



## Business Drivers

Archiving Solutions

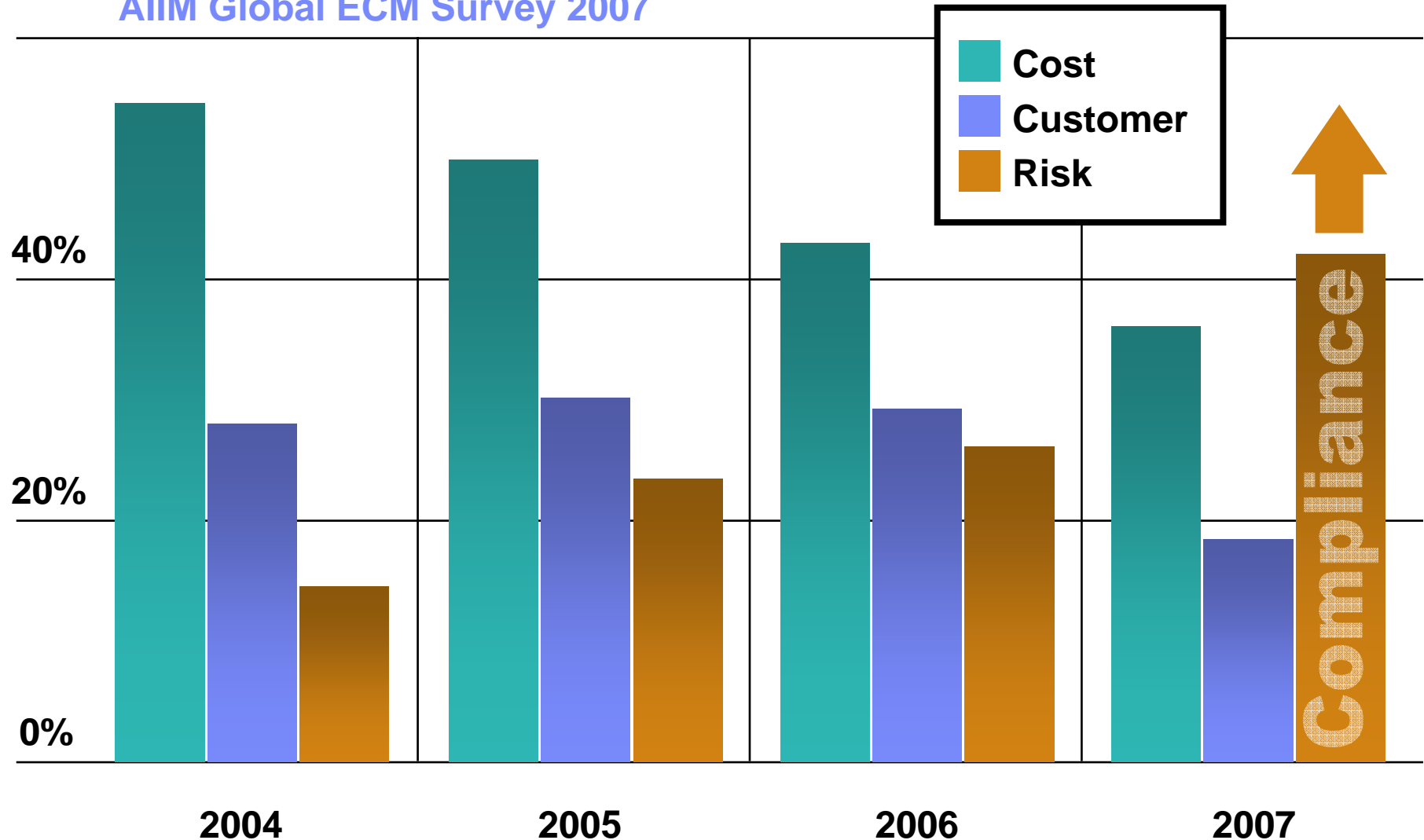
Best Practices

Customer Success Stories



# Business Drivers for ECM – 2004-2007

AIIM Global ECM Survey 2007



## E-mail Messaging is Exploding

*E-mail has become the primary medium for how we communicate. The consequence is that e-mail has become a de facto [record] repository.*

*CIO Magazine, Jan 2005*



*It is estimated that 131 billion e-mails are sent daily; predicted to increase to 276 billion by 2009.*

*E-mail archiving is the fastest growing segment of the enterprise content management market.*

*E-mail is:*

- *75% of corporate Intellectual Property*
- *Subject to government and industry regulations*
- *Increasingly subpoenaed in litigation*

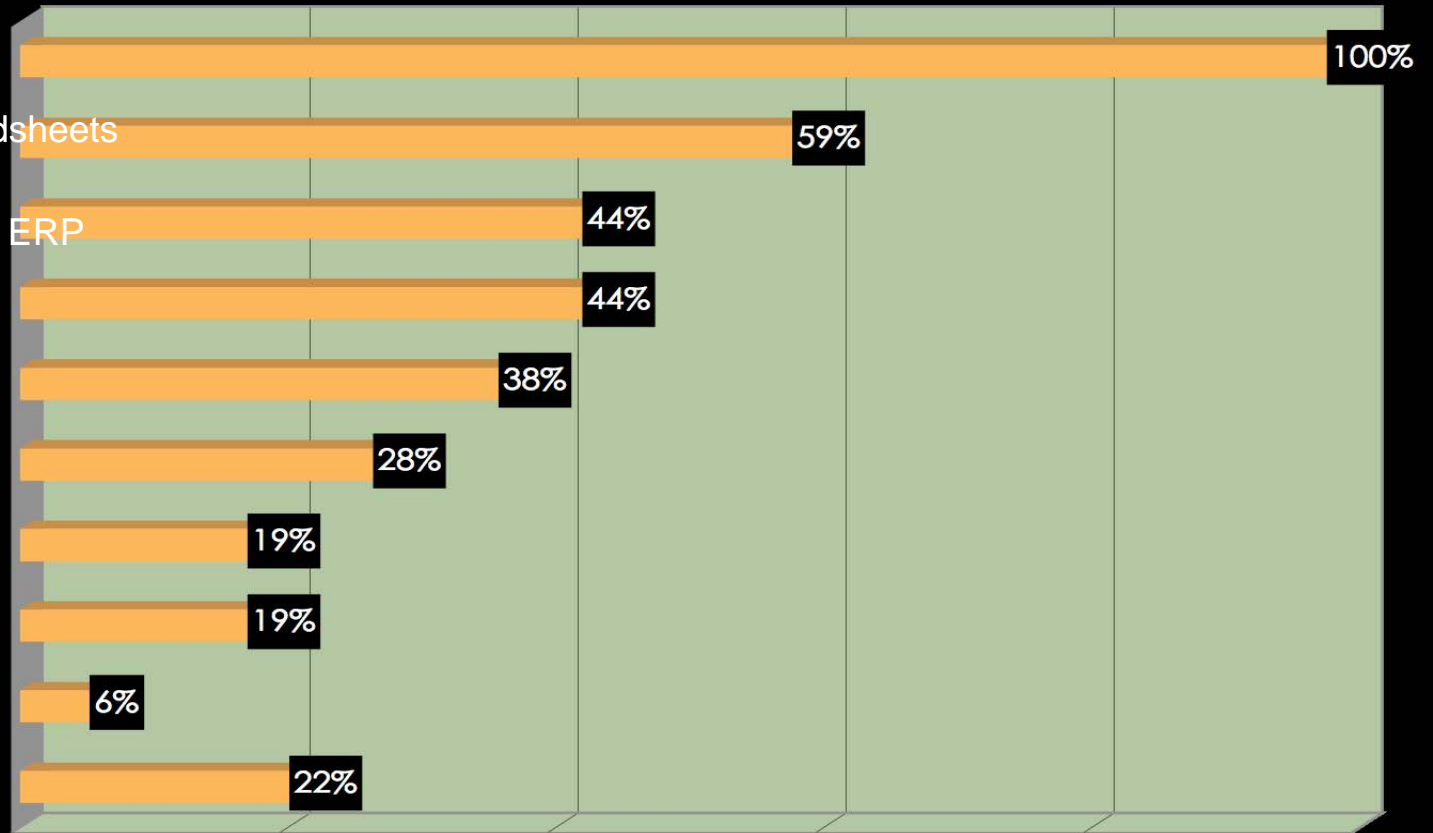
*30% of people's time is spent searching for relevant information.*

*Nearly 60% of companies impose mailbox size limits to curb the growth.*

Sources: The Radicati Group, Inc., April 2005; IDC 2004

## Why Start With Email?

- Email
- Word Processing, Spreadsheets  
Presentations, etc
- Files generated by CRM, ERP  
systems
- Multimedia files
- Content from webinars,  
web meetings
- Instant Messaging
- Faxes
- Web sites
- Voice Mail
- Other



Source: Message Archiving Trends, 2007-2010, Osterman Research, 2007

## New Federal Rules of Civil Procedure Amendments mean that production of electronic information is no longer “optional”

Who do the changes affect?	<u>Everyone</u> - all organizations across all verticals, including government agencies
What does it mean to be FRCP ready?	You need to be prepared for electronic discovery: what electronic content exists, how to produce it, how to comply with “hold” orders
When did it take effect?	December 1, 2006 (national deadline), or as early as September 1, 2006 in some states
Where does it apply?	In the United States and within some multi-national corporations
Why should you care?	If you aren’t prepared, you are subject to high-cost (rush-job) discovery requests, settlements of frivolous lawsuits, and even fines or lost lawsuits.

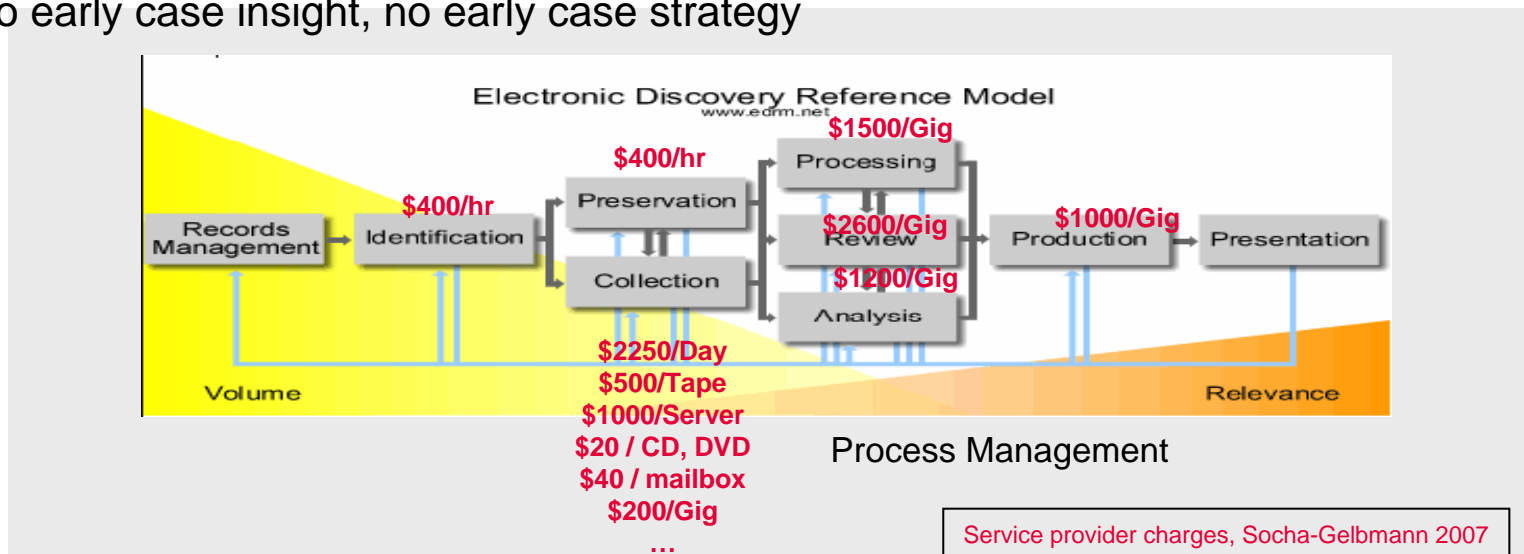
## The Cost of eDiscovery and Compliance

- Most of the process is handled by service providers, outside law firms due to non existent inhouse solutions
- Funneling data to service providers
  - huge volumes
  - irrelevant, redundant, expired information
  - excessive fees (legal processing and review)
- No early case insight, no early case strategy

The average cost of defending a lawsuit exceeds \$1.5 million per case

Average # of new disputes / year: 50

Gartner 2007

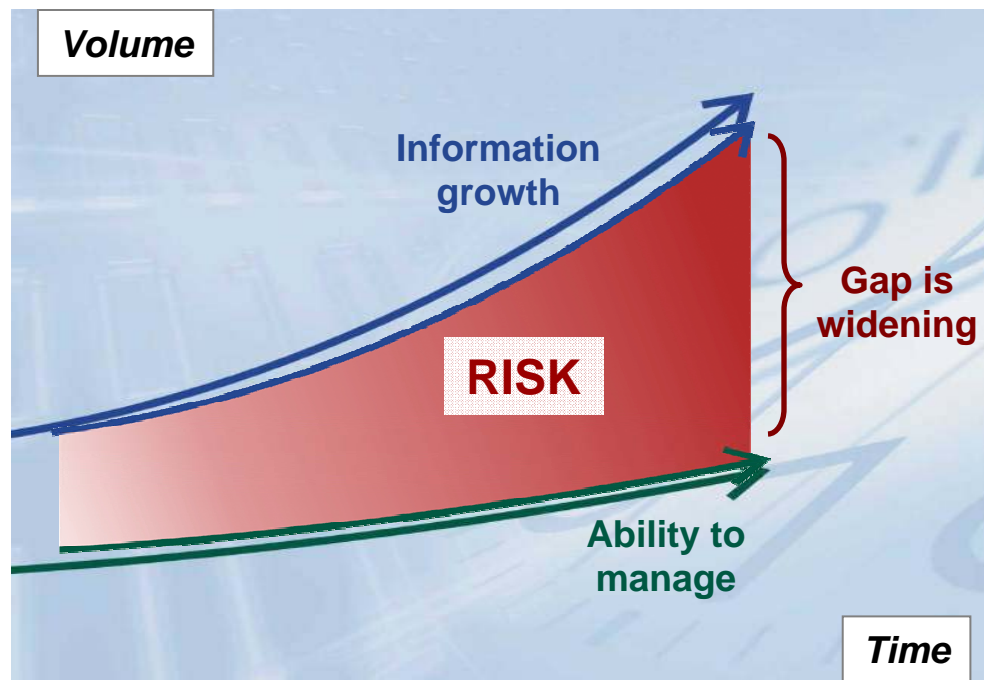


## Perfect Storm:

Email systems were not designed to store vast amounts of Email and attachments for long periods of time and Regulations are more strict

### Risk

- managing large volumes of Email
- finding what you need when you need it

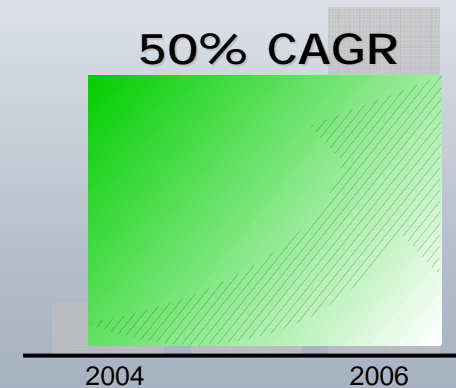


*Regulations and law suits demand strict retention and management.*

- *Retention periods*
- *Proper and consistent deletion*
- *Hold management to suspend deletion*

**3,390 PetaBytes**  
Size of WW Business E-mail Volume  
Sent in 2006

**50% CAGR**



1 Petabyte = 1 Million Gigabytes

Sources: The Radicati Group, Inc., April 2005; IDC 2004; Network World (2003); Socha / Gelbmann (2004)

## Business Drivers

### Archiving Solutions

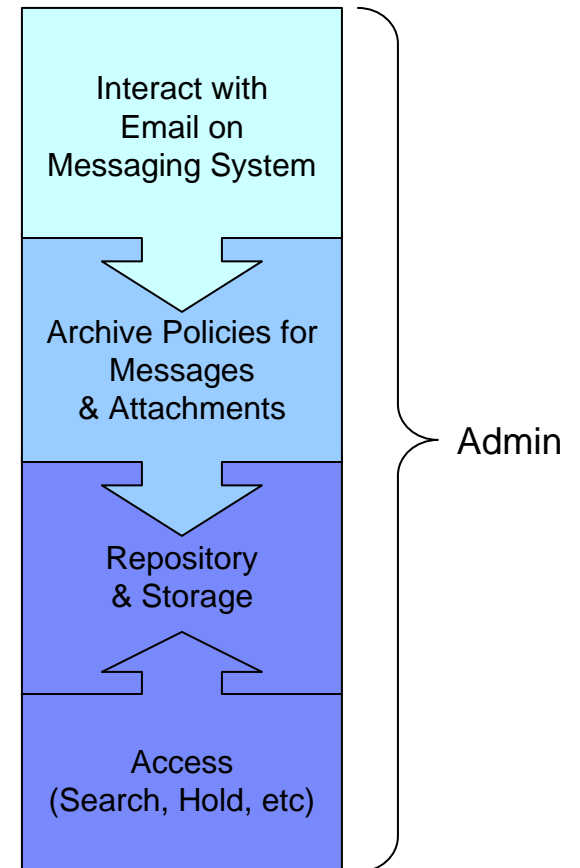
## Best Practices

## Customer Success Stories



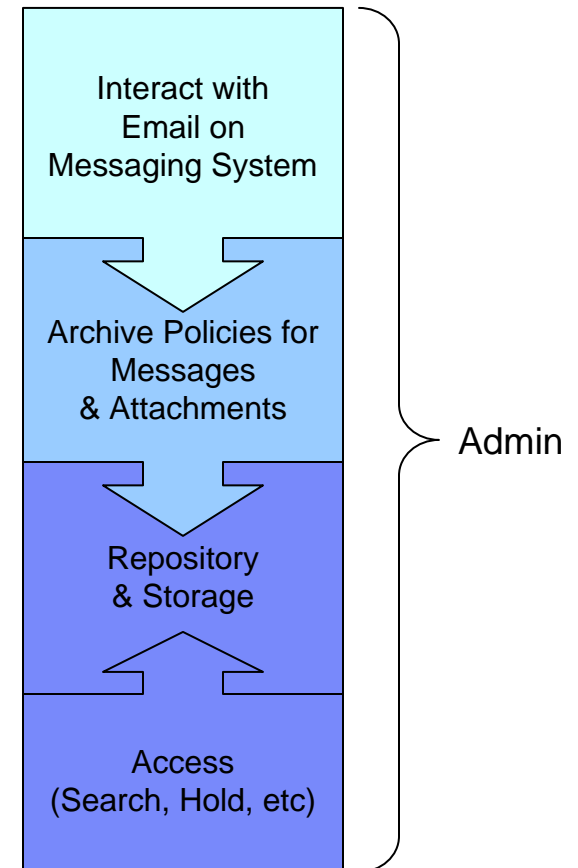
# Email Archiving Overview (Historical)

- **Email Archiving**
  - improve mail server efficiencies
  - reduce system burden
  - improve performance
- **Email Archiving Systems**
  - basic capabilities
  - offline repository to help achieve mail server efficiencies

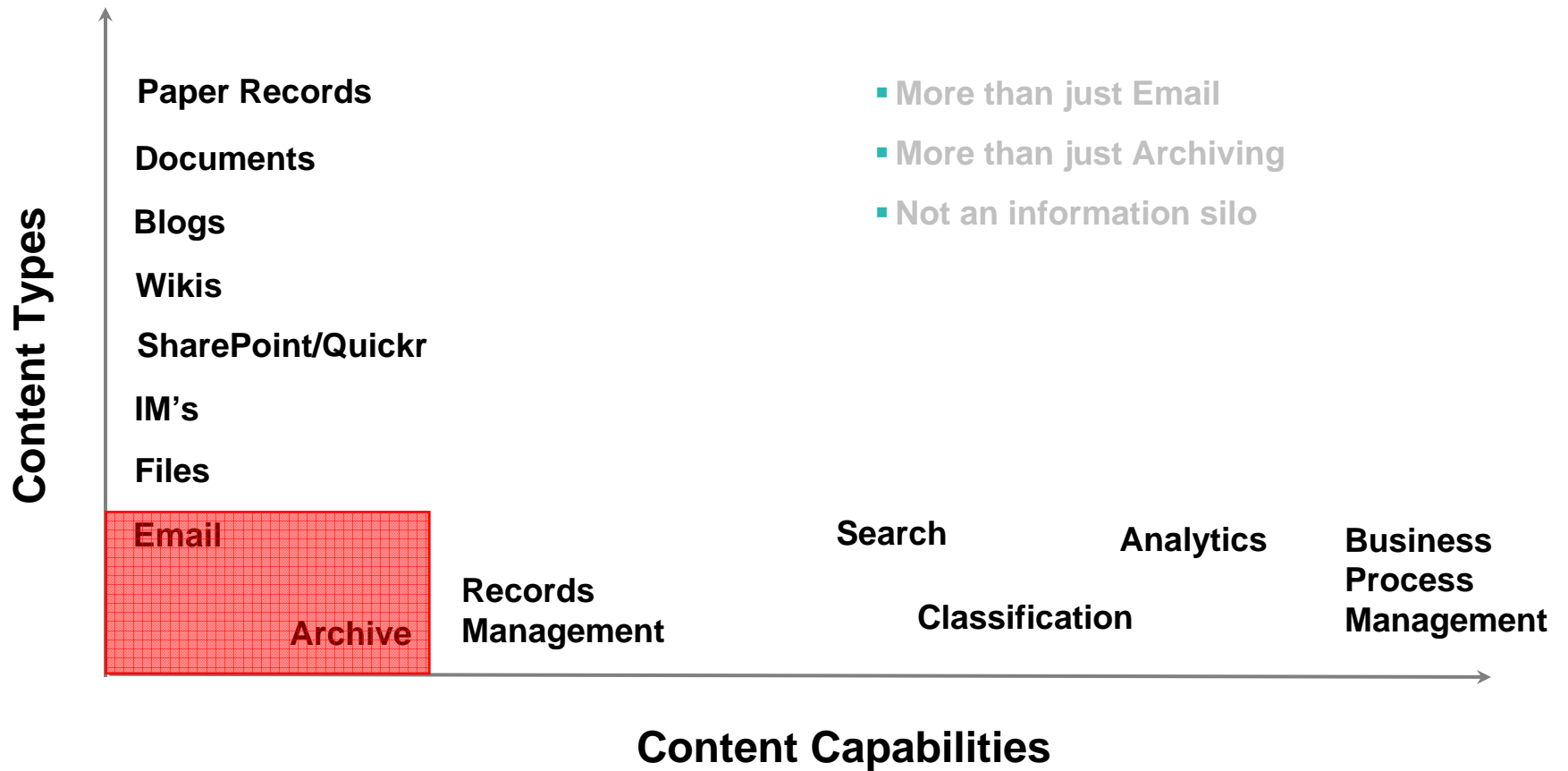


## Good for archiving eMail but . . .

- Created information silos
- Disconnected from other systems
- Limited to single content type (email)
- Difficult and expensive to broaden capabilities (RM, ICM)
- No method to consistently apply policies across all content types



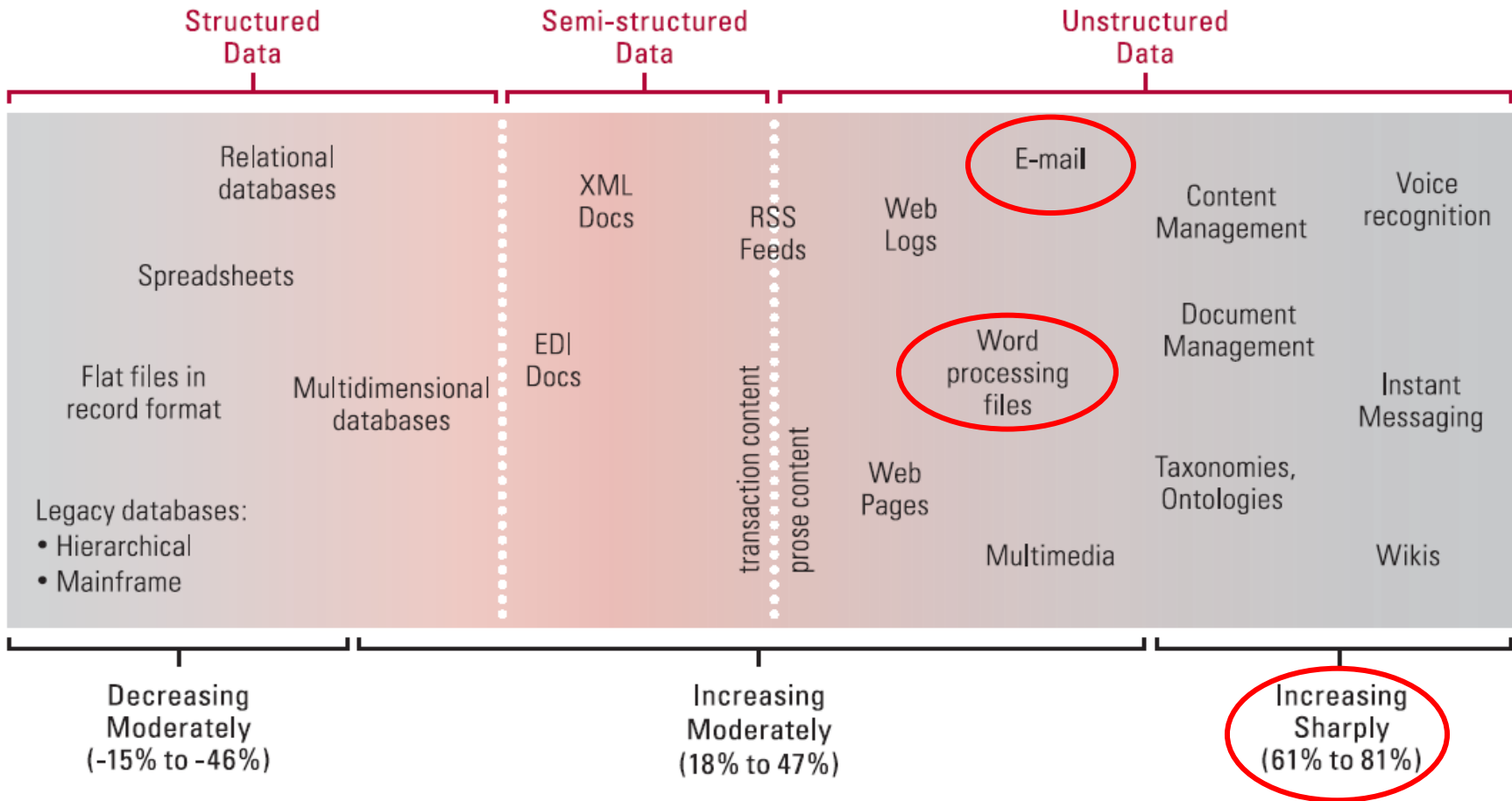
# Content types keep growing . . .



# Why Manage Unstructured Data?

Data and source types plotted on the data continuum

## Three Major Areas within Data Continuum



Anticipated Decrease or Increase over Next Three Years

TWDI: BI Search and Text Analytics, Phillip Russom, 2Q 2007

Business Drivers

Archiving Solutions

Best Practices

Customer Success Stories



# What is Content Collection and Archiving (CCA)?

## Email Archiving

Improve storage and mail server efficiencies

- **Limited Business Value:** Reduce operational problems introduced by growing volume of email and other content stores.
- **Value Limitations Due To:**
  - Limited Usage & Functionality
    - Email only
    - Simple retention
    - Basic classification
  - Creates Information Silos
    - Proprietary built-in repository
  - High Total Cost of Ownership, for each silo:
    - Stepped fixed costs
    - Increased ongoing maintenance costs
    - Custom integration costs for advanced functionality

## Content Collection and Archiving

Collecting, enhancing and managing all types of content, regardless of creation type and storage mechanism

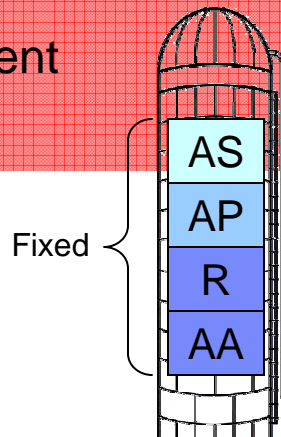
- **Expanded Business Value:** Take back control and unlock business value of content, while enforcing compliance and operational policies, all with lowest total cost
- **Limitations Removed:**
  - Advanced Usage & Functionality
    - All content types including casually created content
    - Advanced retention and RM
    - Multiple types of classification
  - No Information Silos
    - Open, standards-based ECM repository
    - Reduced Cost of Ownership
    - Fixed cost and ongoing maintenance costs leveraged across multiple content types
    - Advanced ootb functionality

# Breaking The Archiving Cost Barrier

## Archiving Point Solution “Stepped” Cost Model

### Fixed Costs

- system hardware
- archive source
- archive policy
- built-in repository
- siloed access (search) and admin
- Integration - each system requires custom integration for advanced ECM functions
- Overall for each deployment

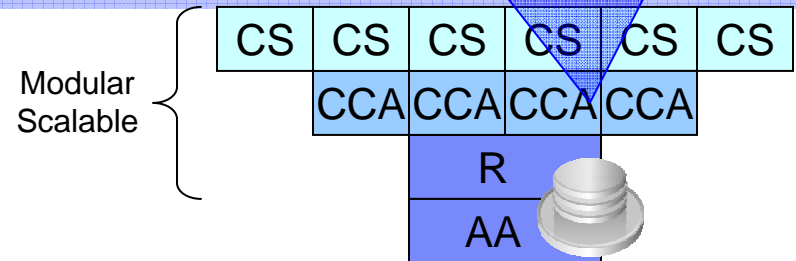


## ECM Infrastructure “Modular” Cost Model

### Variable Costs

- system hardware
- content source (scalable)
- Multiple CCA policy and deployment options lower costs
- Leverage existing repository infrastructure to lower costs
- Common access (search) and admin model
- Pre-Integration of advanced ECM functions
- Overall reducing costs for each deployment

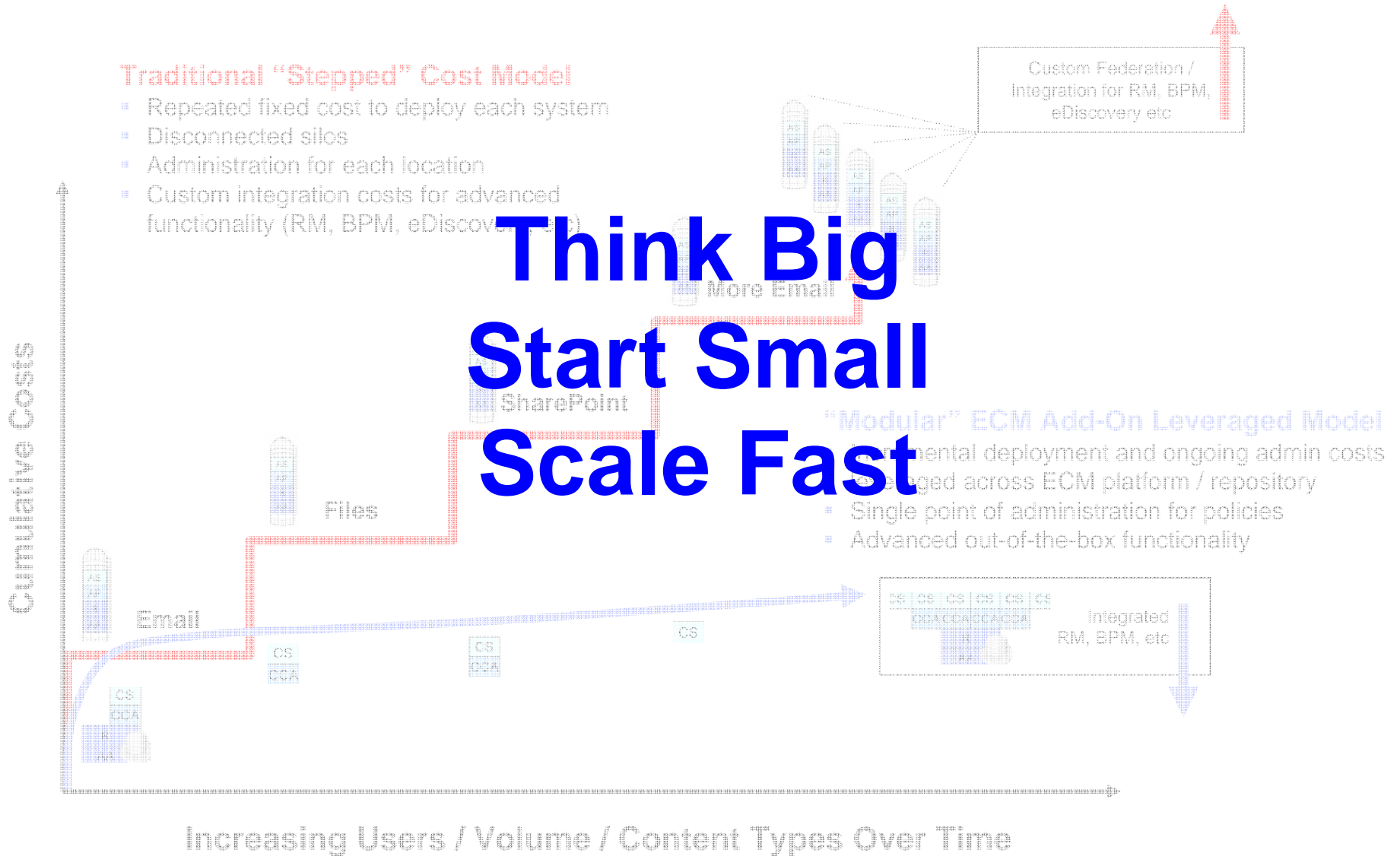
**Key Concept:** Multiple CCA products can “feed” a single repository



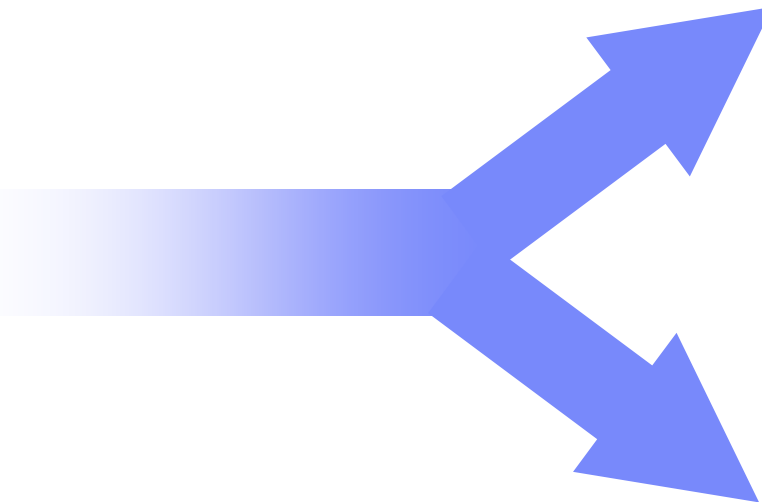
# The ROI of a Common Platform Approach

## Traditional "Stepped" Cost Model

- Repeated fixed cost to deploy each system
- Disconnected silos
- Administration for each location
- Custom integration costs for advanced functionality (RM, BPM, eDiscovery, etc.)



## Email Archiving Market is Evolving on Two Fronts



Many organizations already planning to federate or migrate email point solutions into a larger ECM strategy

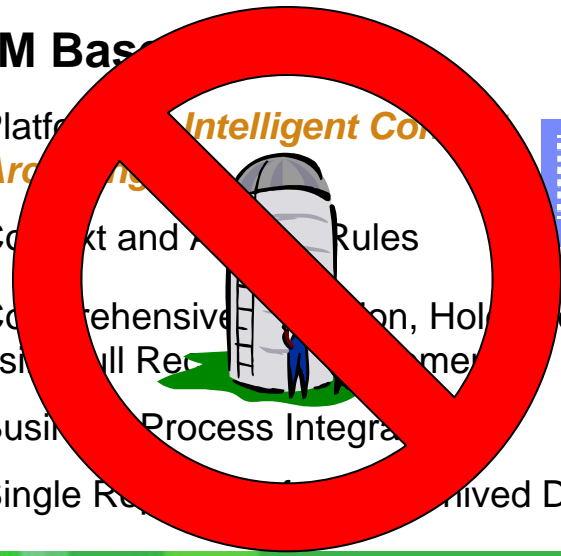
### Archive Point Solutions

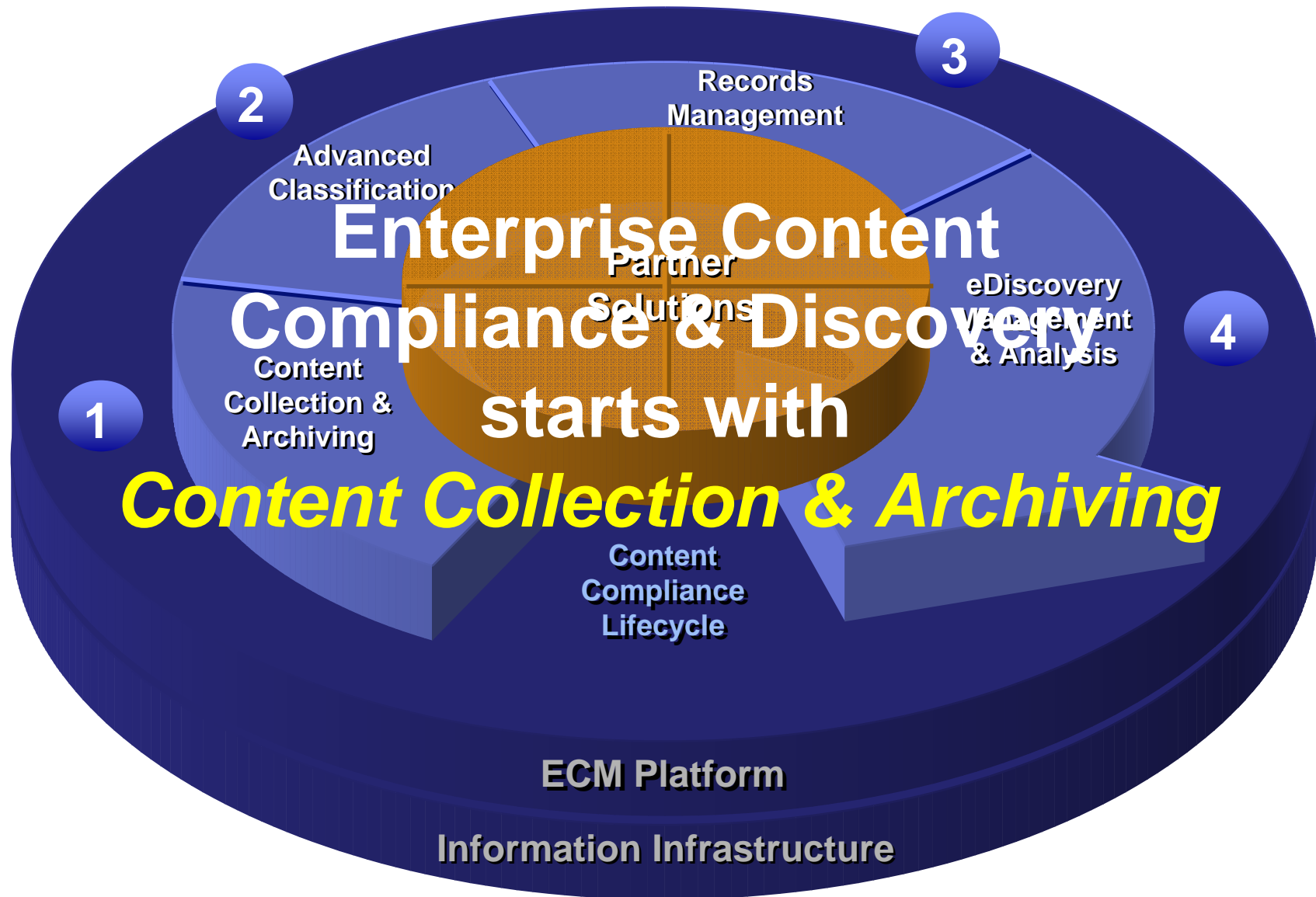
- Easier to Deploy and Maintain
- Simple Archiving Rules
- Simple Retention Policies
- Another Repository Silo
- Lack Records Mgt and ECM integration



### ECM Based

- Platform *Intelligent Content Archiving*
- Context and Archiving Rules
- Comprehensive Retention, Hold and Destruction using Full Record Lifecycle
- Business Process Integration
- Single Repository for Archived Document Types





# Archiving and Managing Email



Key Business Drivers			
Archive Email for Mailbox and Storage Space Management <b>1</b>	Manage Email as a Record and Ensure Compliance <b>2</b>	Manage Email as Content ... Extract Knowledge and Data Buried in Email <b>3</b>	Manage Email as Part of a Business Process <b>4</b>
<p>To reduce operational problems introduced by the growing size of email data stores.</p> <ul style="list-style-type: none"> <li>▪ <b>Manage mailboxes</b></li> <li>▪ <b>Increase Server Performance</b></li> <li>▪ <b>Enable Faster Backup and Restore</b></li> <li>▪ <b>Easier Server Upgrades</b></li> <li>▪ <b>Leverage Storage Best Practices</b></li> <li>▪ <b>Apply Simple Retention</b></li> </ul>	<p>To comply with regulations, produce email records when required, enable good corporate governance and facilitate electronic discovery</p> <ul style="list-style-type: none"> <li>▪ <b>Enable Records Management</b></li> <li>▪ <b>Perform Legal Discovery</b></li> <li>▪ <b>Supervise and Monitor for Non-Compliance</b></li> </ul>	<p>To manage, mine, extract, organize and analyze knowledge, content and data buried in email</p> <ul style="list-style-type: none"> <li>▪ <b>Manage Email as a Content Type</b></li> <li>▪ <b>Automate or Suggest Message Classification</b></li> <li>▪ <b>Use Content Analytics to Identify Trends, Risks, Analyze Data</b></li> <li>▪ <b>Additional Tagging and Meta Data Creation</b></li> <li>▪ <b>Response Suggestion or Routing of Email</b></li> </ul>	<p>To accelerate and automate business processes where email participates in the workflow or is part of the active case</p> <ul style="list-style-type: none"> <li>▪ <b>Automate Workflow steps</b></li> <li>▪ <b>Associate Email Content to Processes, Cases and LOB Systems</b></li> </ul>

## Begin with Email Collection

*The ability to archive email messages via automated or manual methods*



### Messaging Platform



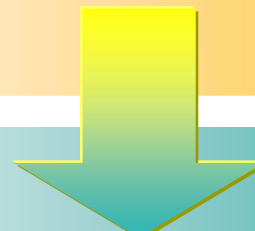
Domino

Exchange

Group Wise

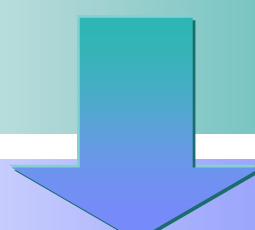
Automatically capture all or some messages from Journal, Inbox and other locations

Manually archive messages



Archive Engine

Archive based on policy, then optionally declare as record

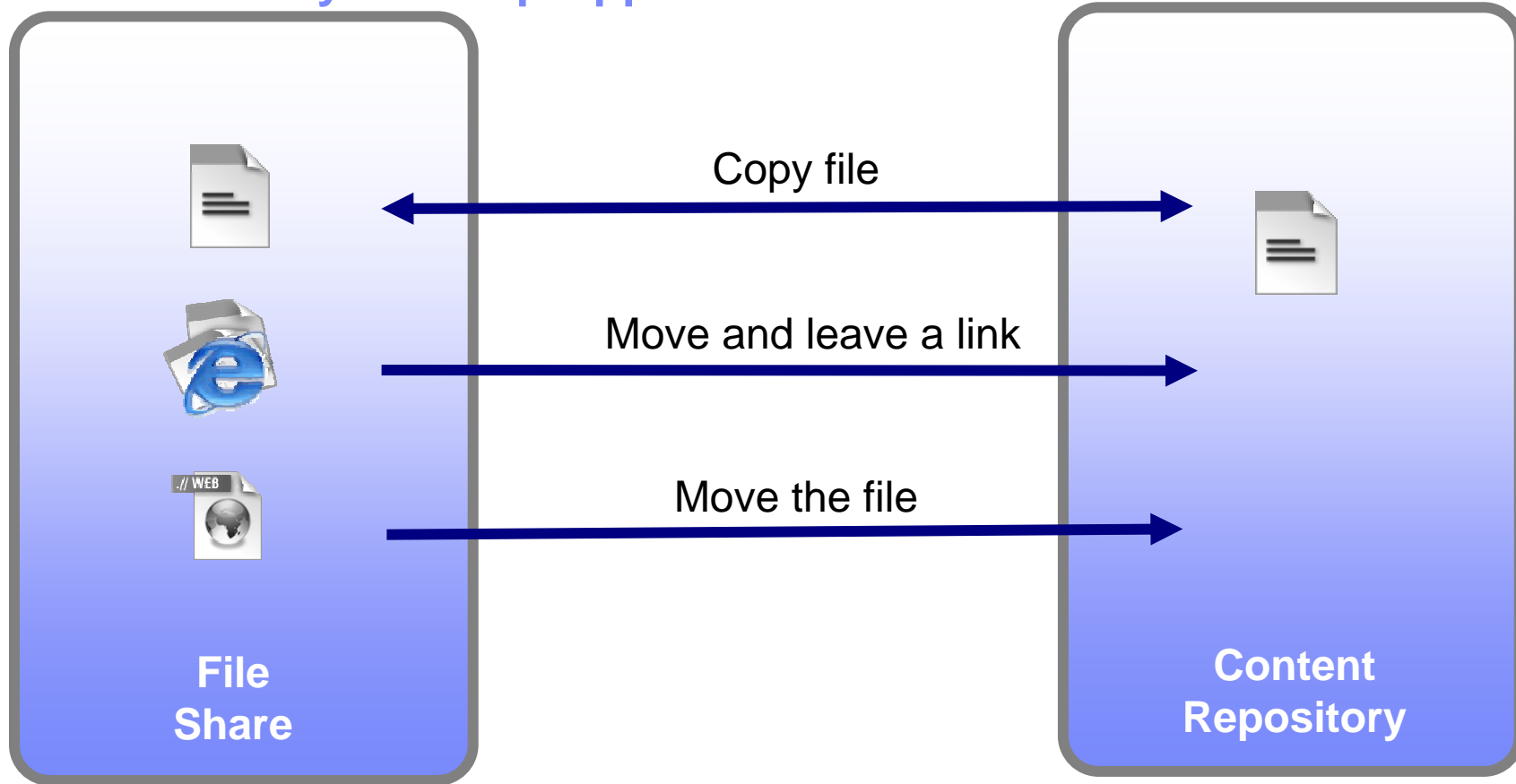


ECM Repository

Search messages and place on legal hold. Potentially link to key business processes.

ECM Platform

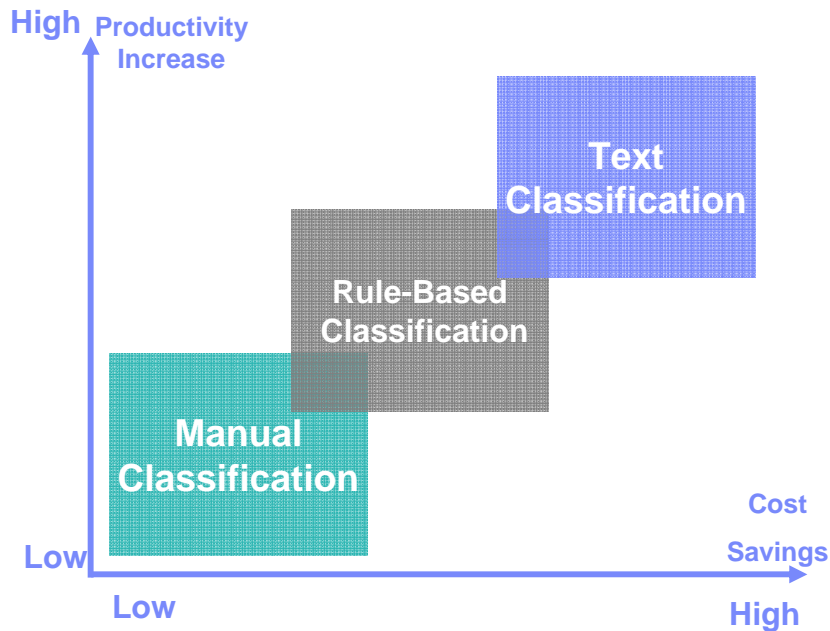
## Extend to other content types Generated by Desktop Applications



Files can be processed more than once to allow flexible file processing and management

## Intelligently Keep Only What Has Business Value

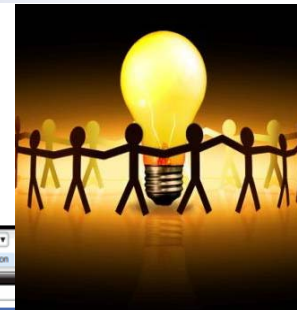
## Manage Content To Extract Knowledge



Different business scenarios demand a different balance between each method

Understand the meaning of content, e.g., email, and gain breakthrough insights

- “Who is communicating with whom, on what topics, when? Who are the key players? Anything that shouldn't be said?”



Search results for keyword: "Gamer"

Date	Flags	Sender	Recipient	Subject	Content
8/10/00	none	chris.moore@jant enterprises.com	mark.nuara@jant enterprises.com	Let's name this thing and go...	Let's just decide on a name so we can go...
8/10/00	none	jane.austin@jant enterprises.com	mark.mckinney@jant enterprises.com	Request for update on research...	Hehe, just looking to get an update on the f.c...
8/10/00	none	kevin.mcdonald@jant enterprises.com	los.griffin@jant enterprises.com	Status update on research	Here is what I've been working on so far for...
8/10/00	none	bruce.mccullough@jant enterprises.com	blaine.patch@jant enterprises.com	New to the team	Hi Everyone, I've just been added to the tea...
8/10/00	none	scott.thompson@jant enterprises.com	jay.sherman@jant enterprises.com	Where to go to lunch next week	What are the votes? Party at that one place...
8/10/00	none	dave.kiley@jant enterprises.com	jeff.wigley@jant enterprises.com	I found a ring	Silver with a red stone, possibly ruby or g...

## Records Enable Content both physical & logical records

- Automate the entire records management lifecycle process
- Invisibly enforce consistent compliance and RM policy
- Ensure preservation of accurate and trustworthy records



# And Find It When You Need It

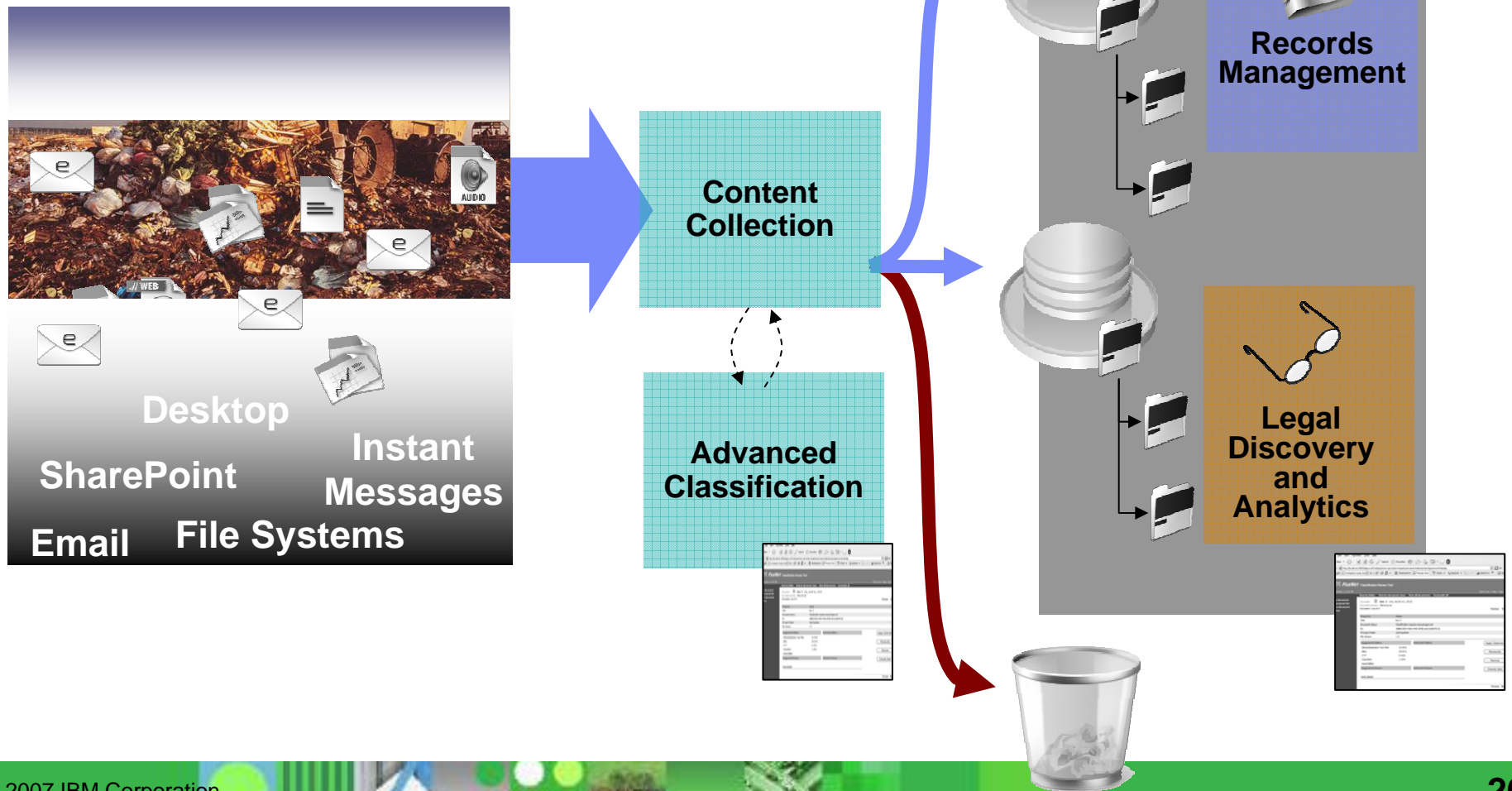
The screenshot shows the IBM Mail Search Client interface. The main search form includes the following sections:

- Query name:** MyQuery
- Date Range (MM/DD/YYYY):** Start Date: 11/01/2004, End Date: 11/01/2006. A calendar popup is visible for November 2005, with the 30th highlighted.
- Sort Options:**  No Sort,  Sort Descending,  Sort Ascending
- Names:**
  - From:** [Empty text box]
  - Recipients:** [Empty text box]
  - Logic:  and,  or
- Content:**
  - Subject:** [Empty text box]
  - Logic:  and,  or
  - Body and Attachments:** salary
  - Advanced Search Options: -- Advanced Search Options --
- Hold Reason:** Select From Hold Reasons: -- Select Hold Reason --

Annotations with arrows point to specific features:

- Attribute search:** Points to the 'From' and 'Recipients' fields.
- Full-text search on content:** Points to the 'Subject' field.
- Advanced search:** Points to the 'Body and Attachments' field.

# Only A Platform Approach Can Effectively Address Content Compliance



Business Drivers

Archiving Solutions

Best Practices

Customer Success Stories



## Federal – General Services Administration

### Challenge

- Huge volume of Email
- Email servers over capacity
- Operational issues due to growing size of email and data stores
- Need to retain emails relative to federal procurements
- Lots of litigation. Need to search for Email across mailboxes

### Solution

- Software (ECM / Email Management)
- Storage
- Servers

### Business Benefits

- Management - significant reduction of time to search for Email
- Administration – able to store all Email in a common repository.
- Compliance - able to comply with legislative mandates for retention

*“GSA is very pleased with their solution because it met their need for reducing stress on their Email system and helped them meet their compliance challenges“*

Lance Adams, ECM sales rep

## State of Arkansas

### Challenge

- Legislature mandate: required to retain all records – including Email – for specified time period
- 10,600 mailboxes
- Out of storage capacity on Email servers
- Required compliance by 2007

### Solution

- Software (ECM / Email Management)
- Storage
- Servers

### Business Benefits

- Met compliance deadline
- Reduced administrative costs
- Standard ECM platform to meet current and future needs
- Repository that can store all types of unstructured data – not just Email

*“The solution was positioned as an ECM Platform for Email Archiving and Management that would address the State’s immediate needs, with the ability to expand to meet future ECM requirements for Imaging, Document Management, Workflow, eForms, etc. The ECM Platform also has the ability to leverage and federate content from other legacy repositories.”*

Dennis Lowe, ECM Sales

## The Student Loans Company

### Challenge

- Manage email volume growth without affecting end-user community
- More than 1,000 mailboxes

### Solution

- Software (ECM / Email Management)

### Business Benefits

- Initially saved 30-40% of storage capacity
- Anticipates 50-60% when fully deployed, incl. attachments
- Easy to use and maintain solution

## Why leverage an ECM Platform for Intelligent Content Archiving?

- Scalability: Think Big, Start Small, Scale Fast
- Single platform for collection, processing, analytics and review
- Proactive Approach

### *The Cost of Getting It Wrong is Staggering*

“While building an eDiscovery platform is costly, the risks of not doing so outweigh the costs because **reactive approaches are inefficient, risk prone, and inconsistent**. Organizations that continue to conduct fire drills when discovery requests come in will undoubtedly endure higher costs and risk sanctions resulting from improper eDiscovery efforts”

– *Forrester*

# Questions

