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▶ Email Archiving: A Buyer's Checklist

Email is the backbone of today's corporate business processes. It lives as the primary communication vehicle internally between employees and externally with customers, vendors, partners and investors. It is arguably today's most pervasive and critical business application within which is stored the most valuable business content.

To protect this vital information while working to eliminate risk, lower management costs and improve business insight, companies require a comprehensive email archiving solution. This solution should not only work to effectively retain email information in a searchable repository, the best email archiving solutions also provide a smarter approach to collecting, retaining and accessing data so that it can deliver true business value.

▶ This buyer's guide was developed to help you identify the specific needs of your email environment so that you may select an email archive that best achieves your business goals.

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UNDERSTANDING YOUR NEEDS

Every enterprise environment has different needs when it comes to the demands they place on an email archive solution. Some may be more focused on the management of compliance and risk, while others have greater demands for improving capacity management and managing growth. Here are seven key requirements your environment may have when it comes to email archiving. When selecting the best solution, prioritize these requirements so that you can ensure that your email archive is aligned with your business needs:

ONE. Lower Storage and Hardware Costs. If your Exchange data is multiplying quickly, requiring more and more investment in storage resources and hardware, you need to select an email archive that offers robust capacity management features. Consider a solution that delivers content-based retention policies so that it will have the intelligence to keep only content with business value. This can reduce your retention costs by up to 70 percent.

TWO: Eliminate PSTs. PST (Personal Storage Table) files are troublesome personal email content folders where Microsoft Outlook automatically stores email data on personal systems. They are problematic because they can become easily corrupted and, when no endpoint data protection solution
is in place, they are often left out of the corporate data protection process. As such they can contain "dark data" and information that is at great risk to data loss. An advanced email archive solution will eliminate PST files, integrating them seamlessly into a common archive repository for secure access and easy search and discovery for improved productivity and risk prevention.

THREE: Improve Employee Productivity. With increasing workforce mobility, employees are demanding better and quicker access to their business data. Using an email archive that offers self-service access to data, employees can easily search and access the information they need without calling the help desk or searching for content for hours themselves across multiple devices.

FOUR: Automate Records Retention. Automatically managing the complete lifecycle of your data can be a significant requirement for email archiving. To best support this need, select a solution that uses automated policies to classify, organize, retain and delete information based on requirements set for your organization.

FIVE: Meet Regulatory Requirements. Every organization faces compliance requirements. To know that you are compliance-ready, regardless of the regulatory demands of your industry, select an email archive that supports the enterprise-wide search and efficient discovery of all Electronically Stored Information (ESI). This will ensure that you are prepared in the event of any compliance audit your organization may face.

SIX: Respond to eDiscovery or Legal Hold Demands. Without an advanced email archive, eDiscovery processes can be exceptionally costly and tediously lengthy. Even worse, they can still miss critical information that could be the critical evidence needed to be victorious. The best email archiving solutions will work to empower your legal and compliance teams with self-service search functionality to speed discovery processes. They will also provide sophisticated legal hold and review capabilities for devices, laptops, emails and files by case for effective workflow and decision making.

SEVEN: Eliminate "Dark Data". Data that isn't being efficiently utilized to improve the value of your business is "dark data." This data may include information that holds significant value that will improve your business' operation. It may also be unknown data that holds great risk or exposure potential that can greatly harm your business. Either way, having "dark data" is costly to the business. An advanced email archive can help to eliminate "dark data" by reducing the volume of content managed and giving you greater insight into the email you are managing through effective search and discovery functionality.

> "Dark data is the information assets organizations collect, process and store during regular business activities, but generally fail to use for other purposes (for example, analytics, business relationships and direct monetizing)."

SELECTING GAME-CHANGING FEATURES

Once you have prioritized the requirements you have for your email archive, consider the key features you'll need to satisfy those requirements. Following are some of the advanced features you may need to ensure that your archiving environment delivers the best protection, usability and reliability today and into the future.

Content-Based Retention. To align policy-driven rules with deep retention that can reduce your cost, footprint, risk and administrative overhead, select a solution that delivers content-based retention. To best achieve this, the archive should feature a centralized repository where all email content – from edge and mobile devices to servers and cloud solutions – is stored and managed.

○ SELF-SERVICE SEARCH.

To empower your users and improve workforce productivity, look for an email archive solution that delivers self-service search capabilities. This will allow them to perform their own email search and recovery activities without having to burden IT staff. The most advanced solutions offer flexible end user search options through an easy-to-use interface. These solutions will also allow compliance and legal teams to cost-effectively and rapidly perform their own searches across all Electronically Stored Information (ESI) to meet eDiscovery requirements.

○ COMPLIANCE EMAIL CAPTURE.

For complete compliance assurance, select a solution that offers the ability to archive messages from Exchange journaling. This will capture all email messages, regardless of end user actions, reducing risk of manual errors or malicious actions.

○ COMPLETE MAILBOX MANAGEMENT.

When mail server storage usage is a key concern, choose an email archive that offers complete mailbox management with space management functionality. This will help to reduce your storage usage on mail servers.

○ NATIVE OUTLOOK INTEGRATION.

When it comes to end users, it's always best to select a solution that is easy to use and works the way they do. If end user productivity is a priority, select a solution that offers true integration with Outlook. The most advanced archive products offer content-based search within Outlook native search, reducing end user complexity and enhancing experience. This will assure that all self-service access and productivity benefits are easy and intuitive to use.

○ OFFLINE SUPPORT.

With the mobility of today's workforce, it's inevitable that users will not always be working when connected to the internet. To improve user productivity, select a solution with offline support that reduces the need to be always connected and will protect end users from bad connections and outages.

○ EXCHANGE RETENTION POLICY SUPPORT.

New versions of Exchange offer Retention Policy functionality. To assure long-term viability of your archive, select a solution that offers support for this new and important Exchange feature.

InfoTech Vendor Landscape: Content and Email Archiving

This research provides best practices for how to build an effective archive program, evaluates email archiving vendors and products best suited for enterprise needs, as well as determine which products are most appropriate for particular use cases and scenarios, and how to implement the selected platform.

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◯ DELETION & REMOVAL.

One of the most essential needs of an archive is to manage data throughout its entire lifecycle. Rather than simply keeping everything, forever, an intelligent email archive should also enable policy-based deletion and removal. If capacity management is important, it's also wise to select a solution that will not only remove access to the information, but will also delete the file and reclaim the space it consumed.

◯ MAILBOX VIEW.

To further streamline usability, select an email archive solution that replicated the look and feel of the original mailbox or PST file. The most advanced solutions don't require additional plug-ins or scans of the mailbox and don't require additional access to sync folders at specified intervals.

◯ DEPLOYMENT FLEXIBILITY.

Because, when it comes to IT, nothing stays the same forever. Select an email archive that offers multiple deployment options so that you can choose how you'd like to architect your archive. Whether on-premises, in the cloud (including integration with Microsoft Azure, Amazon Web Services and other providers) or as a hybrid solution, your email archive should give you the flexibility you need to support your business needs now and in the future

◯ SINGLE PLATFORM.

For the best efficiency for data and information management across your entire enterprise, select a holistic email archive that can be easily extensible if you require support for your other data protection needs, including backup and disaster recovery for every business application and environment. Using a single platform across your enterprise that was built form the ground up by one vendor gives you the power of a single index across your entire content repository. It also means that there is no risk of incompatibility between data protection software and processes that often comes as a result of vendors that make product acquisitions.

If you checked many of these features as important for your email archive, consider evaluating Commvault® software. It solves the biggest email archive challenges while facing next-generation requirements like cloud, ever-changing governance challenges and growing data silos. It will help you control the data growth and infrastructure costs of your messaging environment while reducing risks associated with corporate, legal or regulatory governance. It also addresses common capacity management problems such as user quotas, PST file proliferation, and database growth.

▶ To learn more about the full benefits of Commvault software and the importance of email archiving for the next generation, visit **commvault.com/email-archive**.

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