

WHITE PAPER

Email Archiving:
The Facts Behind The Myths

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Overview

Ray Tomlinson was the first person to send an email that would be recognizable to email users today. This email was sent in 1971 and made use of the '@' symbol to send the email to a particular user at specific domain. Ever since this first email was sent there has been phenomenal increases in emails sent and received every year. An estimated 1.4 billion people around the world have an email account of some sort. It is estimated that by 2013 this number will be approximately 1.9 billion.

About 24% of these people are corporate users. With email traffic equaling 247 billion messages a day, the average business user spends about one hour and 17 minutes or 19 percent of their day dealing with emails. 108 is the average number of business emails that they deal with on a day to day basis.

The majority of businesses today use their email servers as an archive on an ad-hoc basis. This however, in today's modern business environment, is no longer a viable option. A survey that was conducted by eMediaUSA found that a lot of businesses have not employed an email archiving system of some sort. They interviewed 421 IT executives from small and medium business across the United States and found that ¼ of the companies relied on the end-user to individually manage the archiving of emails.

eMediaUSA also found some more astonishing facts about businesses that do use an email archiving system of some sort. They found out that approximately 35% of business relied on end-users to manage the email archiving process themselves, approximately 33% used tape backups to archive their emails and approximately 35% used an in-house email archiving solution. Of the SMB's interviewed, 21% of them felt that they are not affected by compliance regulations.

There were a number of other reasons why businesses did not use an email archiving solution. These included: no budget, emails currently get stored on the mail server, and an archiving solution was not needed as the company is too small.

There are a lot of myths that surround the area of email archiving. The following are 5 of the most common myths and the facts that expose them.

MYTH 1:

My industry is not regulated so I don't need to archive.

Many companies believe that if their business is not part of a regulated industry, they do not have to worry about email archiving.

Fact: As seen above there is a common misunderstanding that some industries are not affected by regulations. One thing that businesses tend to overlook is that they need to comply with employee related regulations, such as Equal Employment Opportunity Commission, Americans with Disability Act and the Fair Labor Standards Act. Another thing that is often overlooked by business when it comes to regulated industries is the regulations that affect every day business practices including Sarbanes-Oxley (SOX) and the Federal Rules of Civil Procedure.

The recent changes to the Federal Rules of Civil Procedure (FRCP) have had the most widespread impact on email storage policies. The changes made are forcing many organizations to review and re-build corporate email archiving and e-Discovery systems.

MYTH 2:

Email archiving exposes me to risk.

Fact: Some companies believe that saving email is equivalent to keeping a “smoking gun.” They believe that “what I don't save, won't hurt me”. Unfortunately this is no more effective than closing your eyes to try and make a problem disappear. Some companies implement the shortest possible retention policies, typically 30 or 90 days. This however does not yield protection from the threat of litigation and, in fact, does not meet compliance requirements.

Messages can be easily removed from business email servers, but there is a high probability that they still live on in the possession of the people who received or were copied on the emails. This means that deleting email under a short retention policy can leave rivals with critical information that does not exist in the company archive. Short retention policies can, in fact, increase the cost and difficulty of responding to e-Discovery requests, if a litigation process occurs.

MYTH 3:
My backups are my archive.

Fact: A lot of businesses still rely on tape or disk backup systems as an archive. Tape and disk backups are a snapshot in time and when used as a recovery archive, omit data from the point of failure to the last backup. Many emails that are read and immediately deleted will NEVER be kept in any backup anywhere because the email was deleted before the nightly backup process. Tape and disk backups are also vulnerable to corruption. When a tape or disk is used the process of recovering emails and data requires loading several tapes before finding uncorrupted data.

The time, cost and human resources necessary to restore and manually search through tapes is also very high, relative to an email archiving appliance solution. An example of this is, *Murphy Oil USA, Inc. v. Fluor Daniel, Inc.* In this case emails from more than 700 employees were requested. These emails were saved on 93 backup tapes. As a result of them being saved on tapes the organization spent six months and \$6.2 million restoring them. With an archive appliance solution, the cost of the e-Discovery would have been greatly reduced, and the time needed to search and restore email could have been greatly reduced from months down to a few minutes.

An archiving system with a strong indexing and search capability can provide a competitive advantage to a business. It does this by allowing counsel to quickly assess the company's position. In a lawsuit, counsel can determine in minutes if there is a true problem in the email archive.

MYTH 4:
Exchange 2010 solves my archiving needs.

Fact: Exchange 2010 is the newest version of Exchange Server and includes many new features and enhancements for archiving. However, while Exchange 2010 provides a solid foundation, it does not provide an email archiving solution to meet today's email storage, compliance and litigation needs and challenges.

Exchange 2010 provides managed folders for archiving that rely on end users to manually set individual archive retention periods. As a result it is lacking the ability for centralized

management of granular deletion and retention policies. Exchange 2010 also does not provide an effective mechanism for implementing and managing legal holds on individual mailboxes to prevent the deletion of messages. Effective archiving retention schedules and Legal Holds must be managed centrally, must be implemented automatically without user interaction, and must be based upon policies determined appropriate for the business. This cannot be done if the individual users are each charged with manually setting archiving retention periods.

Adequate e-Discovery capabilities or an effective global cross-mailbox search capability is another thing that Exchange 2010 does not provide. Once a company is served, and e-Discovery requests are made, organizations have very little time to respond and produce required electronic evidence. This is where a strong search and indexing capabilities become a critical requirement for archiving solutions. These capabilities cannot be fully met by Exchange 2010 and this is where an email archiving solution like the ones provided at Jatheon come into play.

MYTH 5:
Archiving appliances are hard to manage and too expensive.

Fact: The decision on whether to implement an archiving solution in-house is an important one. Many people see having an archiving appliance as expensive and hard to manage. In fact the cost of not having an archiving appliance could greatly outweigh the cost of having one if, in unfortunate circumstances, a lawsuit or claim is made against the business. If businesses are ordered by a court of law to produce past emails, having them stored securely on an archiving appliance means they can be retrieved in a matter of minutes. This negates the possible penalties that a business could face if unable to produce these emails.

The misconception that an in-house archiving solution is hard to manage and maintain is completely false. Jatheon archiving appliances are easy to install, use, and manage. The IT staff required to maintain them is next to none, as Jatheon has a remote monitoring system that monitors the health and performance of the systems 24/7. Once the appliance is installed Jatheon can also help migrate existing emails and pst files to the archive.

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About Jatheon Technologies

Honored with Deloitte's Top 10 Companies-to-Watch Award, Jatheon Technologies is the designer, developer and marketer of Plug n Comply™, a family of network appliances that simplify archiving, indexing, retrieval and dynamic monitoring of corporate email and messaging data.

Jatheon's Plug n Comply family provides in-house, integrated archiving appliances for organizations of all sizes. The appliances are simple, secure and scalable, adapting as a company grows, and offering absolute control of confidential messaging data, including email and instant messages.

The Jatheon family of appliances enables organizations to meet and exceed the highest standards of regulatory compliance and corporate governance. Founded in 2004 and headquartered in Toronto, Canada, Jatheon serves North America and Europe through its network of global business partners. For more information, please visit www.jatheon.com.

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