TOP 5 CONSIDERATIONS IN CHOOSING A THIRD-PARTY SOLUTION FOR EMAIL ARCHIVING

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Email archiving has become a necessity for organizations of any size. With the right solution in place, organizations can reduce their storage footprint, improve email server performance and address critical regulatory and e-discovery requirements. For IT teams, the challenge is to identify solutions that maximize cost efficiencies; enhance user and IT productivity; strengthen overall knowledge management; and reduce risk, particularly as it relates to compliance and e-discovery.

One of the first considerations is whether to use an email archiving solution from one of the major email providers, usually Microsoft or Google. For most IT decision-makers, even a cursory evaluation of these solutions will reveal that they are simply not up to enterprise-grade standards. The list of drawbacks for each is long and should eliminate them from consideration because of the extra costs and risks involved. Examples of the drawbacks include:

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- **Microsoft Office 365 email archiving:** Allows only two concurrent searches at a time throughout the entire organization; limits end-user searches to 250 items; is limited to no more than 100 custodian mailboxes when responding to an e-discovery or audit request; does not by default protect items in the archive from tampering or alteration; limits IT's control of retention policies; only archives email and only archives Microsoft Exchange email; introduces index latency into the archiving process.

- **Google Vault:** Costs $5 per user per month. While that may not seem like a lot, when combined with the monthly fee for Google Apps, it comes to $120 per year per user. If you have 500 employees, that is $60,000 a year—every year. Other drawbacks: Google Vault is only available in the cloud and offers IT no control over where data is stored. By this fact alone, organizations in highly regulated environments—such as state and federal government agencies—cannot use Gmail or Google Vault as a viable email solution or archiving system. Furthermore, Google Vault only exports emails in an MBOX format; cannot restore messages to the inbox; only archives Gmail messages; and does not archive mixed environment or social media.

Most organizations cannot afford the risk of using these solutions. For example, failure to produce required documents in an e-discovery inquiry can result in organizations losing lawsuits or being forced to settle even if they have a strong case. What's more, without the proper archiving solution it can be extremely costly just to find the emails that need to be produced. According to one study, e-discovery costs range from $5,000 to $30,000 per gigabyte.[1] The more material you have to sort through, the more costly it is to the organization.

The good news is that there are third-party email archiving products, particularly solutions from ArcMail, that are designed specifically to address the IT and business challenges of today's environment. With these solutions, IT leaders can maximize cost savings and improve the experience for their users as well as their IT teams.

In addition, IT can reduce risk for the entire organization by ensuring compliance and e-discovery preparedness for email as well as other information types, such as SharePoint, system files, social media, Google Docs and more. In this article we examine the top five considerations in choosing a third-party solution for email archiving.

No. 1: EASE OF USE/EASE OF DEPLOYMENT

Users need to be able to use the system quickly and easily, and IT teams need to be able to deploy and manage the system without hassle. One of the challenges with many email archiving and document management systems is that they are extremely complex, often requiring vendor personnel to be on site for initial deployment and training—and then to return when something inevitably goes wrong.

One of the biggest advantages of solutions from ArcMail is their simple, user-friendly design. Users, for example, can do a basic search immediately and an advanced search with less than five minutes of training. If your organization is paying lawyers hundreds of dollars an hour to search through documents, the cost savings with ArcMail can be quite significant. Users will also be far more productive because they can find relevant items quickly and easily using granular search capabilities.

For the IT department, initial deployment of ArcMail takes about a half-hour without any requirement for deployment assistance. Administrators can set up complex retention rules in minutes on a single screen, and they can set retention

1 "E-Discovery Costs: Pay Now or Pay Later," Inside Counsel, May 23, 2012

policy based on a broad range of parameters: Headers, footers, content of the message and content of attachments. An embedded keyword defines what the retention rule is, making it simple for IT personnel and end-users without adding the incremental risk of human error.

No. 2: COMPLIANCE AND E-DISCOVERY

Email is subject to strict requirements for regulatory compliance and e-discovery. Your system must allow users—compliance officers, legal teams, line-of-business managers and others—to identify, find and access specific emails quickly and easily. In addition, you need to manage and enforce consistent governance policies for retention and disposal.

To ensure that the organization is maximizing its email archive for compliance and e-discovery, IT teams should be looking for the following features and functionality:

- **Automatic archiving:** This allows you to simplify the process and minimize the time required to protect and access email data. You also want to make sure that once the data is stored it is immediately immutable—i.e., it cannot be changed, altered or deleted under any circumstance other than through retention rules and policies.

- **IT in charge:** While company executives, compliance officers, legal teams or HR should be able to set rules and policies, the IT department should have full control over the compliance and application of those policies. Your solution should provide unlimited granularity of your data and retention rules.

- **Control of your data:** Whether on-premises or in the cloud, you need to know where your message archive is encrypted and stored. You also need to be able to choose what is archived, when it is archived, how long it is archived and who has access to the archived data.

- **Audit log capabilities:** All activities should be logged for auditing purposes to ensure that the organization meets relevant compliance requirements. The activities in the log cannot be subject to alteration and deletion and should be time-stamped along with other critical audit information.

No. 3: STORAGE MANAGEMENT AND SERVER PERFORMANCE

Storing unnecessary data can be expensive and will negatively affect server performance. In fact, most IT professionals say the biggest benefit of email archiving is the ability to reduce enterprise storage requirements.[2] Consider that the latest version of Exchange doesn't offer deduplication capabilities. So, if a business manager mails 500 copies of a PowerPoint presentation—or someone sends a video of a cat to dozens of colleagues—the cost of archiving all of that will come right out of your IT budget.

With granular policy management, IT can eliminate waste and adopt a philosophy that the archive is the central repository of all of the company's important documents. It's important to remember that your email system was not designed to function as a huge file system. If you are storing too much data, server performance will suffer. By offloading email and attachments to a third-party archive, your servers will perform much better and your users will be more productive, with less risk of downtime.

2   "The Need for Third-Party Archiving in Office 365," Osterman Research, March 2015

No. 4: BEYOND EMAIL

The volume and variety of information has changed dramatically in the past few years. Any communication or document—SharePoint, Twitter, system files, Google Docs and many others—is subject to the same regulatory and e-discovery requirements as email. In addition, social media communications require the same type of information governance as email when it comes to retention and destruction.

One of the important things to look for is an email archiving product that can also function as an all-in-one enterprise information archiving solution for all of your company's messages. Having everything in one central repository makes it much easier to identify and retrieve files for e-discovery, among other benefits. For example, there may be an instance of a SharePoint file that is critical to an inquiry, but was never sent in an email. By doing a search with the right keywords within a central archive, users or lawyers will be able to identify and retrieve that file and accelerate the response time.

No. 5: FLEXIBLE DEPLOYMENT MODELS

Most IT professionals are exploring cloud options for many of their critical applications. Email archiving is no exception. According to research by TechTarget, nearly 20% of respondents said they were considering a cloud model for archiving in 2015. Therefore, one of the considerations in choosing a supplier is whether you can have flexibility in deployment models.

This is another advantage of using ArcMail solutions. IT can choose among a variety of deployment models—as an appliance, as a virtualized system or in the cloud. In addition, IT can easily scale on-premises solutions by simply adding a new appliance with federated search capabilities when more space is required. What's more, IT can start with one deployment model and then move seamlessly to another—for example, moving from on-premises to the cloud.

TAKING THE NEXT STEP

In many organizations, particularly small and mid-size businesses, the initial business case for email archiving may come from compliance, legal, HR or some other department outside of IT. But when it comes to purchasing, implementing and ensuring the success of the solution, that comes under the purview of IT. IT decision-makers know that they can't afford to take any risks with solutions that may jeopardize the performance and availability of their email systems, or put the organization in a situation where it cannot meet regulatory compliance or e-discovery requirements.

While email archiving solutions from Microsoft and Google may not be enterprise grade, that doesn't mean there aren't viable third-party solutions available. ArcMail is one of the proven leaders in this arena, delivering robust and reliable email archiving solutions that provide ease of use, flexibility, great performance and innovative features for storage management, compliance and e-discovery.

ArcMail automatic email archiving ensures that your organization doesn't lose critical information via email. It also enables you to easily and reliably respond to any compliance or e-discovery inquiry to meet even the most stringent deadlines. ArcMail solutions enable you to reduce your storage footprint and improve the performance of your business-critical email servers. For more information on how ArcMail can help your organization address its most pressing email archiving challenges, please contact ArcMail at arcmail.com.