

Avoid the email avalanche!

What you need to know about archiving
so your business doesn't get buried



How much of your job is spent in digital dialogue? Better yet, how many of those conversations are specifically over email? You aren't alone if your educated guess ranges from "quite a few" to "I feel like it's all I do."

According to [The Radicati Group](#)ⁱ, a California-based technology market research firm, email "remains the go-to form of communication in the business world." In 2014, the report said, business email accounts are expected to total 974 million mailboxes. The report also noted that business email generates the majority of email traffic, with more than "100 billion emails sent and received per day."

How many of those 100 billion daily emails are sent and received by you? Your colleagues? In the big picture, it's just a tiny fraction (Radicati reports corporate email users send and receive more than 100 daily emails on average). But in your world, that fraction can be a daunting figure, especially when you consider the volume of valuable business intelligence those emails are likely to contain.

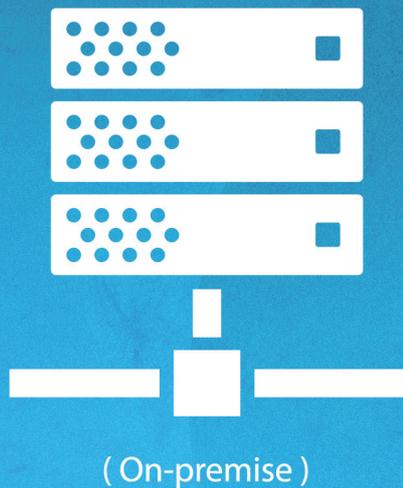
Think about everything you send and receive by email: statistical reports, presentations, office memos, employee performance reviews, financial records. You name it. The list is long, varied and seemingly endless.

Even if you're super-vigilant about email management, staying on top of all things email is like trying to outrun an avalanche. Sooner or later, you're going to be buried. And too much is at stake. As much as [75% of a company's intellectual property](#)ⁱⁱ is contained in its email system, according to Osterman Research.

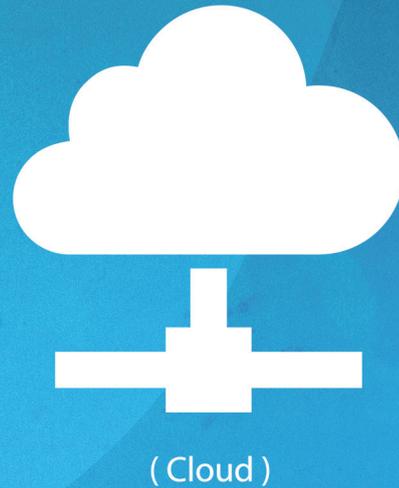


"That's why I have backup," you say? Don't fall into that trap. Backup and archiving, while commonly confused, are not the same. They serve different and equally necessary functions. Backup is built to quickly recover operational data. Archiving handles the storage of information that is no longer used daily, but needs to be retained and preserved for compliance purposes.

There are two ways to deploy and manage an email archive solution: on-premise and via the cloud. This white paper examines both options, and discusses the key requirements they must meet to be effective.



VS.



A brief refresher

Before examining the differences in the two delivery models, it's important to understand why archiving in either form is essential: Archiving solutions enable IT administrators to establish access restrictions designed to secure and protect intellectual property rights as well as ensure data integrity.

The archive system automatically extracts information from sent and received emails. After indexing, the messages are stored in read-only format. This practice ensures that archived material is maintained in its original state, and therefore tamper-free.

Just as important, archiving generates a centralized and accessible copy of the email. This serves as a safeguard against accidental or intentional deletion of emails. It also reduces the strain placed on the mail server, as storage space is drastically reduced.

Two methods, one goal

Deploying and managing an email archive solution is typically achieved in one of two ways. You can elect to:

- » Implement a solution that enables you to oversee all aspects of the archiving process internally ("on-premise").
- » Outsource the job of archiving to a third-party data center that handles the day-to-day responsibilities ("cloud-based").



On-premise

An on-premise solution involves having your email repository on a server within the corporate building.

The beauty of on-premise archiving is that the organization's sensitive information is stored behind the corporate firewall and is handled by its authorized staff. This ensures better control over data integrity and confidentiality. The organization relies entirely and independently on its own resources and can therefore assess its compliance status at any time.

Two things to also consider with this delivery model: The up-front costs associated with purchasing an adequate archiving program and necessary hardware (e.g., server) for hosting the archive, and the growing pains a new system may have on the company's IT department (e.g., productivity).

Cloud-based



By contrast, cloud-based or "hosted" solutions have lower up-front costs than on-premise alternatives. Customers can be up and running quickly without the investment in hardware and IT staff. Running costs are also low since new capabilities, and upgrades for software and hardware are generally implemented by the provider.

With a hosted solution, the software application located on the corporate email server captures email and sends it offsite via the Internet to

a third-party data warehouse for archiving. Authorized users can subsequently access the data stored offsite using a web browser or compatible email client.

The checklist

Regardless of the delivery model, a quality email archiving solution should meet six requirements:

1 Minimal user intervention/automation

– Company emails have to be archived automatically and, to keep them tamperproof so they retain their integrity, with as little human intervention as possible.

2 Indexing of records and search capabilities

– Archived emails should be indexed, especially text content, so searches can quickly find and extract records to support matters of regulatory and legal compliance.

3 Data retention policy control

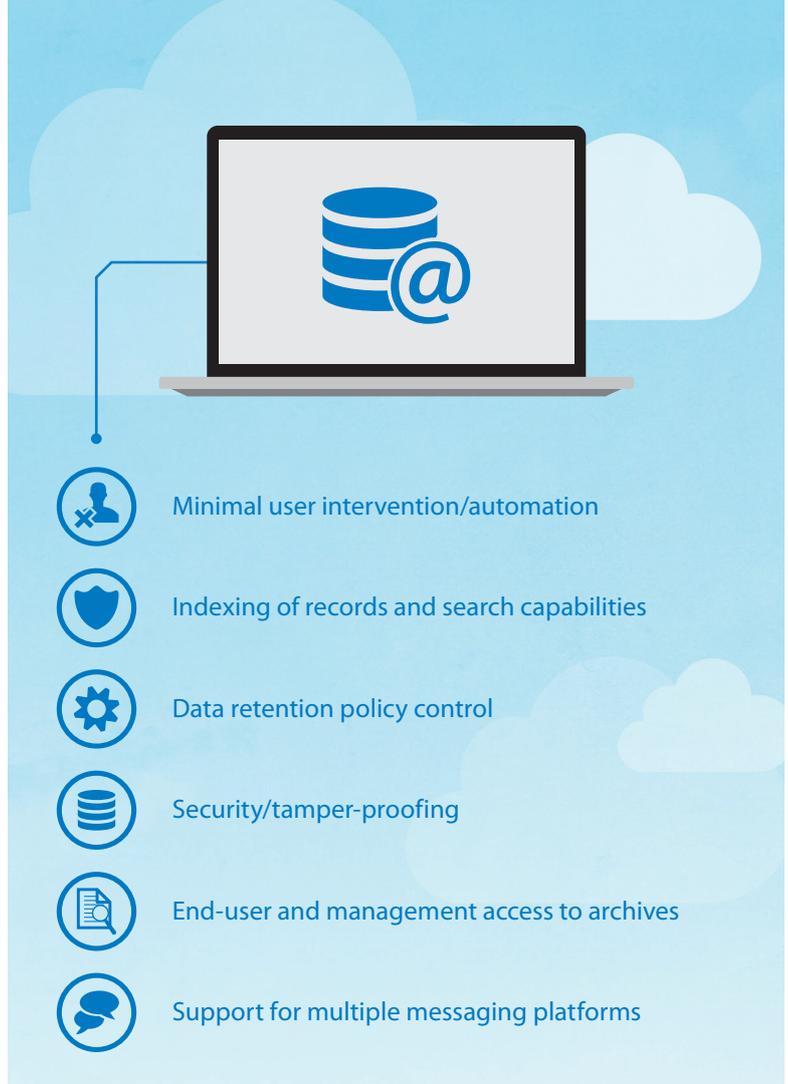
– The system must include configuration features through which the company can define its archiving criteria. These features should at least enable archiving of specific mailboxes and messages from specific domains or email addresses. This way, unnecessary content such as spam and other informal correspondence is automatically excluded from the archive.

4 Security/tamper-proofing

– An email archiving system must be capable of protecting records from loss, damage or misuse. The solution must also include access-restriction features. Preservation of a record in its original state is a critical aspect of many record retention regulations.

5 End-user and management access to archives

– This feature enables a company to use its email archive as a central knowledge repository from which authorized IT staff can extract information. It also enables additional users, such as compliance officers, to access data contained in the archive without the need for IT staff to assist.



6 Support for multiple messaging platforms

– The archiving system should support all major messaging platforms to ensure standards compatibility. Beyond standard email, archiving can store faxes, SMS, voicemails and scanned documents, and search for copies of folders, files and key calendar dates.

Archiving helps with...

There are three key reasons automatically archiving email history to a central store is a wise business decision:

Efficiency

How much time do your company's employees spend searching for old emails, or asking you to dig up deleted ones? In late 2011, [GFI commissioned a study](#)ⁱⁱⁱ that found employees of small to mid-sized businesses needed access to old emails 15 times a week, and 69% of employees requested help from their IT staff to recover deleted emails. Those are time-consuming tasks that shift focus away from high-priority jobs.

Furthermore, it's hard to find recent evidence of a drastic reduction in those figures, which supports the notion that workplace productivity is still affected by this issue.

Storage

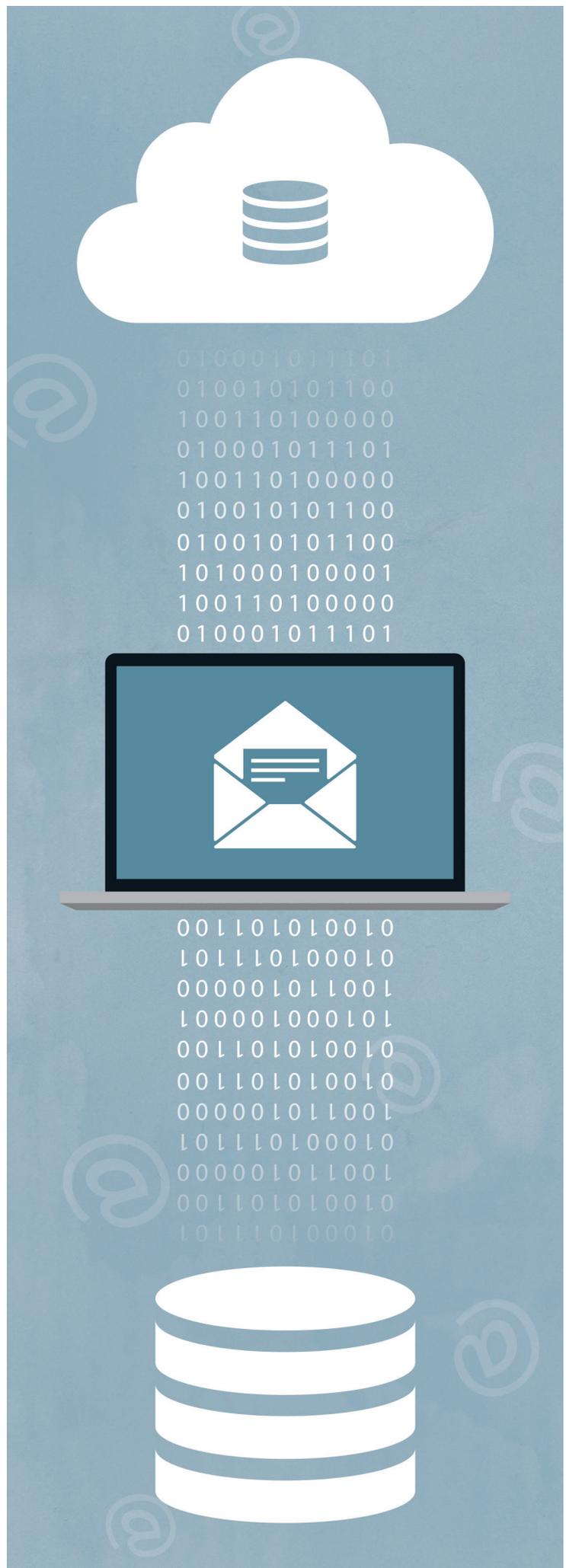
Do your co-workers hoard emails, believing they will need them in the future? Again, this eats up server space – particularly as emails with larger attachments are sent and received – and affects server performance. A slower server also impacts productivity, and forces IT administrators to weigh the pros and cons of buying additional storage space. And though it is a temporary means to an end for employees, moving emails to Microsoft® personal storage table (PST) files isn't the answer, either. PST files can create storage issues on your local archive and, because they are unmanaged files, may violate corporate retention policies.

Automatically archiving to a central store keeps old email off the server, so that PST files can become a thing of the past. And your previous emails remain easily accessible.

Compliance

Did you realize email is considered a legal document? And just like important papers, the business email that contains your most valuable information should be stored in a safe place, and in some cases for a predefined period of time before you are legally required to destroy it. You may not know when you'll need to retrieve emails and documents to help with compliance, e-discovery and internal issues. But you should know that your electronic communications are stored in their original state – and easy to recall if necessary – and that retention policies can be applied where necessary to ensure emails are only stored for the required period

As Thomson Reuters' [Cost of Compliance Survey 2013](#)^{iv} noted, "The plethora of new rules and regulations, and the announcement of new initiatives that seem to occur on an almost weekly basis, mean that the risks to a firm of missing something, or not responding to something else in a timely fashion, have never been greater."



Conclusion

Thanks largely to email, communicating has never been easier. But many small to mid-sized business now struggle with the daily challenge of storing, organizing and retrieving emails. As messages are sent and received with greater frequency and larger attachments, the right email archiving solution can save time and money – and ensure you meet increasingly stringent record retention laws.

The information contained in email is arguably a company's most valuable asset. But the value of that data can be difficult to determine if companies store and retain structured and unstructured information across a myriad of disconnected silos.

In other words, email archiving can no longer be considered a luxury. It's a legitimate cost of doing business.

ⁱ <http://www.radicati.com/wp/wp-content/uploads/2013/04/Email-Statistics-Report-2013-2017-Executive-Summary.pdf>

ⁱⁱ <http://www.gfi.com/whitepapers/why-organizations-need-to-archive-emails.pdf>

ⁱⁱⁱ <http://www.gfi.com/blog/survey-69-of-smbs-claim-deleted-email-retrieval-lowers-it-staff-productivity-infographic/>

^{iv} <http://accelus.thomsonreuters.com/sites/default/files/GRC00186.pdf>

About GFI Software

GFI Software™ develops quality IT solutions for small to mid-sized businesses with generally up to 1,000 users. GFI® offers two main technology solutions: GFI MAX™, which enables managed service providers (MSPs) to deliver superior services to their customers; and GFI Cloud™, which empowers companies with their own internal IT teams to manage and maintain their networks via the cloud. Serving an expanding customer base of more than 200,000 companies, GFI's product line also includes collaboration, network security, anti-spam, patch management, faxing, mail archiving and web monitoring. GFI is a channel-focused company with thousands of partners throughout the world. The company has received numerous awards and industry accolades, and is a longtime Microsoft® Gold ISV Partner.

About GFI MailArchiver® and GFI MailEssentials® Online Archive

GFI Software™ offers a range of secure hosted and on-premise solutions to enable companies improve the security and efficiency of their email and messaging systems. Software solutions such as [GFI MailEssentials Online Archive](#) and [GFI MailArchiver](#) help reduce storage requirements and improve email performance whilst assisting with the requirements for compliance associated with retention legislation.

For more information about GFI's network and security solutions, visit our website: www.gfi.com

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GFI Software, 4309 Emperor Blvd, Suite 400, Durham, NC 27703, USA
Tel: +1 (888) 243-4329 | Fax: +1 (919) 379-3402 | ussales@gfi.com

For a full list of GFI offices/contact details worldwide,
please visit: www.gfi.com/contact-us

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