for SMBs.

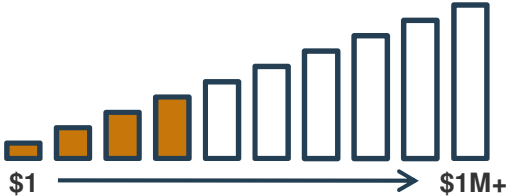
Info-Tech Recommends:

Netmail Archive is a *must have* for GroupWise shops needing email archiving. Its support for both GroupWise and Exchange makes it an ideal choice for shops migrating to Exchange.

Google Postini is a viable option for cloud-based email users, but its legal discovery features are basic at best

Emerging Player

Product: Postini
Employees: 28,768
Headquarters: Mountain View, CA
Website: google.com/postini
Founded: 1998
Presence: NYSE: GOOG
FY10 Revenue: \$29.3B



3 Year TCO: Tier 4; between \$10K and \$25K

Overview

- Postini is a SaaS solution that provides email archiving packaged with a suite of other email solutions, including message security, hygiene, and encryption.

Strengths

- Postini's cloud architecture allows for virtually limitless storage and scalability, and is email platform agnostic.
- Organizations looking to augment their storage, and need only basic eDiscovery tools, should consider Postini.
- Postini is particularly affordable for organizations that have retention requirements of less than one year.

Challenges

- Google Postini offers a much simpler feature set, and is not as robust as other solutions in the email archiving space.
- End-user and discovery interface is underwhelming.
- Organizations looking for in-depth discovery capabilities should consider other solutions.

Info-Tech Recommends:

Postini is a suitable option for organizations looking to supplement their email suite by adding additional storage and basic compliance features, but it is suboptimal for highly regulated organizations.

Scenario: Best Stubbing Capabilities

Organizations seeking stubbing capabilities, which replace email related items on the mail server with a link to the archive, should consider:

1 Stubbing Capabilities

2 GroupWise Integration

3 Notes Integration

4 Content Agnostic

5 Cloud Storage

6 SMB Focus

Exemplary Performers



Viable Performers



Scenario: Best Novell Groupwise Integration

Groupwise shops looking for email archiving should shortlist the following vendors.

1 Stubbing Capabilities

2 GroupWise Integration

3 Notes Integration

4 Content Agnostic

5 Cloud Storage

6 SMB Focus

Exemplary Performers



Viable Performers



Scenario: Best Lotus Notes Integration

Organizations working within a Lotus Notes environment should consider the following vendors.

1 Stubbing Capabilities

2 GroupWise Integration

3 Notes Integration

4 Content Agnostic

5 Cloud Storage

6 SMB Focus

Exemplary Performers



Viable Performers



Scenario: Best Holistic Platform

Organizations looking to archive more than just email should consider these content agnostic solutions.

1 Stubbing Capabilities

2 GroupWise Integration

3 Notes Integration

4 Content Agnostic

5 Cloud Storage

6 SMB Focus

Content and Instant messaging

.....



Instant messaging

.....



Scenario: Best Cloud Storage Platforms

Organizations looking to implement cloud-based solutions should look towards these vendors.

1 Stubbing Capabilities

2 GroupWise Integration

3 Notes Integration

4 Content Agnostic

5 **Cloud Storage**

6 SMB Focus

Exemplary Performers

Google postini services



proofpoint>

Viable Performers



Scenario: Most SMB-focused Platforms

Some vendors offer products that are more specifically targeted towards SMBs.

1 Stubbing Capabilities

2 GroupWise Integration

3 Notes Integration

4 Content Agnostic

5 Cloud Storage

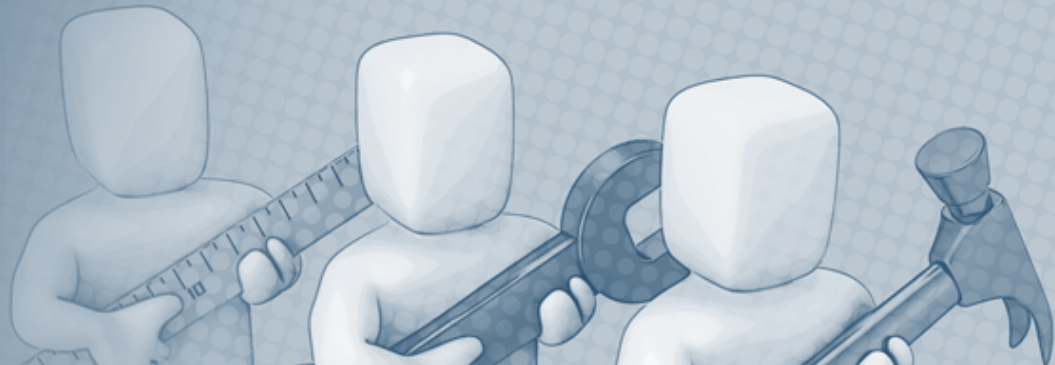
6 SMB Focus

Exemplary Performers



Viable Performers





➤ Implement Email Archiving

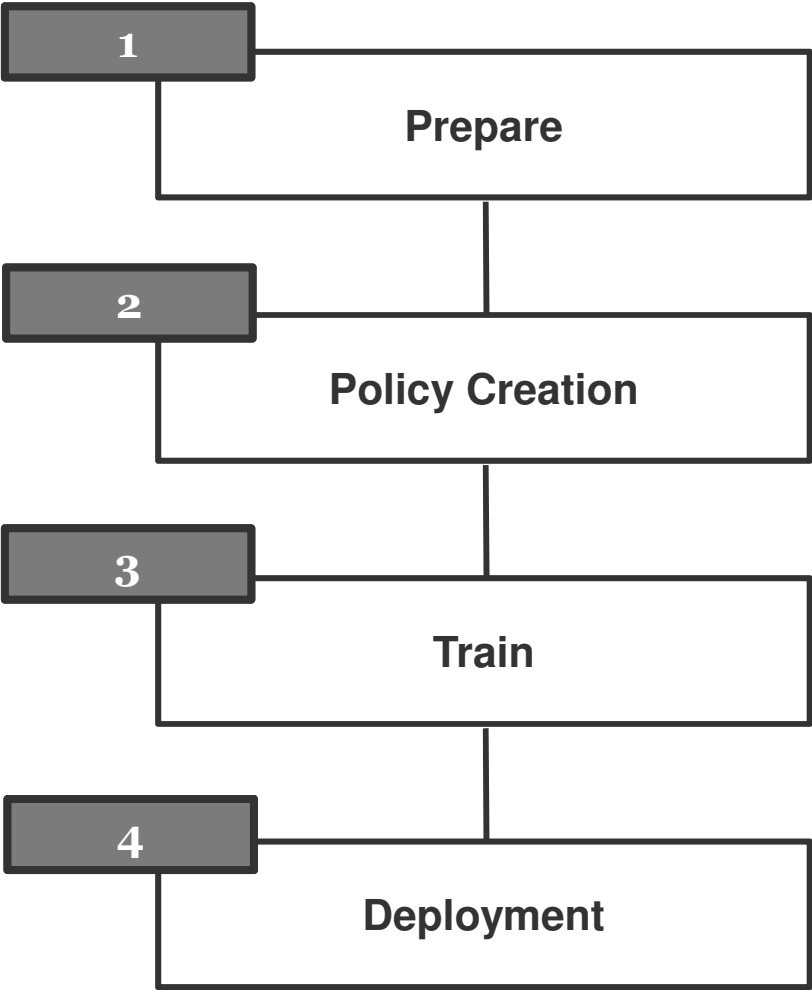
What's in this Section:

- Understand the key steps in implementing an email archiving platform.
- Prepare for migrations and integration with the email archiving solution
- Train for success: conduct end-user, administrative, and helpdesk training on all elements of the platform.
- Prepare for eDiscovery and Forensic requests.

Sections:

- Build a Strategy for Selecting an Email Archiving Platform
- Compare Email Archiving Vendors
- Select an Email Archiving Platform
- Implement Email Archiving in your Organization

For an effective Email Archiving implementation, ensure you have checked off all of these steps



- ✓ Pilot with IT and Helpdesk
- ✓ Do one more back-up, and purge the emails you don't need
- ✓ Prepare PSTs and inbox for migration to archive
-
- ✓ Document policies on paper
- ✓ Create rules on the system
- ✓ Execute and test rules
-
- ✓ Promoting adoption through training
- ✓ Compiling the different training programs
-
- ✓ In-house or vendor services
- ✓ Integration with email server
- ✓ Migrate data to email archive

Cover all your bases; test & pilot the solution with all required users, use cases, and functions

Work with the compliance officers for piloting & testing, and ensure they are well prepared to take over legal requests in future.

- ✓ **Develop test scripts** that confirm successful integration among existing systems and end-user devices, and data import and policy-based automation are operating correctly.
- ✓ **Test Rules** by generating a series of emails matching the criteria, and ensuring that they are and properly archived.
- ✓ **Pilot using varied technology backgrounds and comfort levels.** It's important to both push the limits of the solution and assess usability.
- ✓ **Validate response times**, and ensure the solution meets promised functionality and performance requirements.

Info-Tech Insight



Leverage Info-Tech's [Email Archiving Vendor Demo Script](#) as a starting point for testing. Your organization already put in the upfront effort to define requirements and use cases. Hold the vendor accountable to it to get the most out of your investment.

Be specific on what to look for in order to maximize the usefulness of feedback

Usability

- ✓ Is the email archiving solution easy to use?
- ✓ Is the information in the email archiving solution well laid out?
- ✓ Can users find what they are looking for and restore it if need be?

Usefulness

- ✓ Are they using it often enough to remember that it's there?

Effectiveness

- ✓ Does it archive what it's supposed to?
- ✓ Does it execute the rules error free?

System Quality

- ✓ Does the system operate reliably?
- ✓ Does the system adapt to meet your varied needs?
- ✓ Does the system provide information in a timely fashion?

Invest in proper training to fully realize email archiving benefits, and empower end users

Where to Get Training

Many vendors offer training, either as an option or as part of the implementation of the software. Costs can vary depending on the method of training; online training can lower expenses. Once a software expert is on staff, he or she can train many others.

Who to Train

IT staff. Ensure IT staff has appropriate training. Most vendors will include training as part of the pricing package.
Helpdesk and Compliance. Create legal holds, how to maximize search benefits, how to export for legal presentation.
End users. If non-IT staff will also have direct access to the archive, ensure training (online or in-person).

When to Train

Training can be costly, especially if it is taking time away from seasoned technicians acting as mentors. *Schedule training before an eDiscovery request comes in to minimize impact on the bottom line.*

What to Train

Train compliance officers on all administrative controls, and how to do advanced and basic searches. By providing the legal department with the expertise to conduct these searches independently, this will free up IT's time, and allow end users the opportunity to manage the eDiscovery process on their own.

Info-Tech Insight

Invest in proper training up-front, even if it appears costly. Training is the first step to getting end users on board – teaching them that archiving makes their lives easier. If end users don't know how to use the system, they'll just waste more of IT's time.

Plan to combine email archiving with email platform migrations, when possible, for smoother platform migrations

Prepare for Integration

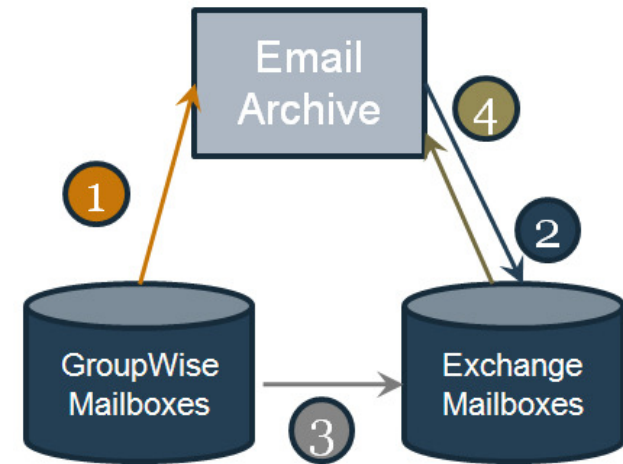
Most vendors cite compatibility with more than just Exchange, but it is important to look at what kind of functionality each vendor can offer if you are using GroupWise or Notes. To mitigate potential problems:

- ✓ **Prepare.** Formulate a comprehensive map of the systems, hardware, and software with which the archiving solution integrates.
- ✓ **Evaluate.** Include this information in the RFP to receive guidance from vendors on the ease with which integration can be achieved.
- ✓ **Set expectations.** Many vendors claim that custom integration can be performed for most systems, but custom comes at a cost. Don't just ask if they can integrate, ask how long it will take.

Email migration best practices

A best practice in email platform migration is to purge as much as possible from the operational email store before migrating databases. This allows for a massive reduction of the operational email store before migration.

An organization can also address personal email stores (e.g. PSTs, .NSFs, Mboxes) with archiving tools instead of being forced to import them to either the old platform before migration or to the new platform after migration.



Step	Description
1	Archive mail off of old platform, including import of personal stores.
2	Connect archive to new platform.
3	Migrate mailboxes from old to new platform.
4	Enable archiving on the new platform.

Example of role of archiving for migration from Novell GroupWise to MS Exchange

Push the legal team & executive leadership for clear policy guidance, even without specific regulatory guidance

IT cannot be the compliance experts

IT needs to understand the organization's business requirements in order to set the correct retention policies. Without knowing what the **business** needs, how can IT do its job?

To mitigate potential problems:

- ✓ **Push for enterprise definitions.** If these aren't forthcoming, approach the CEO, CFO, and legal team and request a meeting to begin the policy development process.
- ✓ **Advocate for Legal Counsel.** Champion awareness around the "keep everything" vs. "keep nothing" issue.
- ✓ **Provide Technical Guidance.** Inform the policy-making body as to technical and financial considerations.



Info-Tech Insight

Getting IT, legal, and the executive team working together will align each party's goals and ultimately result in a more successful implementation.

“ All of our officials understand the need for the retention definitions, the question is *how or why* to define the requirements without clear guidelines established by law. ”

–IT Manager, Government

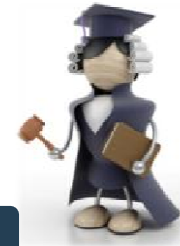
Don't get caught off guard; prepare for forensic discovery

Understand how the forensic discovery process works

- ✓ **Records management**, including the enterprise's document retention policies and procedures.
- ✓ **Identification** of the scope, breadth, and depth of information that may be sought during the process.
- ✓ **Preservation** of the subpoenaed documents to ensure they are not altered or deleted.
- ✓ **Collection** of the information from its various sources and locations.
- ✓ **Processing** the raw data in a format as dictated by the court or law firm.
- ✓ **Review** of the information for relevance, rooting out duplicate items, redaction, and related activities.
- ✓ **Analysis** of the materials to determine key topics, people, terms, etc. This is an ongoing and time consuming step.
- ✓ **Production**, which refers to the delivery of information to attorneys, courts, legal departments.
- ✓ **Presentation** of the information in the actual trial.

Records management is now IT's duty *to execute*

Despite being the responsibility of the business to **define**, retention has become a part of IT in the same way as compliance. Enterprises struggling with archiving should consider creating a dedicated records management role to work with IT.



Optimize for eDiscoverability

Formulate retention policies in a consistent manner that complies with all applicable laws. Ensure that data stewards or owners are aware of their retention duties.

“ I believe that IT has a responsibility to take the business requirements and create a solution... it is very difficult if not impossible for IT to make the determination on what needs to be retained and why. ”
—CIO, Government

Conclusion & Recommendations

Understand Trends and Current Issues

- Email archiving solutions free up storage space, improve email performance, and back up data, but the primary drivers of archiving for many organizations has shifted towards more of a legal and compliance focus.
- Organizations who fail to effectively manage their email archive risk using up valuable IT time and business resources in order to meet compliance needs.
- Cloud adoption has increased, but on-premise solutions continue to dominate the market. Further development of security and encryption techniques will continue to establish cloud-based products as viable and secure solutions for email archiving.

Evaluate Email Archiving Vendors

- Email archiving isn't cheap. Without a strong driver stemming from a storage performance or compliance needs, email archiving is unlikely to provide enough of a return to justify its cost.
- Info-Tech's evaluation confirms that CommVault, Jatheon, Proofpoint and Barracuda dominate the email archiving market, easily sliding into the Champion's quadrant. Their robust features coupled with impressive price points put them ahead of the competition.
- Organizations evaluating email archiving platforms should focus on platform compatibility, vendor viability, and deployment options.

Create an Implementation Strategy

- IT and the legal department need to work together establish retention policies during implementation. Understanding the forensic discovery process is vital for an eDiscovery request to go smoothly – test it out before you deal with the real thing!
- Although end users won't need to use advanced features in the archiving solution, they should still be trained and educated with respect to retention policies and on how to manually archive, search, and retrieve their emails.

Appendix

- Autonomy and Iron Mountain Appendix Slides
- Vendor Evaluation Methodology
- Value Index Ranking Methodology
- Product Pricing Scenario & Methodology
- Demographics

Autonomy and Iron Mountain Appendix Slides

As a result of Autonomy's recent acquisition of Mimosa, and their decision to decline a briefing, we are unable to access information regarding its product and roadmap. As such, we are unable to provide sufficient information to our clients and are forced to withdraw our recommendation of Mimosa in our Email Archiving Vendor Landscape. For information on Mimosa and Autonomy from our previous Email Archiving VL, please see the following two slides:

- [Autonomy Zantaz](#)
- [Iron Mountain Mimosa](#)

Autonomy Zantaz is a comprehensive solution for organizations concerned with legal issues, but is expensive and complex

Info-Tech Rating

Industry Standard

Employees:	2000
Headquarters:	San Francisco, CA
Website:	www.autonomy.com



Overview

- Founded in 1996, Autonomy is a spinoff of Cambridge Neurodynamics.
- The organization has grown at an impressive rate, with 47% topline growth in 2009, securing 27 consecutive quarters of revenue growth.
- The Autonomy product offering currently supports 152 languages and is capable of handling multiple languages in the same index.

Strengths

- Autonomy is a global leader in analysis of unstructured content.
- Integrated search function based on Autonomy's IDOL server and is capable of indexing at speeds of 60 GB/hour and execute 2,000 queries per second.
- Designed with legal hold capabilities in mind, Autonomy is capable of applying legal hold policies and enabling early case assessment.
- Capable of exporting to litigation management tools, resulting in faster legal work and further reducing cost and risk for the organization.

Weaknesses

- Autonomy's product was the most expensive of the vendors evaluated, with an estimated \$400,000 TCO over 5 years with a 1,000 user deployment.
- PST discovery, WORM support, and SaaS deployments require additional Autonomy products.
- Messaging and positioning is highly complex and confusing for the average SMB.

Info-Tech Recommends:

While Autonomy is an industry standard for forensic discovery of unstructured content, the Zantaz product will be too expensive and complex for all but those SMBs with the most enterprise-wide and mission-critical compliance and discovery needs.

Iron Mountain Mimosa provides compliance templates & numerous deployment options but lacks PST crawling



Info-Tech Rating *Competitor*

Employees:	20,000
Headquarters:	Boston, MA
Website:	www.mimosasystems.com



Overview

- Founded in 1951, Iron Mountain began storing records in 1954 and is a legacy player in the storage and records management space.
- Key verticals for Iron Mountain include Government, Healthcare and Energy.
- Of the 200 employees dedicated to the email archiving product, over 130 are in Development.



Strengths

- Integrates with Outlook at the folder level, minimizing end-user disruption and simplifying use without using any desktop agents.
- Provides sample compliance policies with the content monitoring application that can be customized to meet the organization's needs.
- With acquisition of Nearpoint Mimosa email archiving, Iron Mountain now support on-premises, in the cloud, and hybrid deployments.
- Supports content beyond email, e.g.: Microsoft file systems and SharePoint.



Weaknesses

- Organizations requiring PST discovery and crawling capability must purchase a separate application. It is not included in the base solution, but is available in a bundled solution.

Info-Tech Recommends:

Under the Nearpoint brand, Mimosa was a fast growing email archiving suite of choice for SMBs seeking an on-premise solution, often competing with Symantec. While Info-Tech believes Iron Mountain will strive to maintain that reputation, portfolio integration has just begun, so the product roadmap should be watched closely.

Vendor Evaluation Methodology

Info-Tech Research Group's Vendor Landscape market evaluations are a part of a larger program of vendor evaluations, which includes Solution Sets that provide both Vendor Landscapes and broader Selection Advice.

From the domain experience of our analysts as well as through consultation with our clients, a vendor/product shortlist is established. Product briefings are requested from each of these vendors, asking for information on the company, products, technology, customers, partners, sales models and pricing.

Our analysts then score each vendor and product across a variety of categories, on a scale of 0-10 points. The raw scores for each vendor are then normalized to the other vendors' scores to provide a sufficient degree of separation for a meaningful comparison. These scores are then weighted according to weighting factors that our analysts believe represent the weight that an average client should apply to each criteria. The weighted scores are then averaged for each of two high level categories: vendor score and product score. A plot of these two resulting scores is generated to place vendors in one of four categories: Champion, Innovator, Market Pillar, and Emerging Player.

For a more granular category by category comparison, analysts convert the individual scores (absolute, non-normalized) for each vendor/product in each evaluated category to a scale of zero to four whereby exceptional performance receives a score of four and poor performance receives a score of zero. These scores are represented with "Harvey Balls", ranging from an open circle for a score of zero to a filled in circle for a score of four. Harvey Ball scores are indicative of absolute performance by category but are not an exact correlation to overall performance.

Individual scorecards are then sent to the vendors for factual review, and to ensure no information is under embargo. We will make corrections where factual errors exist (e.g. pricing, features, technical specifications). We will consider suggestions concerning benefits, functional quality, value, etc; however, these suggestions must be validated by feedback from our customers. We do not accept changes that are not corroborated by actual client experience or wording changes that are purely part of a vendor's market messaging or positioning. Any resulting changes to final scores are then made as needed, before publishing the results to Info-Tech clients.

Vendor Landscapes are refreshed every 12 to 24 months, depending upon the dynamics of each individual market.

Value Index Ranking Methodology

Info-Tech Research Group's Value Index is part of a larger program of vendor evaluations which includes Solution Sets that provide both Vendor Landscapes and broader Selection Advice.

The Value Index is an indexed ranking of value per dollar as determined by the raw scores given to each vendor by analysts. To perform the calculation, Affordability is removed from the Product score and the entire Product category is reweighted to represent the same proportions. The Product and Vendor scores are then summed, and multiplied by the Affordability raw score to come up with Value Score. Vendors are then indexed to the highest performing vendor by dividing their score into that of the highest scorer, resulting in an indexed ranking with a top score of 100 assigned to the leading vendor.

The Value Index calculation is then repeated on the raw score of each category against Affordability, creating a series of indexes for Features, Usability, Viability, Strategy and Support, with each being indexed against the highest score in that category. The results for each vendor are displayed in tandem with the average score in each category to provide an idea of over and under performance.

The Value Index, where applicable, is refreshed every 12 to 24 months, depending upon the dynamics of each individual market.

Product Pricing Scenario & Methodology

Info-Tech Research Group provided each vendor with a common pricing scenario to enable normalized scoring of Affordability, calculation of Value Index rankings, and identification of the appropriate solution pricing tier as displayed on each vendor scorecard.

Vendors were asked to provide *list* costs for Email archiving appliances and/or e-mail archiving licensing to address the needs of a reference organization described in the pricing scenario. For non-appliance solutions (*i.e.*, software-only and virtual appliance architectures), physical or virtual hardware requirements were requested in support of comparing as-installed costs.

Additional consulting, deployment, and training services were explicitly out of scope of the pricing request, as was the cost of *enhanced* support options, though vendors were encouraged to highlight any such items included with the base product acquisition. The annual software/hardware maintenance rate was also requested, along with clarity on whether or not the first year of maintenance was included in the quoted appliance/software costs, allowing a three-year total acquisition cost to be calculated for each vendor's Email archiving solution. This three-year total acquisition cost is the basis of the solution pricing tier indicated for each vendor.

Finally, the vendors' three-year total acquisition costs were normalized to produce the Affordability raw scores and calculate Value Index ratings for each solution.

Key elements of the common pricing scenario provided to Email Archiving vendors included:

Please provide a reasonable 3 year TCO estimate for your solution's pricing, given the information contained in the scenario below.

Be sure to specify deployment options (on-premise, appliance, SaaS).

Enterprise Name: Dickie Incorporated

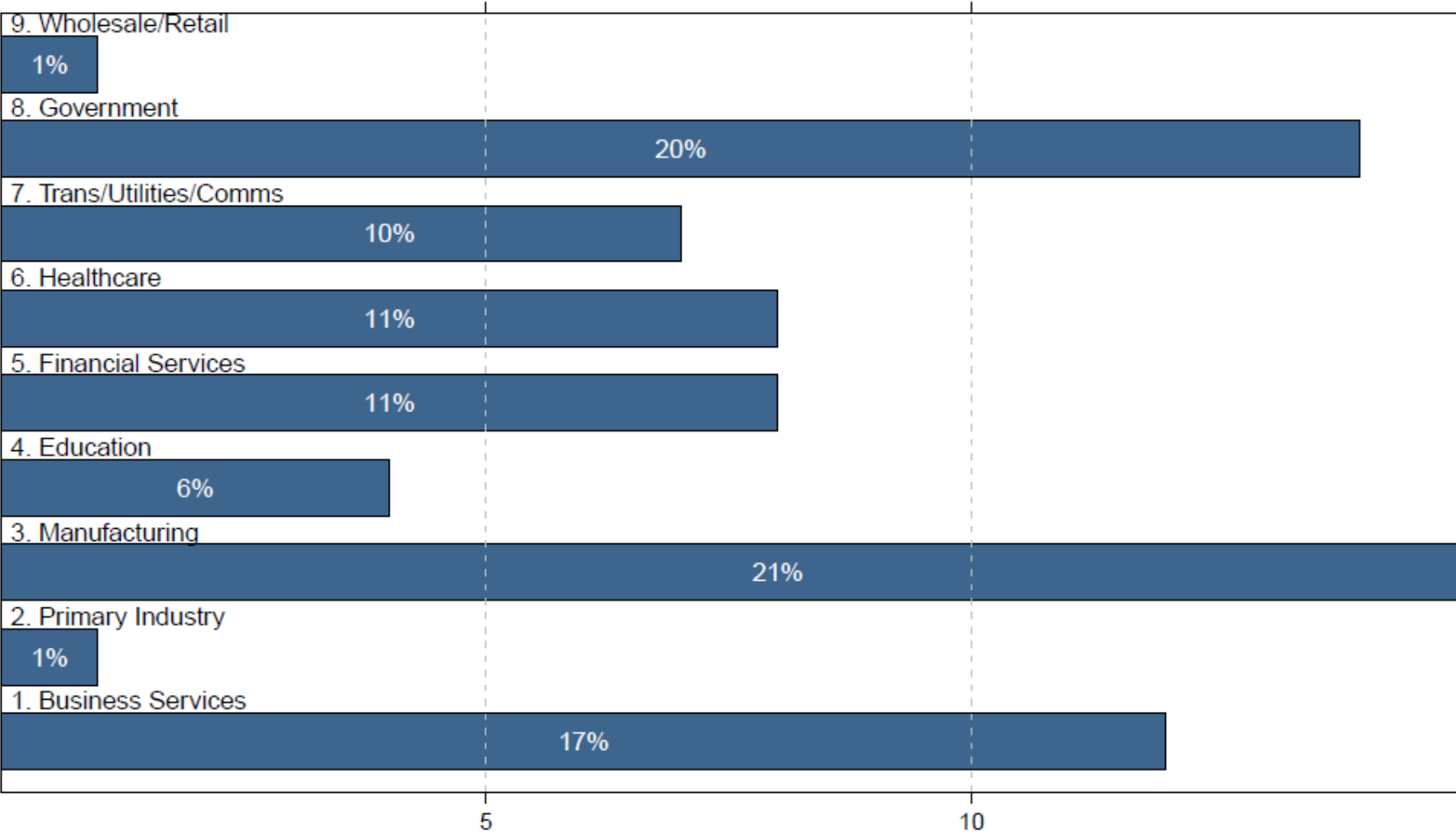
Total Number of Employees: 550

Total Number Email Archiving End Users: 100

Functional Requirements and Additional Information:

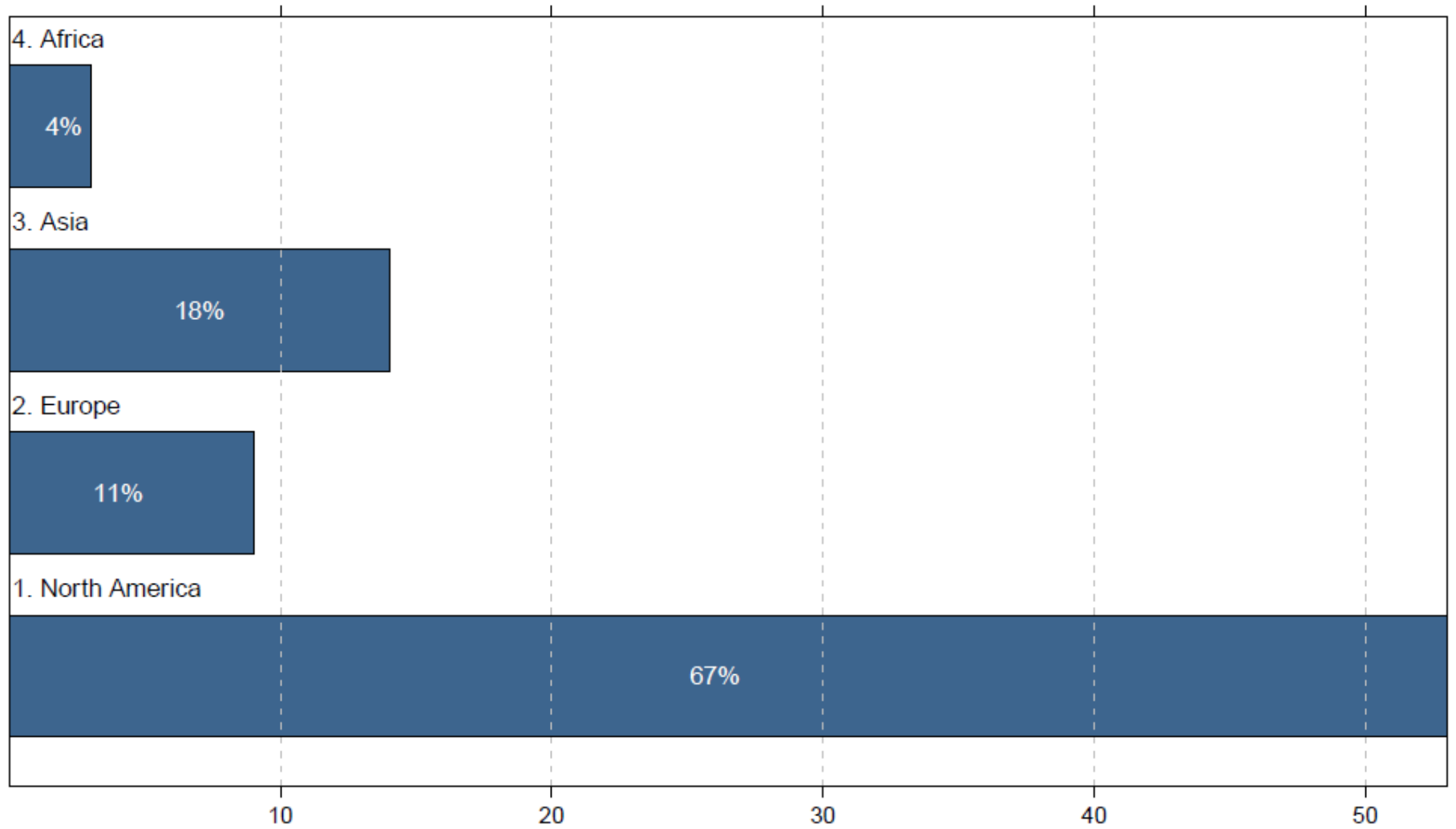
Dickie Incorporated is a provider of diversified financial services (insurance, banking) across the Mid-West United States. The organization is currently looking to adopt a new email archiving platform. There are 550 employees with the firm, 100 of which are knowledge workers (the remaining employees are process workers who will not require access to the platform.) Each user requires 2 gb of storage over the three years. The company is looking for a platform that will allow them to meet compliance as well as storage needs.

cDM1: Industry



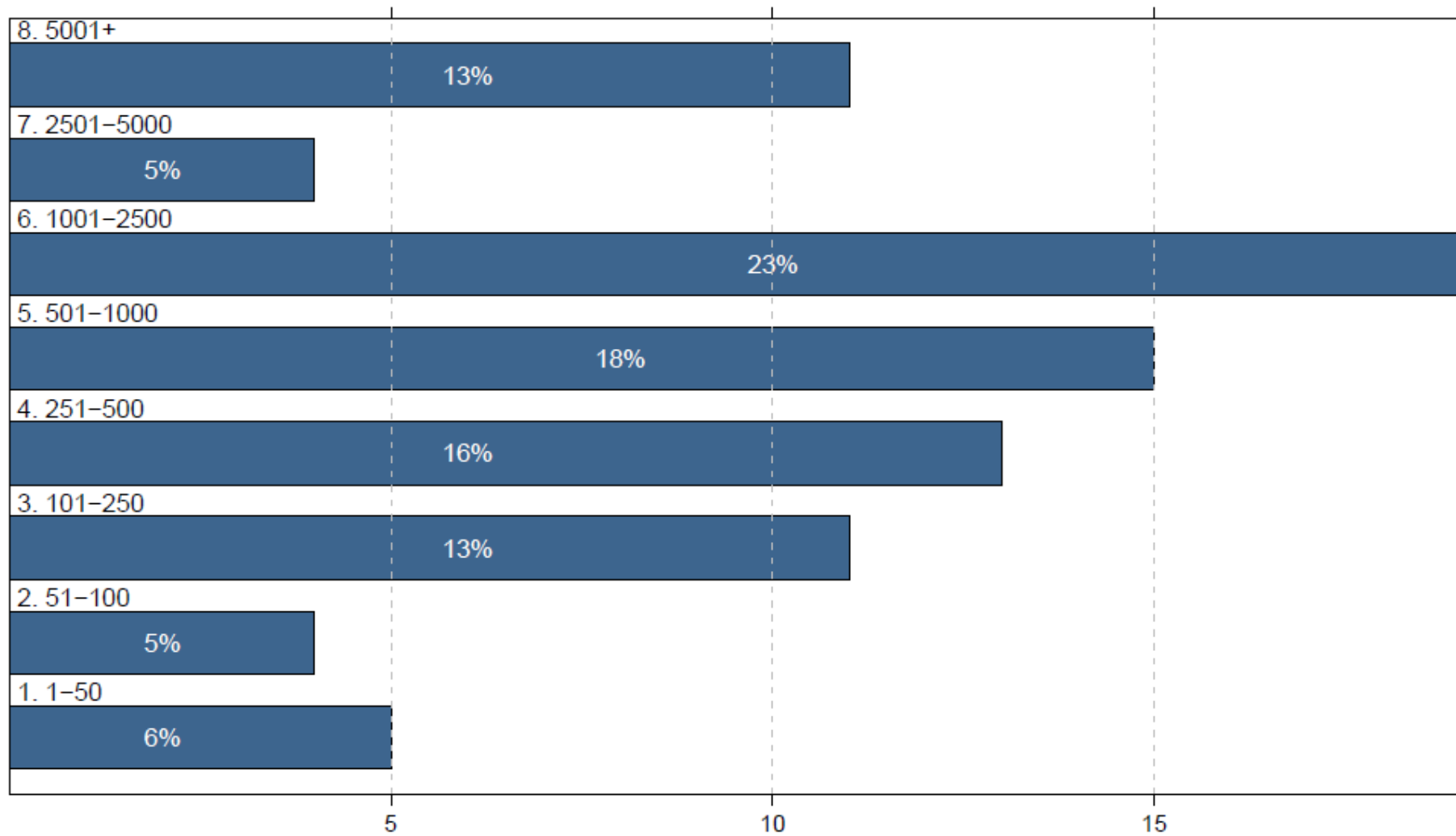
N = 70

cDM6: Country



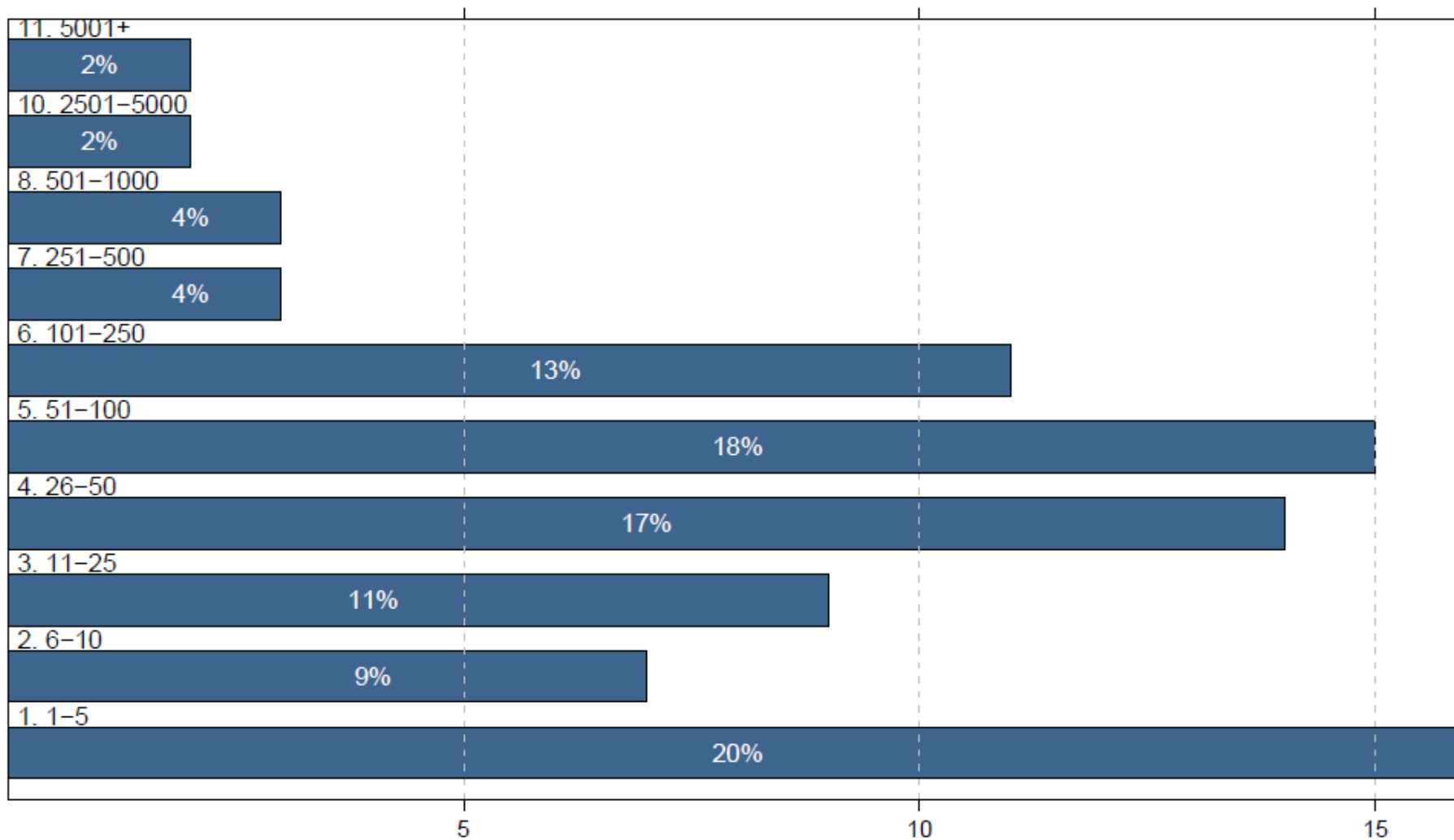
N = 79

aDM2: Full Time Employees



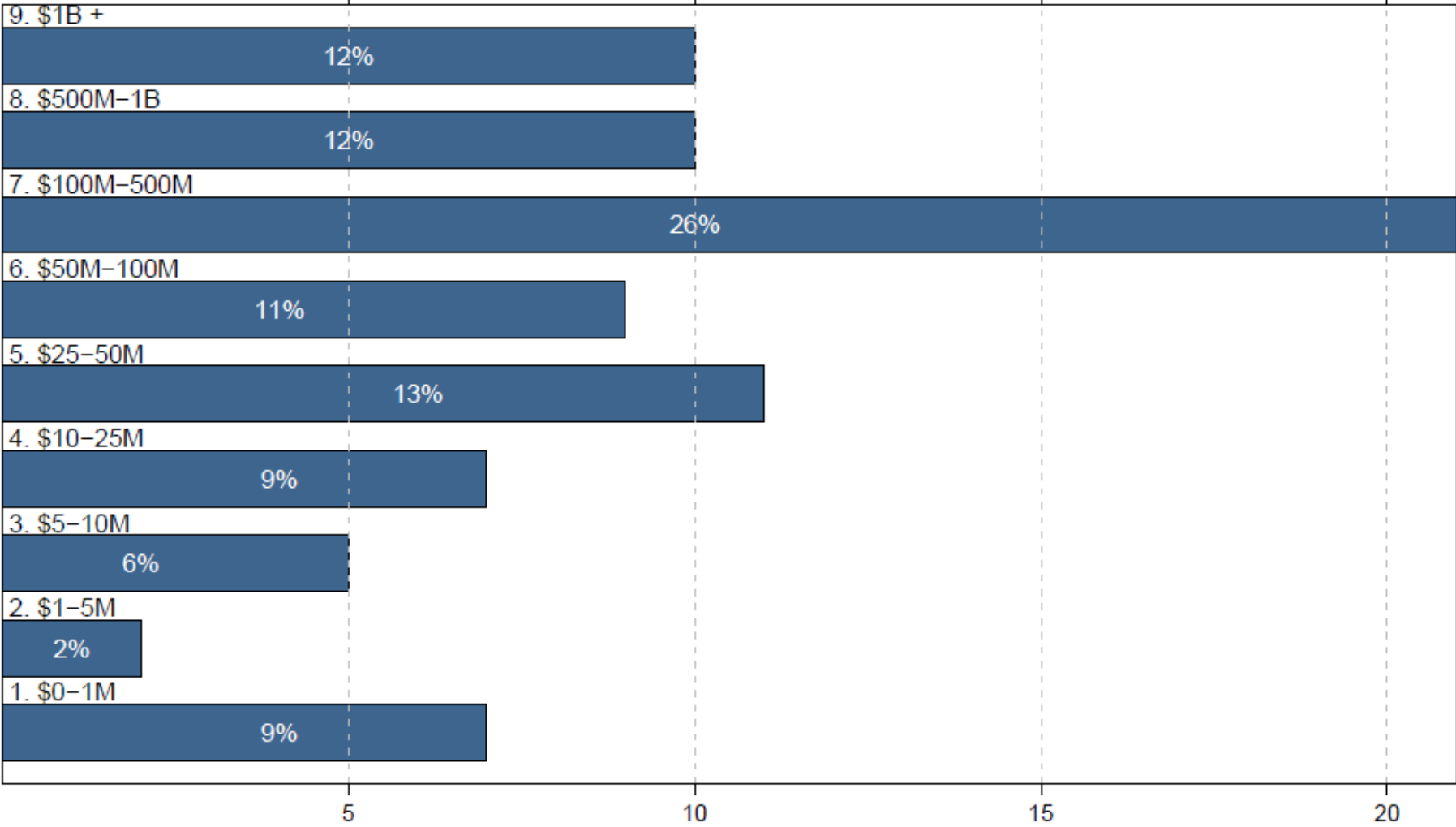
N = 82

aDM3: IT Employees



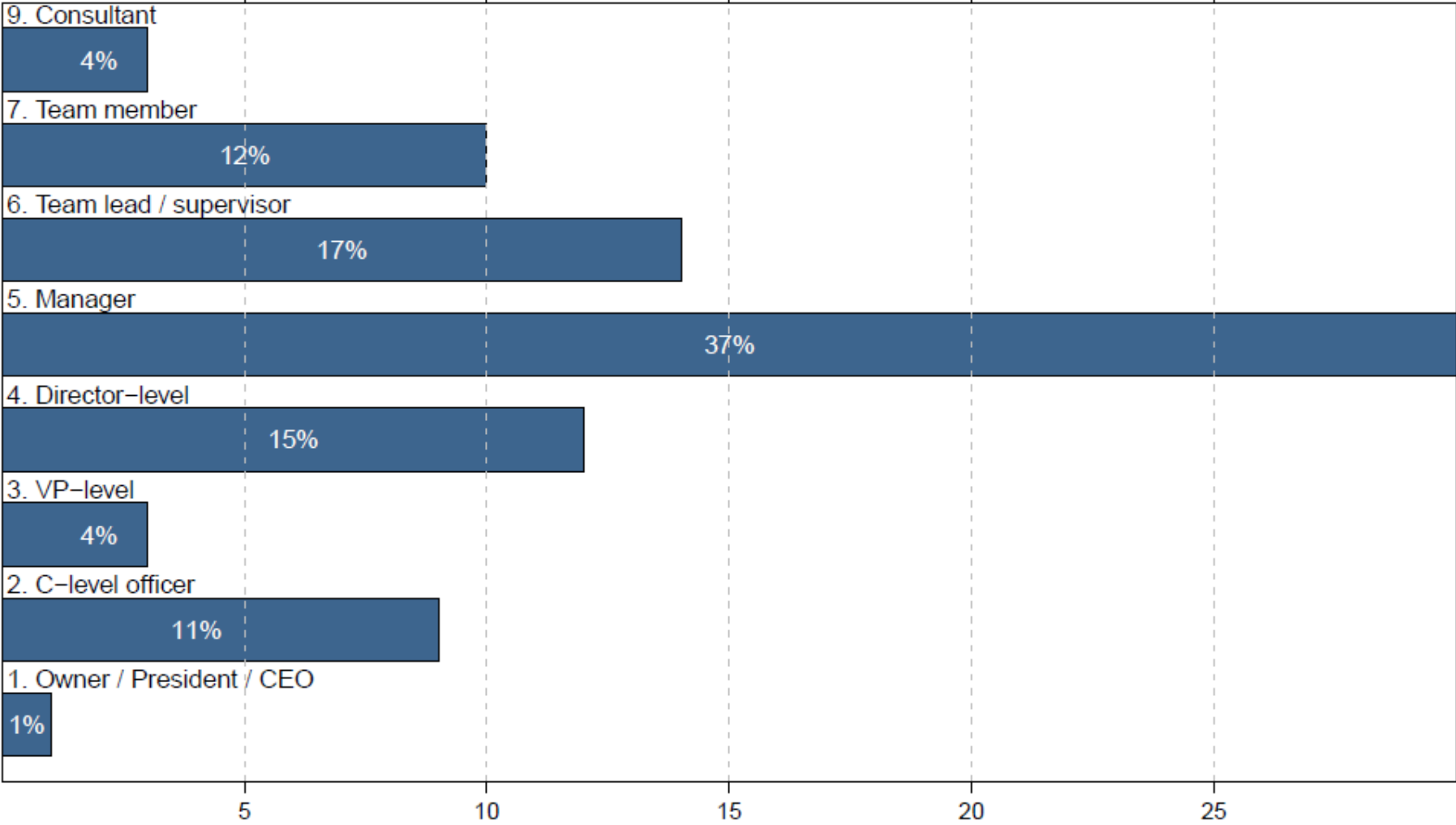
N = 82

aDM4: Revenue



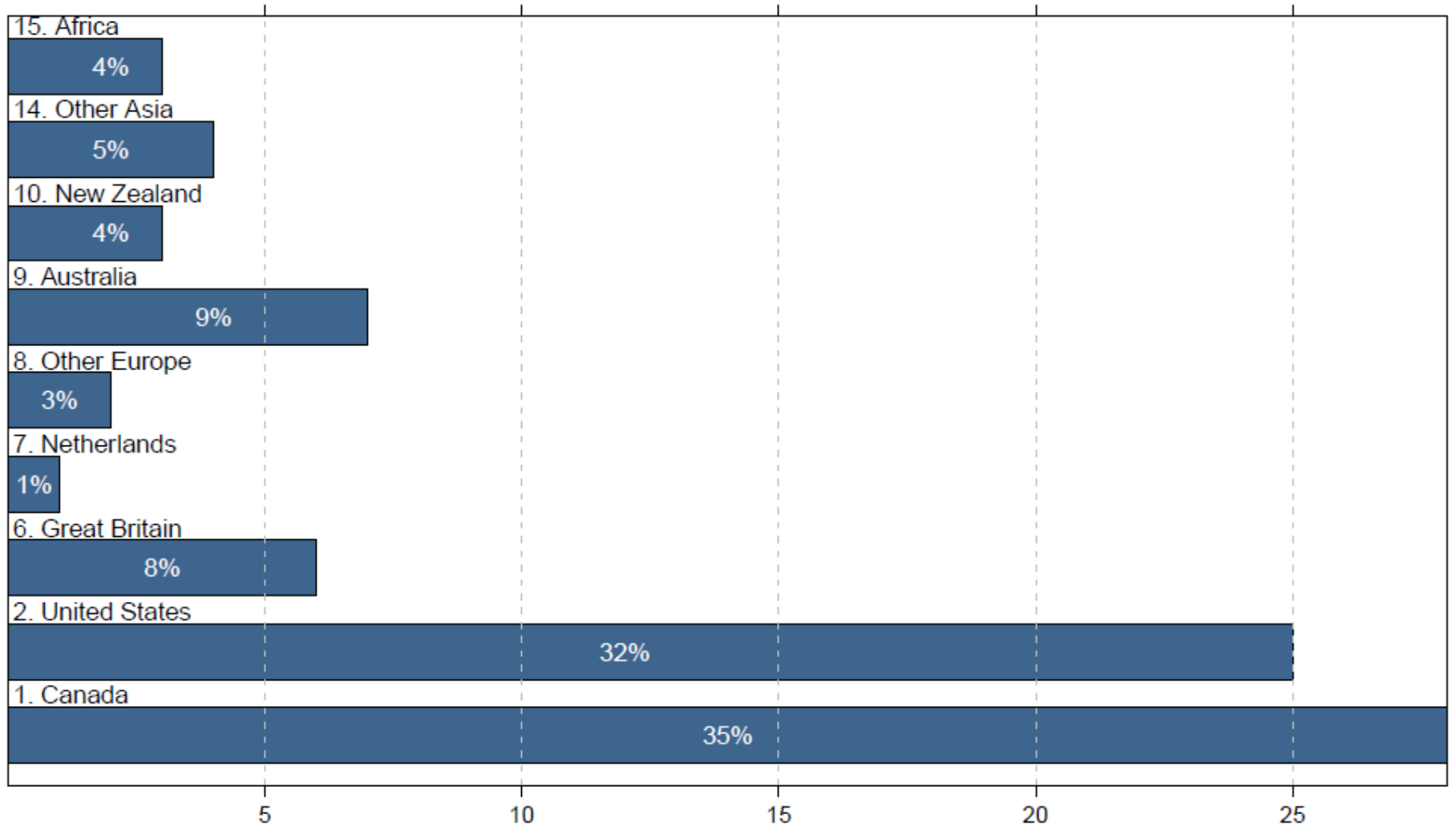
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aDM5: Job Title



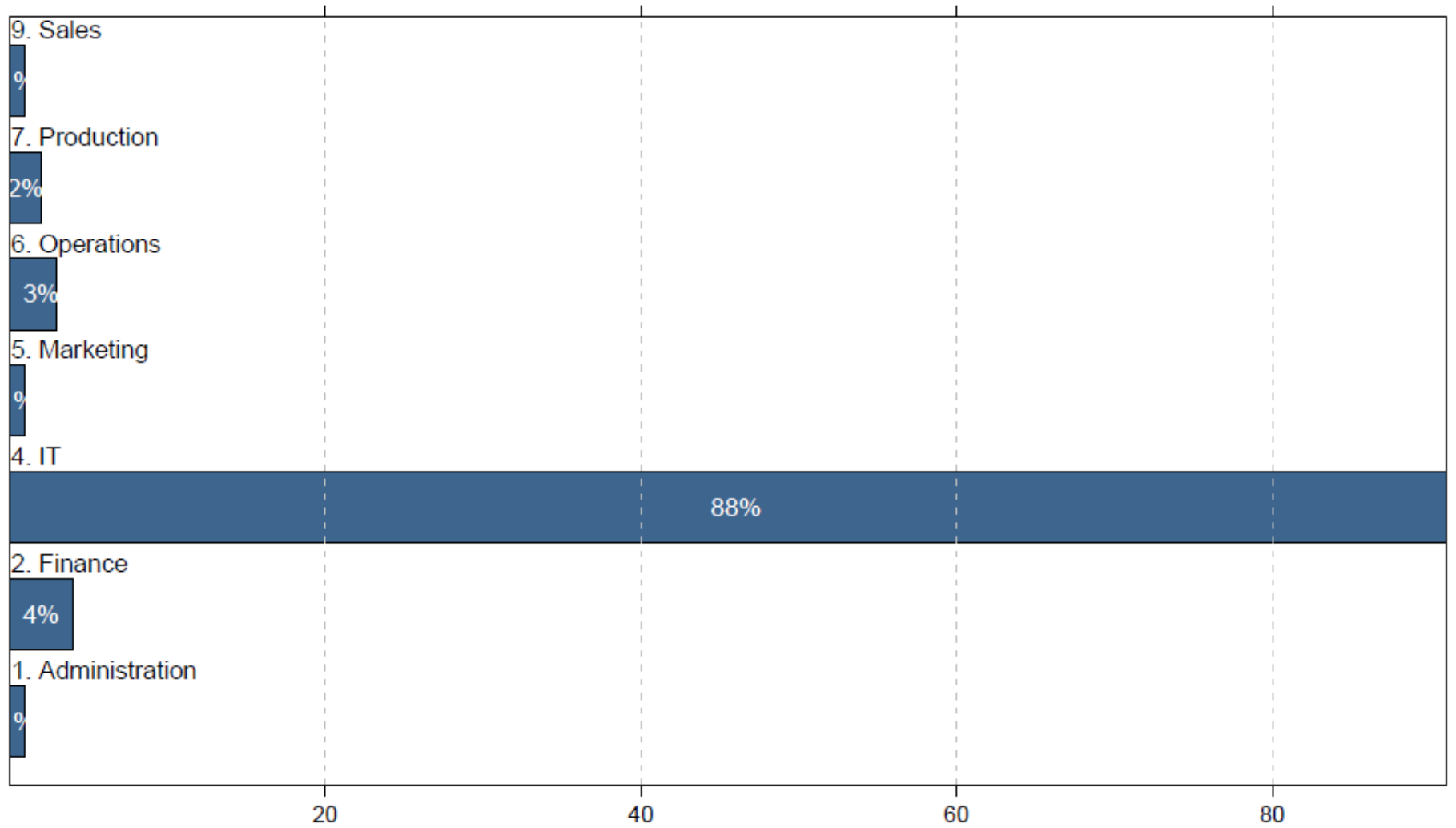
N = 82

aDM6: Country



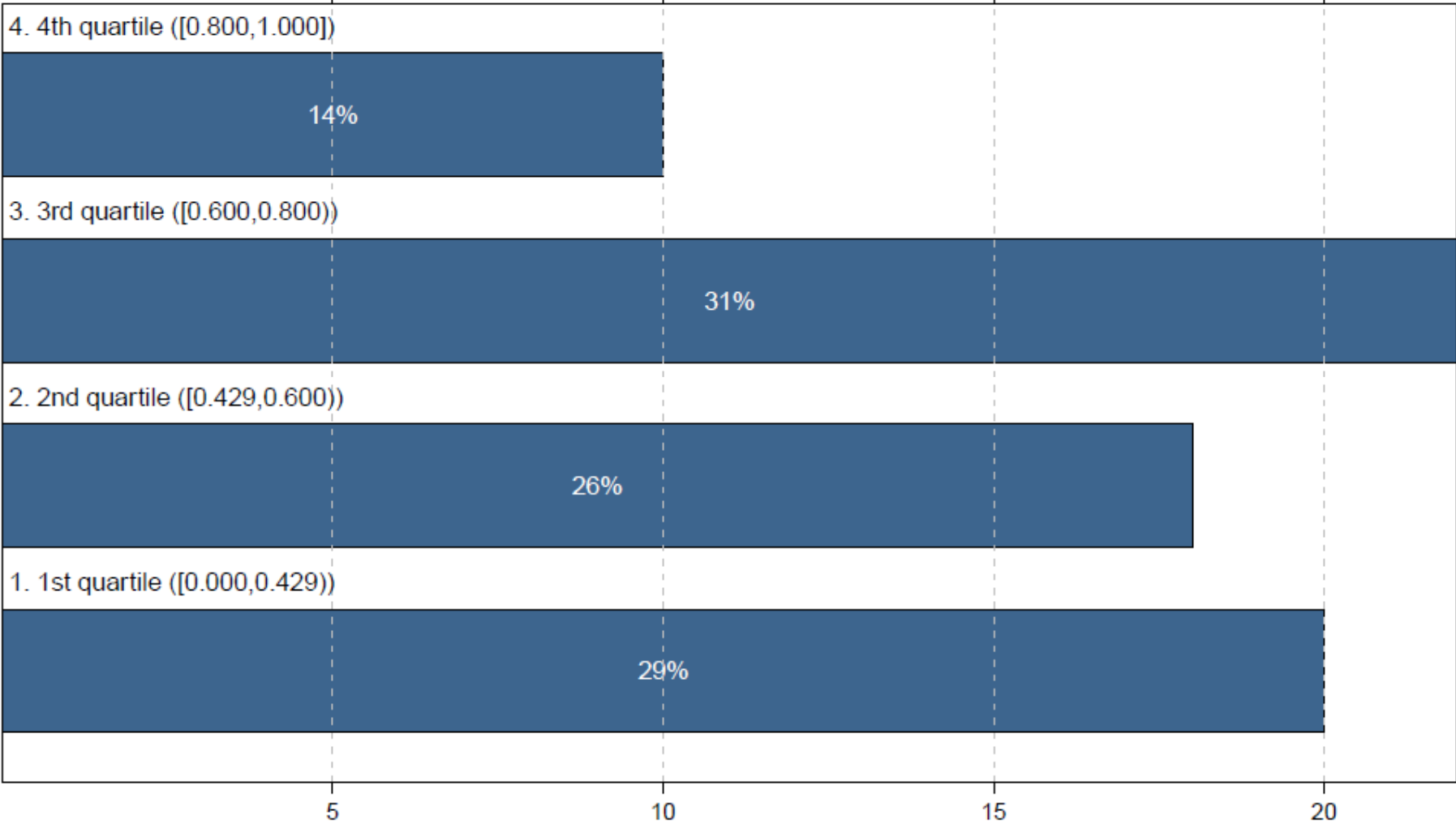
N = 79

aDM7: Department



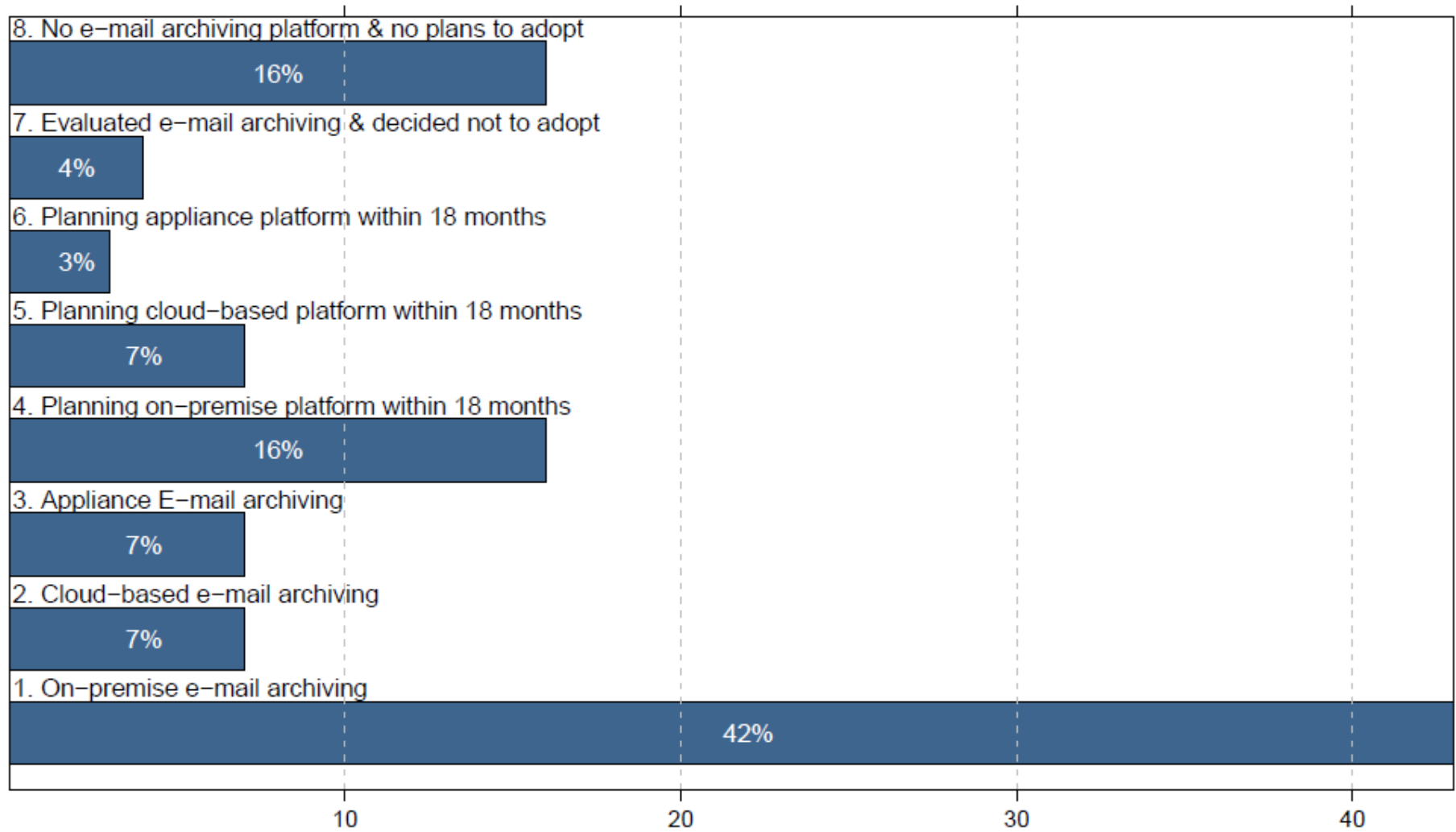
N = 103

bmt_EA1: Email Archiving Success



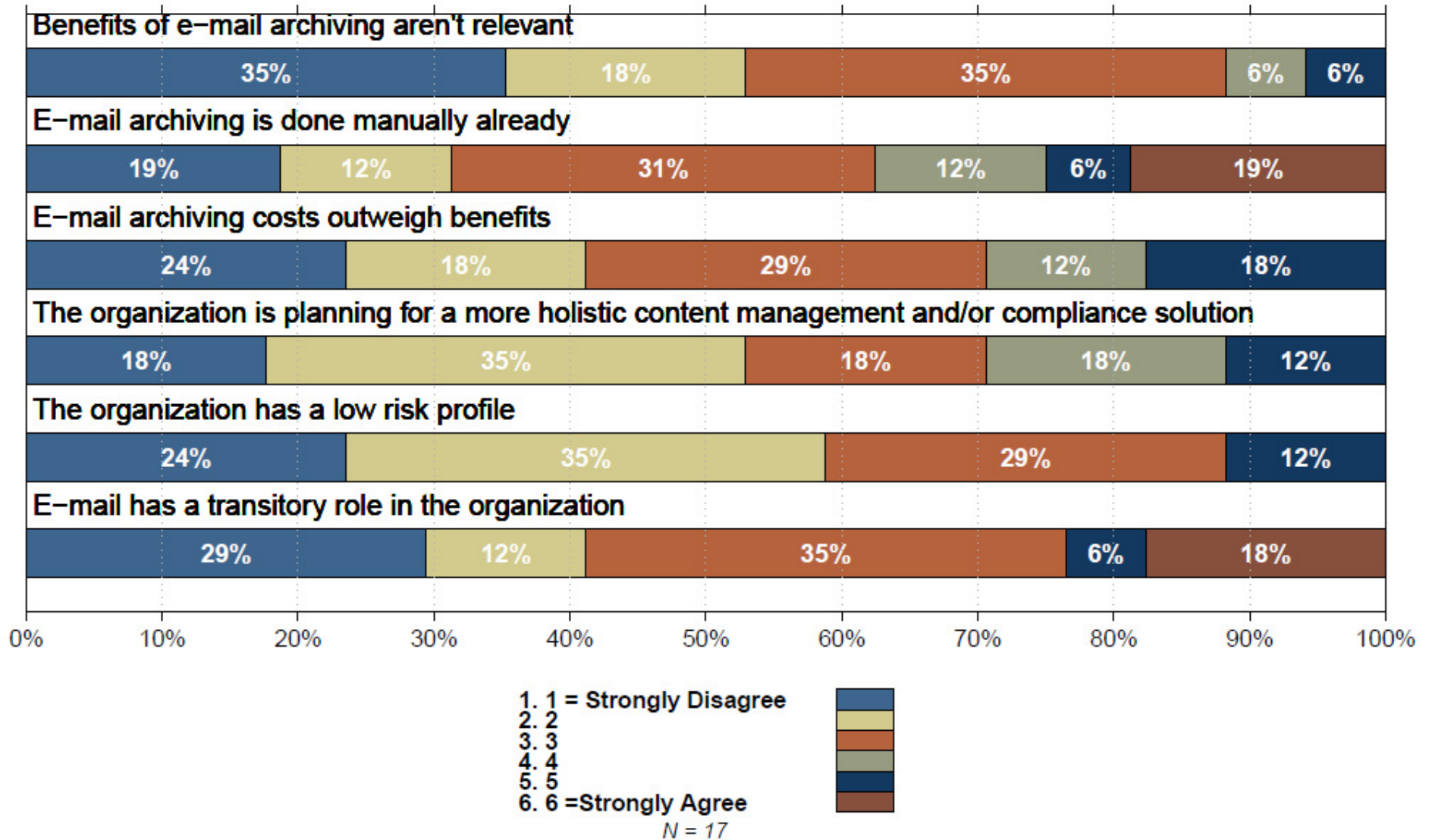
N = 70

aEA1: What e-mail archiving platform has your organization adopted?: aEA1

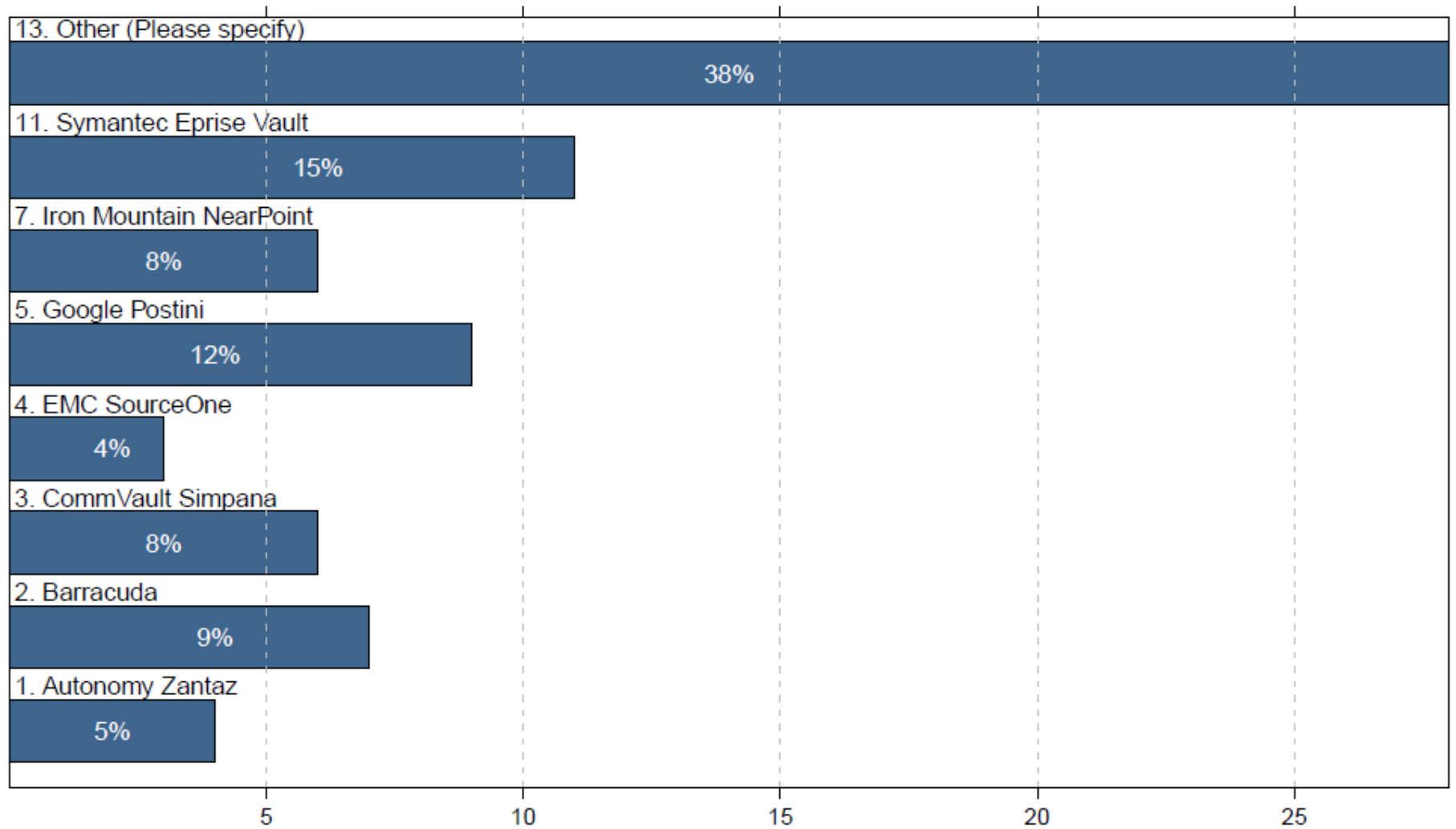


N = 103

To what extent do you agree with the following on why you opted not to implement email archiving?

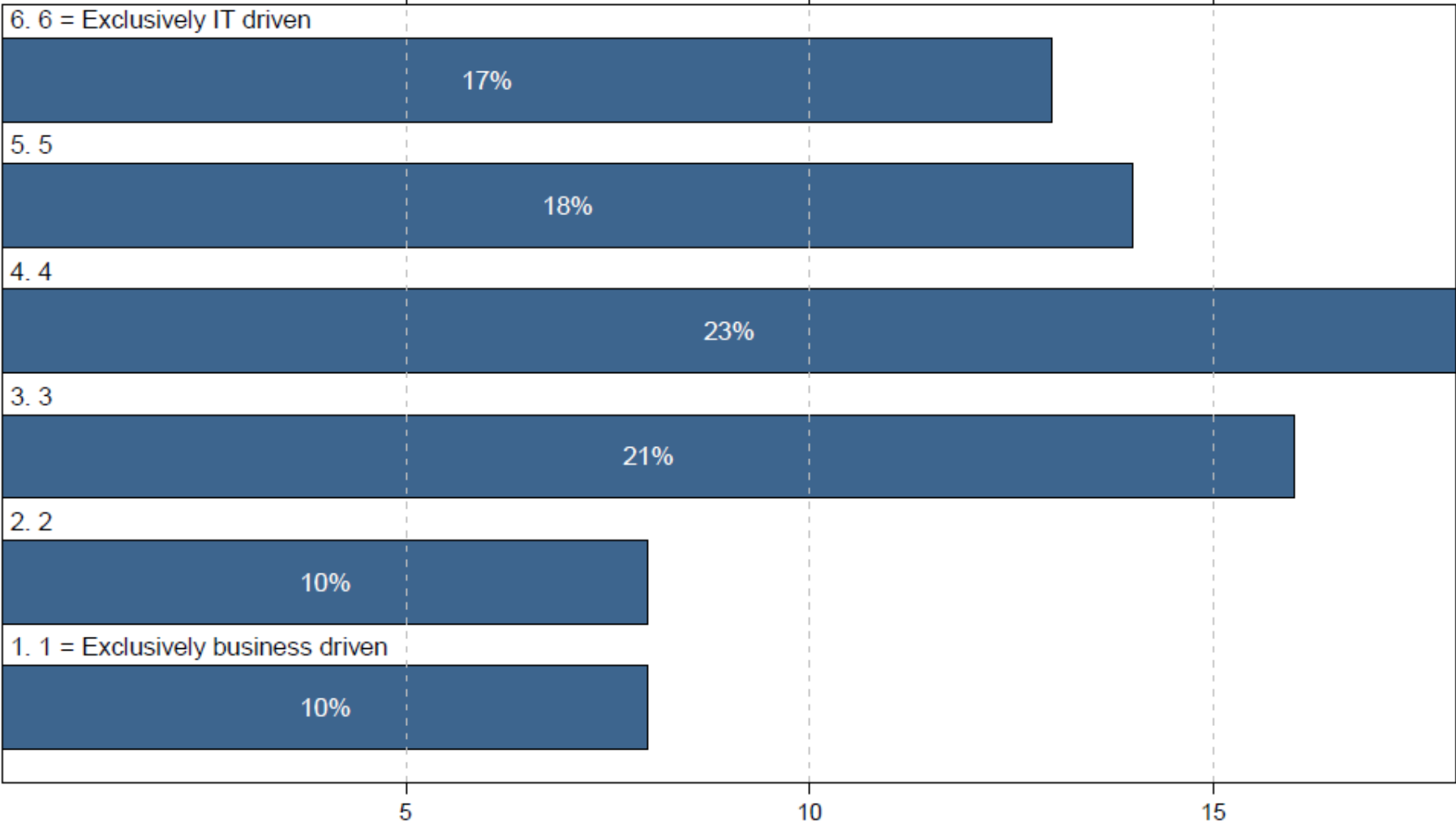


aEA2: Which of these vendors has your organization selected and implemented? Check one.: aEA2 Vendor Adoption



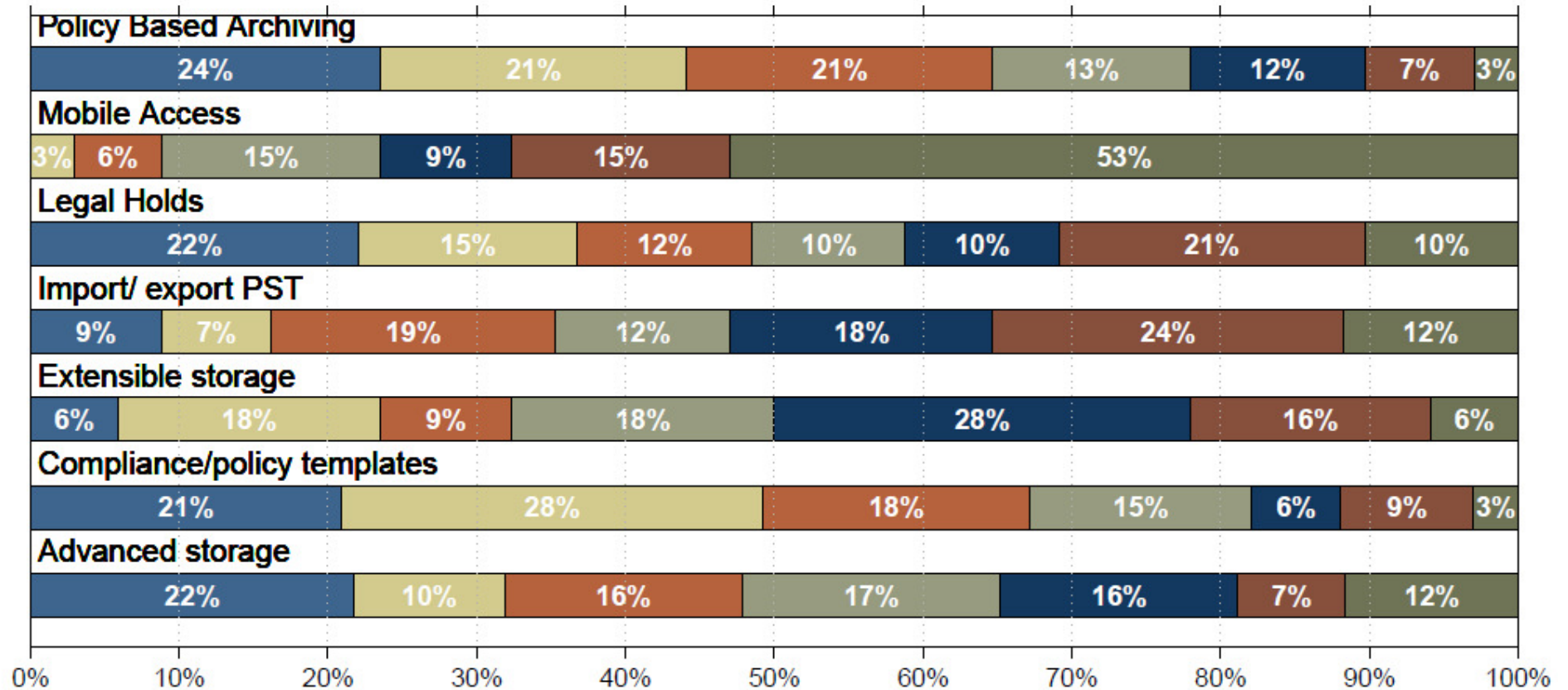
N = 74

aEA3: To what degree did the following parties drive the decision to implement e-mail archiving? : aEA3



N = 77

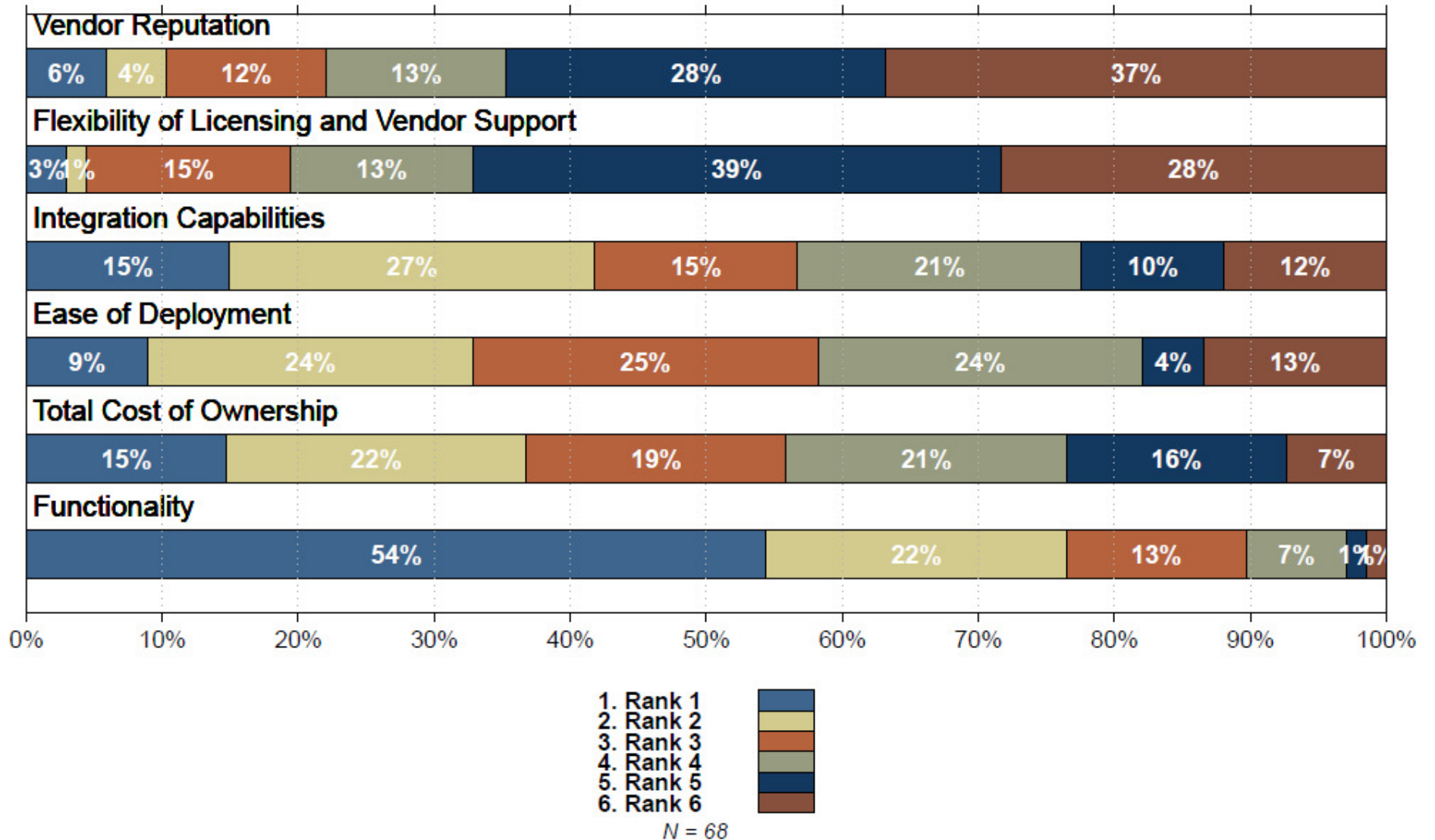
Considering the acquisition of your email archiving solution, please rank the following in order of importance: (1 most important – 7 least important)



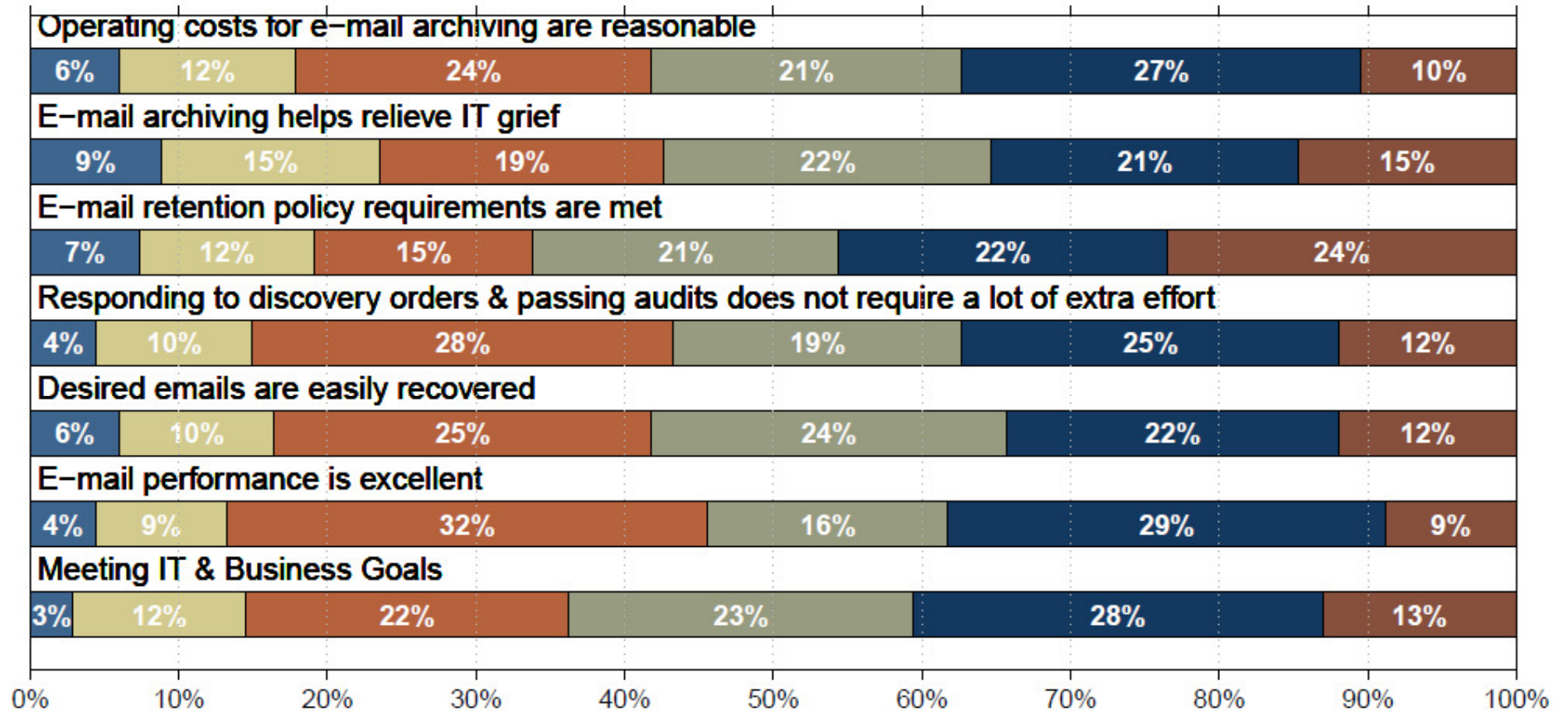
- 1. Rank 1
- 2. Rank 2
- 3. Rank 3
- 4. Rank 4
- 5. Rank 5
- 6. Rank 6
- 7. Rank 7

N = 68

When considering which email archiving solution to select, please rank the following criteria in order of importance: (1 most important – 6 least important)



In your experience do you believe that email archiving has been successful in the following?



- 1. 1 = Strongly Disagree
- 2. 2
- 3. 3
- 4. 4
- 5. 5
- 6. 6 = Strongly Agree



N = 68