

I D C V E N D O R S P O T L I G H T

Better Decision Making for Email Information Management

July 2008

Adapted from *Worldwide Email Archiving Applications 2008–2012 Forecast* by Vivian Tero and Laura DuBois, IDC #212017

Sponsored by C2C Systems

Email archiving applications provide an efficient, automated way of storing, indexing, managing, and retrieving individual email messages and file attachments exchanged in real time by individual users, IT staff, and other authorized parties inside or outside the firm. Email archiving solutions differ from backup and retrieval solutions, which are intended to save or restore copies of messages, files, and attachments from an email server or disk, either on a scheduled basis or if the server or disk fails. Backup systems do not maintain copies of emails exchanged between backups, retain copies of emails deleted by users after a backup is replaced with a newer one, or move email content from primary email servers to more efficient or stable storage systems.

Email archiving applications are intended to provide a variety of management-level services that set them apart from backup. Among the most important services for today's businesses are compliance, legal ediscovery, and storage or capacity optimization. More sophisticated solutions may also include a number of information management tools, search functionality, forensics capability, and remote device management. Archiving applications may be installed as on-premises software (sometimes preinstalled on an OEM appliance) or delivered as a hosted or Web service. This paper examines the current state of email archiving and looks at the role of C2C, an archiving solution provider, in this important market.

The Changing Criteria and Requirements for Email Information Management

Email information management has become standard operating procedure in today's IT operations, ranging from small and medium-sized businesses (SMBs) to large enterprises. IDC research indicates that the email archiving applications market totaled \$721 million in 2007, a 48% growth over the prior year's revenue of \$477 million. This growth rate has been driven primarily by the need for email archiving to satisfy compliance, legal discovery, and storage optimization requirements for diligent archiving.

Compliance with government and industry regulations, such as the following, drives much of business policy today:

- Freedom of Information Act (FOIA)
- Health Insurance Portability and Accountability Act (HIPAA)
- Gramm-Leach-Bliley Act (GLBA)
- Sarbanes-Oxley (SOX)

- Canada's Personal Information Protection and Electronic Documents Act (PIPEDA)
- European Union Data Protection Directive
- Japan's Personal Information Privacy Act (PIPA)

Legal risks and exposure associated with failure to maintain and provide backups of legally discoverable business messages are increasing. Under the revised Federal Rules of Civil Procedure (FRCP) of December 1, 2006, this is now known as electronically stored information, or ESI, which applies specifically to email messaging. Archival storage issues and capacity management of ESI are continuing problems for IT, given the difficulty of sorting out information that is in use, in motion, or at rest.

Further complicating matters, email content can be structured, such as PST files or attachments, or unstructured, such as images, video, Flash, and so forth. Since email messaging information can also be dynamic, IT needs a way to determine which information meets the following criteria:

- New and needs to be archived
- Changing and needs to be archived
- Existing, unchanged, and already archived

To achieve these diverse objectives, IT must look beyond conventional backup methods and simple archiving solutions and consider the following:

- Creating message files, such as a PST file, does not address the information-in-motion issues.
- Copying or simply archiving everything does not support requirements for establishing an enterprisewide corporate governance policy or conformance to FRCP guidelines.
- Copying does not facilitate making decisions about how to work with archived information.

Backup technology is not content- or information-aware and thus does not provide insight into content within the body of a message or associated metadata, both of which are critical for retrieval for the purposes of auditing or discovery. Decisions need to be made prior to archiving to properly assess how information and associated content are to be maintained. Among the essential questions to be answered when working with archived information are the following:

- How should the information be classified?
- Does certain information simply need to be moved or deleted?
- What should be archived?
- Should certain types of information be exported?
- Should the exported information be classified, and if so, how?
- For how long should the information be retained?
- Should the information be removed from the systems and not archived at all?
- Should the information be moved or exported elsewhere?

Benefits of a Decision-Making Email Information Management System

Moving from thinking about email information management as an archiving procedure to thinking about it as a strategy for more effective decision making about email messaging as a resource provides IT, and the enterprise, with the following benefits:

- Simple archiving becomes an information management process, consistent with corporate governance policies.
- Decisions about whether to copy, move, delete, or export information become automated by software.
- Compliance is integrated into the process.
- Legal exposure is reduced because FRCP requirements regarding ESI email messaging are being met automatically.
- Storage capacity is more effectively managed, reducing overhead and costs.
- Email servers and mailbox systems operate more efficiently, increasing IT throughput and knowledge worker productivity.
- Overall email system security is improved.

Key to a strategic email information management system is its decision-making engine:

- The engine must support sophisticated metadata information as well as unstructured content.
- In recognizing different content, the engine must know what action to take.
- The engine must have a forensic search capability to facilitate identifying rogue content.
- The engine must have an indexing technology that is interoperable across different types of content.
- The engine must support a modular, scalable architecture that adapts to changing IT and enterprise needs.

The net result of this shift in thinking centers on the implementation of an architecture that will support unified policy management and administration and, furthermore, will enable much more integrated workflows for search, legal holds, disposition, and privacy requirements.

Email Management Trends

Over the past several years, IDC surveys have borne out that an email archiving application is one of IT's top investment priorities. SMBs, in particular, are finding they must pay more attention to email archiving as well. Spending is accelerating as midsize firms find they face challenges similar to those of large enterprises — ediscovery, record retention, and storage optimization — but with smaller budgets and staff.

Mailbox management and storage optimization are key drivers for both SMBs and larger enterprises, but many SMBs have yet to realize the grave importance of maintaining and retaining records for mandated regulatory statutes and possible legal ediscovery demands.

Enterprises are quickly embracing solutions that go beyond simple data backup and provide sophisticated archiving and management for email messaging and multiple media content. They are also beginning to ask for solutions that offer advanced search and retrieval tools that can sort out redundancy and provide forensic content extraction.

Other trends include moving toward a single standardized email archiving platform and an open architecture while moving away from SQL servers that may not be scalable in the archiving environment and more importantly often add levels of complexity that do not contribute to greater ease of installation and administration of the archiving solution. All these factors have a direct impact on TCO.

Considering C2C

C2C is a privately held United Kingdom–based company, with U.S. offices in Springfield and Westborough, Massachusetts. Founded in 1992, it has since developed a worldwide reputation in enterprise email message archiving and management. Its flagship product, Archive One for Microsoft Exchange, is designed to resolve issues regarding compliance, legal discovery, and storage capacity.

Archive One for Exchange comprises the following features:

- Policy module, for mailbox capacity and policy issues
- Compliance module, for corporate governance and legal matters
- Discovery module, for ediscovery in live Exchange stores without archiving capability
- Access security module, for enhancing mailbox integrity

Other Archive One products include:

- Archive One for SharePoint, for compliance, legal discovery, and storage capacity problems
- Archive One for Notes (also in beta at time of writing), for compliance, legal discovery, and storage capacity problems

C2C's other notable product is MaX Compression, an Outlook application for invisibly and automatically compressing file attachments, which can reduce the amount of storage space and bandwidth required by up to 50% and is widely used by Fortune 1000 companies.

Archive One for Exchange provides IT with the tools to optimize Exchange-based email system resource capacity. It provides controls to verify mailbox and public folder access rights and permissions, whether at the desktop or on a notebook computer. As a result, mailbox quotas are better managed and there is little if any need to work with PST files. Moreover, legacy PST files can be managed from discovery to the archive. Open architecture interfaces permit federated data management with other content, document, and records management applications as required.

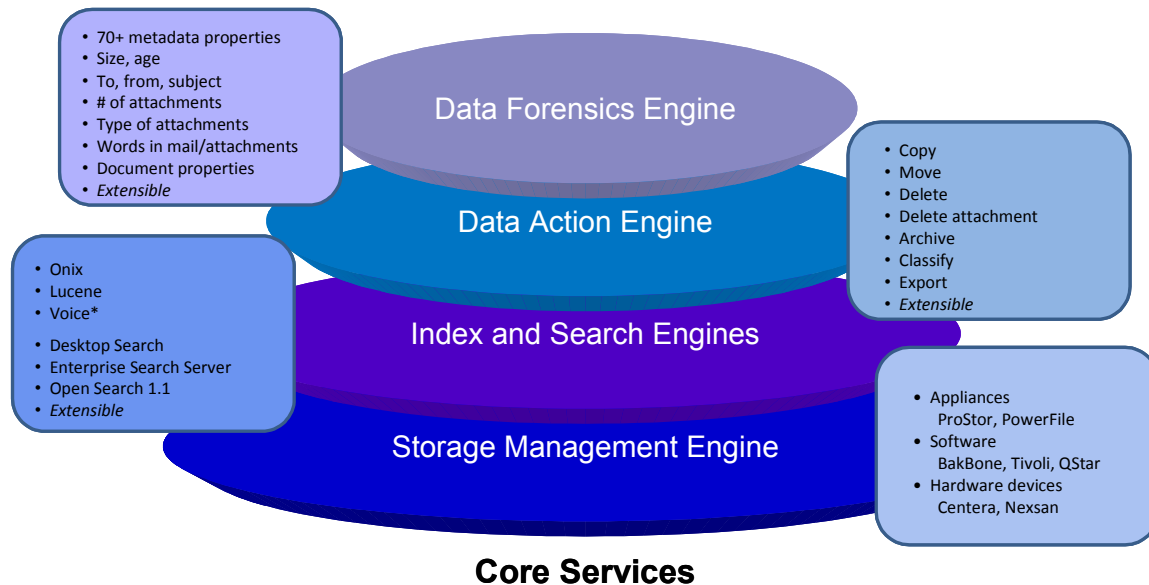
Archive One is based on advanced pluggable architecture that delivers high performance and is highly extensible (see Figure 1). The four core services include:

- **Data forensics** — with over 70 metadata properties, capable of scanning all message components as well as attachments and document properties
- **Data actions** — copy, move, delete, archive, classify, export; other actions can be added easily
- **Index and search** — the ability to support multiple index engines as well as conform to the search standards of Google and Microsoft from desktop to enterprise; an unarchive feature permits removing email from the archive and returning it to its original location with full fidelity

- **Storage management** — supporting most data storage devices with a self-contained repository architecture (The embedded technology employed eliminates external database requirements and the associated costs, complexities, and reliability challenges.)

Figure 1

The Software Architecture of Archive One



Source: C2C Systems, 2008

Archive One is a mature solution based on C2C technology. Its forensics engine was originally developed in 1999; it was introduced over four years ago and is in use in thousands of businesses worldwide. A release in early 2008 added new compliance and policy management capabilities to support FRCP governance, as well as federated search.

The ability of Archive One to identify a data (including email) item and to take a variety of actions prior to or instead of archiving sets is a particular strength of the product and is a unique and powerful differentiator.

Challenges and Opportunities

Although these features are appropriate and significant updates, C2C faces some challenges. The company must continue to advance Archive One's capabilities in archiving broader sets of content, such as files on file servers and other content management repositories. Increasingly, firms are looking for archiving tools to support archiving, indexing, and search across unstructured content types, and these capabilities are being implemented by C2C with its expansion of the applications and commitment to federated search. C2C's products for Notes and SharePoint demonstrate that the company is taking steps in the right direction. A file solution will reportedly be available in 2008.

C2C also needs to continue developing its partner relationships to increase access to end-user and OEM opportunities. The company is expanding its market beyond its primary focus, SMBs, to support other established enterprise-level email systems and the open source venue. The company's largest archiving customer recently processed 10.8 million emails in a 12-hour period across a section of its 60,000 mailboxes and demonstrates high performance and scalability. C2C should also consider offering its product as a hosted Web service to complement its existing on-premise solution and expand its customer base. (We are aware that C2C is working on a SaaS solution for Exchange and Notes, but no comment has been given regarding its launch.)

Conclusion

Concerns over lost or misplaced email information assets, whether accidental or criminal, plague most businesses, educational institutions, healthcare organizations, and government agencies. These concerns have been driven into the heart of every IT manager by abundant federal, state, and industry regulations; the risk of litigation; and common sense. The startlingly rapid growth and expansion of email, along with its attendant risks and liabilities, took most by surprise; now, all are trying to get on top of the problems that have emerged. Advanced archival systems, based on a sound database technology, go a long way to helping IT sort out, organize, and administer sound policies and procedures for email content.

The management of content, especially unstructured information for compliance, business process efficiency, knowledge worker productivity, and branding and customer engagement, is a key business concern today. Ensuring that email content is safely archived is of equal or greater importance, and the lessons learned in email archiving are easily transferred to other types of enterprise content.

Recognizing the points where these similar issues and problems converge, along with developing a Web services platform from which to deliver and support its Archive One product to more endpoints and the larger enterprises, will help C2C sharpen its focus and remain a strong competitor in this growing, volatile marketplace.

ABOUT THIS PUBLICATION

This publication was produced by IDC Go-to-Market Services. The opinion, analysis, and research results presented herein are drawn from more detailed research and analysis independently conducted and published by IDC, unless specific vendor sponsorship is noted. IDC Go-to-Market Services makes IDC content available in a wide range of formats for distribution by various companies. A license to distribute IDC content does not imply endorsement of or opinion about the licensee.

COPYRIGHT AND RESTRICTIONS

Any IDC information or reference to IDC that is to be used in advertising, press releases, or promotional materials requires prior written approval from IDC. For permission requests, contact the GMS information line at 508-988-7610 or gms@idc.com. Translation and/or localization of this document requires an additional license from IDC. For more information on IDC, visit www.idc.com. For more information on IDC GMS, visit www.idc.com/gms.

Global Headquarters: 5 Speen Street Framingham, MA 01701 USA P.508.872.8200 F.508.935.4015 www.idc.com