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▶ 7 Reasons to Worry About Your Current Email Archiving Strategy

The data growth explosion facing most organizations today is coinciding with the mounting demands of stagnant IT budgets and an increased need to retain data for both governance and resiliency needs. At its core, data must not only be retained but also efficiently accessed and analyzed to unlock its embedded value.

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IDC estimates that as much as 60% of this business-critical information is stored in email and other electronic messaging tools.[1] This has driven new demands on email archives as they not only work to protect organizations from compliance and litigation risk, but also become the conduit for information insight that can transform business productivity.

If you are unsure if your current email archiving strategy is ready to meet the changing demands of your business, consider these seven warning signs. They are the top reasons you may need to worry that your email archiving strategy won't meet your long term goals.

ONE: YOU'RE COLLECTING AND STORING EVERYTHING

Many legacy archive solutions only support one option – to collect and store it all without any intelligence behind the approach. But with rapid data growth this approach simply doesn't scale. Even worse, as much as 69% of a company's stored data has absolutely no value to the organization.[2] That means that you're likely wasting budget and resources storing, retaining and managing data that your organization truly doesn't need.

Fast forward five to ten years. With the exponential growth in your organization's email archive what will the storage requirements be? How much budget will you have expended protecting unnecessary information for years? Don't pay to store email and attachments without business value. Consider an email archive that will provide content-based retention policies so that you can optimize your capacity management and only retain what is valuable to the business. As a result you can reduce retention costs by up to 70 percent.

TWO: YOU'RE KEEPING IT ALL FOREVER

With a legacy email archive, chances are you're not only storing everything, you're keeping it all forever. While you may initially have comfort in knowing that you've retained your organizational content, retaining it unconditionally actually creates more risk than it protects. Without insight into the content in your archive you could be risking "dark data" that may present exposure to compliance risks or litigation. In fact, when evaluating organizational issues around aging data, Gartner found that 50% of organizations reported that understanding what the data is and what should be discarded was their most pressing issue.[3] Why? Likely because they don't know what they don't know. Inside that data can be critical information that could either harm or benefit the business.
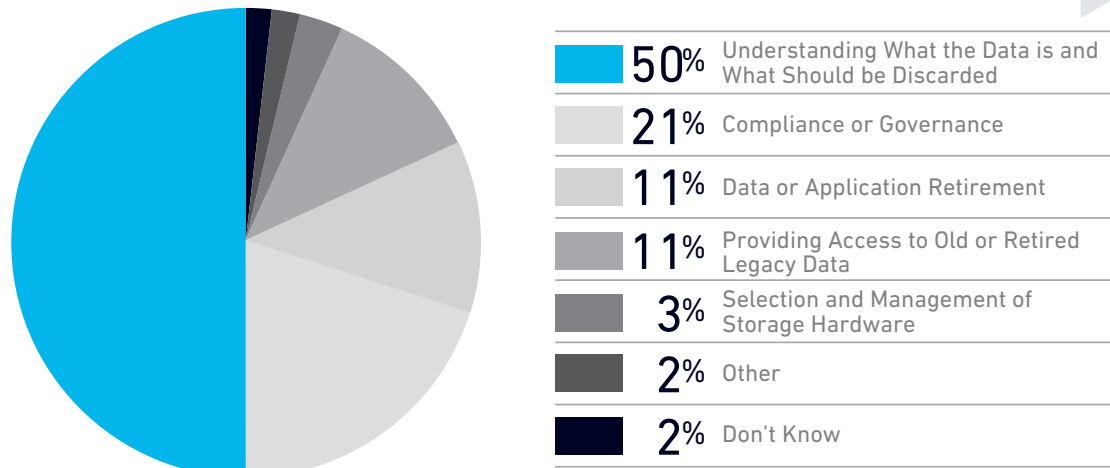
InfoTech Vendor Landscape: Content and Email Archiving[i]

This research will help you determine if you need a third-party archiving product and provide best practices for how to build an effective archive program.

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PDF

CONFERENCE AGING DATA

50%		Understanding What the Data is and What Should be Discarded
21%		Compliance or Governance
11%		Data or Application Retirement
11%		Providing Access to Old or Retired Legacy Data
3%		Selection and Management of Storage Hardware
2%		Other
2%		Don't Know

Aging Data: The Most Pressing Issues, Gartner Survey, Gartner Data Center **Conference Aging Data: The Most Pressing Issues,** Gartner Survey, Gartner Data Center Conference December 2013

To avoid the crippling risk of keeping everything forever, select an email archive that will empower you to manage your data throughout its lifecycle – from creation through to disposition. With advanced policy-based deletion and removal of content you can minimize risk using defensible deletion best practices and reclaim the storage space that the information once consumed in your archive.

THREE: YOU CAN'T CONTROL YOUR PSTs

Personal Storage (PST) files are one of an email administrators most problematic challenges. Since they are automatically created and stored on a users' personal system they are very often left outside the corporate data protection strategy. Yet, they can contain some of the organization's most valuable or risky data. Compounding the PST challenge is that they can be scattered nearly anywhere in an organization, from desktops and laptops to file servers. Occasionally they even become decoupled from their user creating increased confusion about the value of their content. This ad-hoc storage makes PSTs difficult to locate, access and search in the event of litigation or compliance requests.

PSTs are also cumbersome for the user. Without a user's attention to their rapid growth, they often become corrupted or damaged, sometimes beyond repair. To avoid this along with bloating Exchange servers, many organizations create restrictive mailbox quotas which can be very frustrating to active email users.

If your email archive neglects to manage your organization's PST files and support your users' needs for greater data retention flexibility, the overall composition of your archive is in jeopardy. It may be wise to select an email archive that will ingest all email content into a common repository where it can be easily managed, discovered and accessed by IT and users alike. Using powerful and scalable content indexing, email data in a central archive can be reliably protected and searched in seconds to meet user productivity demands as well as compliances needs.

FOUR: YOUR ARCHIVE ISN'T CLOUD-READY

Even if you're not considering a move of your archive to the cloud in the near future, it should be something you can support when you're ready. In fact, the email archiving market has been moving to the cloud in rapid order. By 2016, 80% of organizations implementing email archiving will move to a cloud model.[4] If your archive isn't cloud ready, it's time to consider options that will support future cloud implementations so that you can lower your storage costs and increase archive flexibility.

For some organizations, a hybrid approach to archiving email is a preferred option. It allows organizations to take advantage of cloud efficiencies and scalability while retaining greater control over mission- critical email applications.

FIVE: YOUR EMPLOYEES CAN'T ACCESS CONTENT THEMSELVES

Legacy archive solutions don't typically do anything to empower users. In these scenarios, if user content needs to be recovered, they need to contact a helpdesk and often wait hours or days to have their archived data restored.
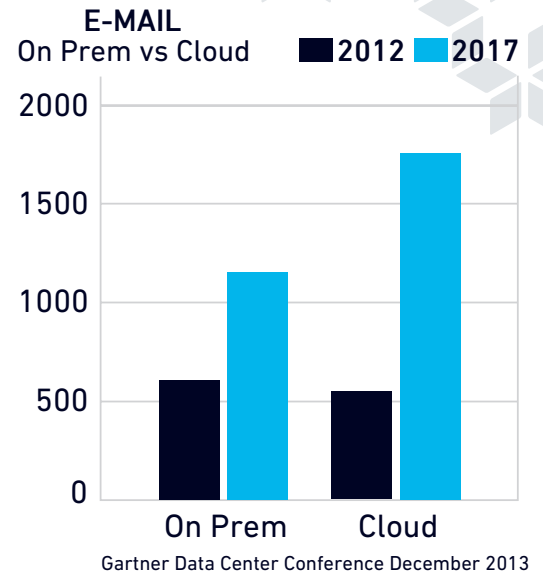
To truly achieve greater levels of employee productivity, select an email archive that will empower users with self-service access to their archived content. This enables the delivery of the right information, to the right people at the right time. It also eliminates tedious manual processes that can be associated with the recovery of legacy archive data restores.

Even more, select a solution that features a native Outlook search experience to further simplify the user search and recovery capability. This will help improve overall productivity, fuel more collaboration and accelerate informed decision making processes.

SIX: YOU CAN'T DISCOVER DATA QUICKLY

Discovery costs for litigation and compliance events can be exorbitant, especially if your legacy archive solution doesn't support intuitive search functionality. Given that over 55 percent of organizations have been ordered by a court or regulatory body to produce email,[5] the cost of eDiscovery is likely to hit your organization. To best assure compliance and eDiscovery, you must 1) be certain you've archived all pertinent information; 2) assure that you've used defensible deletion best practices for the content you no longer retain; 3) be ready to quickly and easily search enterprise-wide to discover all needed Electronically Stored Information (ESI) in a comprehensive and documented way.

By selecting an archive that will help your legal and compliance teams serve their own discovery requirements, while also providing advanced legal hold and review capabilities, your organization can meet eDiscovery demands quickly and cost-effectively. What's more, you will be able to achieve this while knowing that the ESI that is discovered is both comprehensive and defensible.

E-MAIL
On Prem vs Cloud   ■ 2012   ■ 2017

Gartner Data Center Conference December 2013

4 The Ed Bott Report, February 2014
5 Osterman Research, Addressing Information Governance Challenges, 2014

SEVEN: YOU'RE NOT LEVERAGING THE VALUE IN YOUR ARCHIVED DATA

Rather than "big data," consider how you can achieve "smart data" with your email archive. While legacy archive solutions are amassing large data volumes, they aren't optimizing the depth of knowledge contained in those volumes. Not only are they retaining everything, including content your organization will never need, they are also capturing valuable data that may never be utilized.

Consider the value of a next-generation archive solution that will not only help you use content-based retention policies to only retain valuable information, but one that will also help you achieve file level analytics (FLA) so that you can truly exploit the value of your retained information to help make more informed business decisions. With the ability to unmask the value of email content so that your company can realize the insight it contains, you can benefit from the full potential of the information you pay to store, protect and manage. This means that you archive will not only protect your organization from risk, but also empower it to achieve more.

If any of these signs that your email archive isn't ready to help you meet your long-term archiving goals has you worried, it's time to evaluate 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.

▶ ## RESOURCES

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▶ To learn more about Commvault software for email archiving, please visit, commvault.com/solutions/email-archive.

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