A Guide to
Email Archiving Deployment Options

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Email archiving has become a critical component of any successful data management strategy. With email archiving, organizations shrink their storage footprint, reduce IT complexity and lower the risk of violating compliance or e-discovery requirements. Many organizations are considering whether to deploy email archiving in the cloud or with an on-premises appliance. However, those are not your only options—and in some circumstances, they may not even be your best options. Here's what you need to know about deploying an email archiving solution that meets the needs of your organization.

Organizations of all sizes are turning to email archiving to deal with the combination of staggering data growth and increasingly stringent regulatory and e-discovery requirements. Research indicates that the market for this class of archiving systems will exceed $4.6 billion by the end of 2016 and grow by nearly 45% to over $6.7 billion by the end of 2020.[1]

1   "Information Archiving Market, 2016-2020," The Radicati Group, April 2016

ArcMail®

The importance of email archiving cannot be overstated. The amount of data is doubling every two years, according to industry estimates. Approximately 90% of that is unstructured data, such as emails and attachments like PDFs and PowerPoint files.[2] If you don't have a system in place to easily tag, archive, store and access this data, you are exposing your organization to huge and avoidable risks.

A single compliance or e-discovery event could wind up costing your organization more than the cost of acquiring and maintaining an email archiving solution—and that's not even counting the potential damage to your brand and goodwill. In addition, the right email archiving solution will help you shrink your storage footprint, reduce IT complexity, lower costs and improve the performance of your email servers.

While evaluating email archiving solutions, you will face the important decision of how to deploy it. With so much emphasis on cloud models in IT these days, one of your considerations will be whether to deploy a cloud-based email archiving solution. In reality, however, cloud is just one of several options you have for deployment, particularly if you partner with ArcMail®, one of the market's top innovators and long-time leaders.

For example, by deploying a hybrid cloud/on-premises gateway, you may be able save significant dollars—and optimize existing storage investments—by using the excess capacity already sitting on your storage area network (SAN) or network-attached storage (NAS) array. Alternatively, with a virtual machine (VM) model, you not only leverage existing storage, but you also maximize your virtualization stack.

This white paper explores the various options for deploying an email archiving solution. We also look at the benefits of each type of deployment model. Finally, we look at the important features and functions that allow you to effectively use your email archiving solution to address the most pressing data lifecycle management challenges of today's rapidly changing business environment.

Option 1: **Cloud/on-premises hybrid gateway**

This is an innovative deployment model that ArcMail® has developed. It provides organizations with the performance of an appliance and the flexibility of a cloud. You can securely encrypt and store data on local storage solutions, such as your SAN or NAS arrays, and you can also encrypt and store data on the remote location of your choice in the cloud.

There are several benefits to this model:

- **Investment protection/storage optimization:** If you invested in a SAN or NAS array in the past few years, you likely have excess unused capacity. With the cloud/on-premises hybrid model, you can leverage this capacity to save money. Alternatively, if you are upgrading to flash storage, you can repurpose your existing spinning disk array for this purpose. This means you are not purchasing new hardware to support archiving, and you don't need to assign/hire additional staff for management and maintenance.

- **Compliance protection:** With the cloud/on-premises hybrid gateway, you control where your files are stored and how long they stay there. This gives you tremendous flexibility in meeting compliance requirements and is a particularly valuable feature for companies in highly regulated industries such as healthcare, financial services and government. Instead of being locked into a single cloud storage vendor, you have the freedom to choose virtually any cloud storage partner: Amazon S3, Rackspace Cloud Files, Microsoft Azure and OpenStack among others.

2   "The Digital Universe of Opportunities," IDC and EMC, April 2014

Option 2: **Virtual archiving software**

This is a software-only model, also available from ArcMail®, which leverages your virtualized environment, either on premises or in the cloud. Basically, it is a virtualized version of the ArcMail® Defender, the company's award-winning line of archiving appliances.

As with the cloud/on-premises hybrid gateway, this model helps you save money by leveraging your existing investment, whether you are running virtualization on VMware, Hyper-V or some combination of the two. The VM model also helps you leverage your underused SAN or NAS. This gives you greater control and performance than a cloud-only model, while limiting your need to spend incremental money on equipment or maintenance. Other benefits of the VM model include:

- **Ease of deployment:** The software runs as a VM in your existing environment so it is very simple to install, deploy and maintain. All you have to do is determine your capacity requirements, which are limited only by whatever other applications you have running. VM Archiving solution from ArcMail® is available in configurations ranging from 1-16 TB so it can fit within a wide range of capacity requirements.

- **Cost savings:** In addition to potential cost savings in storage hardware and support, you can also save money by leveraging the investment you've already made in virtualization software. Many organizations are moving more applications to the cloud, making it difficult to justify the money spent on virtualization software. The VM model allows you to utilize your virtualization stack to support archiving as another business-critical application.

- **Flexibility:** With the ArcMail® VM Archiving solution, you can increase your archived storage and change the location of that storage as needed. If your storage goes offline for any reason, your archived data is safe in the VM instance until it is back online again.

Option 3: **Archiving appliances**

Using an appliance for email archiving gives you maximum performance and control. An appliance is simple to install and deploy, and it scales easily to meet growing data requirements. Multiple appliances can be linked together to form one logical unit with federated searches across all appliances. ArcMail® Defender appliances offer up to 32 TB of storage and take into account all of the latest technologies and platforms, so every content type, including emails and attachments, is indexed, archived and accessible at a moment's notice.

With ArcMail® Defender, all outbound, inbound, and internal messages and attachments are directed to the appliance. When data reaches the archiving appliance, it is deduplicated, indexed, compressed and archived. Metadata and text data are extracted from all parts of each message, including the header, body and attachments. This makes it simple to quickly locate and access relevant documents for compliance or e-discovery.

Option 4: **Cloud-hosted archiving services**

Some companies find the best solution for their needs is to outsource their email and other electronic data archiving. They may lack the IT resources or skill sets to deal with all of the complexities involved in data management, particularly in dealing with the growth of unstructured data and the responsibility of responding to regulatory audits or e-discovery requests.

A cloud service, such as the ArcMail® Fully Hosted Archiving Solution, provides a turnkey approach to reliable and securely managed enterprise archiving. Your archive data is located in a secure off-site location and you don't have to worry about additional storage to purchase and manage.

With the ArcMail® Fully Hosted Archiving Solution, all business-critical data is securely encrypted, indexed and archived. You can quickly and easily meet regulatory or corporate compliance standards and respond to e-discovery requests with the assurance that all data is immediately archived and accessible.

Choosing the right partner

The key to maximizing any of these deployment models is to make sure that the underlying archiving platform delivers the critical features and functions required of today's business environment, particularly with respect to meeting compliance and e-discovery requirements.

When it comes to email archiving, ArcMail® not only offers a broad range of cost-effective deployment options, it also provides a best-of-breed archiving architecture that ensures secure, compliant email, file, and other electronic data retention, storage, and retrieval.

Key ArcMail® product features include:

- Full-text indexing

- Granular retention rules

- Secure and customizable access and permissions

- Basic and advanced Boolean search

- Litigation and legal holds

- Multiple data sources including email, hosted email, SharePoint, system files, social media, Google Drive, and other data sources

- Extensive import and export capabilities that accelerate and simplify e-discovery requests and compliance audits.

Conclusion

Organizations that are ready to embrace email archiving have choices for deployment options, allowing them to find the one that best meets their business requirements. Working with ArcMail®, organizations can use appliances, a hosted cloud model, a cloud/on-premises hybrid gateway or a VM model.

With any of these models, archiving solutions from ArcMail® deliver unprecedented retention, storage and retrieval capabilities. Every ArcMail® archiving solution is affordable, simple to deploy and easily scalable. By partnering with ArcMail®, you will meet your most difficult compliance and e-discovery challenges quickly and cost efficiently.

Learn how ArcMail® can help you address your email archiving challenges.