

## WHY ARCHIVE EMAIL?

### The critical difference between backing-up and archiving.

For most companies, email is now a business-critical application and one of the most important databases in the organization.

Many businesses now conduct the vast majority of their communications through email. Email is widely accepted as valid documentation of agreements, orders and approvals, with attachments that include formal contracts, invoices and receipts.

#### Sharpen your company memory.

Email is also a historical chronicle that effectively comprises the “company memory.” While you may currently backup your company’s email to tape or other media against the possibility of network failure or unexpected disaster, finding and restoring email from backup media is time consuming and labor intensive.

An archiving solution such as ArcMail Defender with fast search and restore functions enables you to “remember” quickly and immediately put stored information to competitive advantage.

The benefits of archiving with ArcMail Defender in cost-savings, employee productivity, IT performance and legal and regulatory compliance can be significant:

#### Knowledge Management

- Maintain a complete, secure, real-time archive of every incoming, outgoing and internal email and attachment
- Users can access archived emails and attachments but can’t alter or delete content
- Search archive in seconds by Sender, Recipient, Subject, attachment name and file type, date range and full text of messages and attachments

- Quickly restore emails to inboxes or compile in another folder to burn to DVD or CD

#### Storage Management

- Centralized, storage for all email accounts
- More efficient, cost-effective media utilization than tape backups
- Reduce network backup time, hardware requirements and media costs by keeping old email off of mail servers.

#### Risk Management

- Access to complete “paper trail” quickly resolves disputes and prevents litigation
- Deters employees from inappropriate use of company email and offensive content
- Eliminates need for users to store email on personal media and the accompanying risk of misplacement and theft

#### Improve Mail Server Performance

- Eliminates need to keep old mail on server
- Reduce requirements for mail server capacity
- Prevents email blockages caused by users being over mailbox storage limits

## Employee Productivity

- Eliminates need for users to manage mailbox sizes by downloading and filing email on their PCs — an “underground archive” that is rarely backed up
- Users can quickly search and restore without tech support
- Saves time and enhances competitiveness by giving employees fast access to the company knowledge base that resides in email

## Business Continuity

- Archive serves as real-time backup for all email and attachments
- Automatic archiving of all employee email ensures that the company retains access to email when employees leave
- Prevents email-storage growing pains

## Compliance and Legal Discovery

- Restore emails on demand to comply with Sarbanes-Oxley Act, HIPAA, the Gramm-Leach Bliley Act, the Freedom of information act (FOIA), the USA Patriot Act, Securities and Exchange Commission and other regulations
- Comply with new Federal Rules of Civil Procedure
- Avoid fines, penalties, and expensive, time consuming restores of backup tapes
- Demonstrates a commitment to best practices that earns the confidence of customers, employees and investors

**The right archiving solution can positively impact every aspect of your business.**



## Contact Us

To learn more about ArcMail's complete email archiving and management solution, call **866-417-6495** or visit **www.arcmailtech.com**.

## The growing challenge of email management.

According to research by the Radicati Group, a typical corporate user now generates about 18MB of mail and attachments per business day, or about 4.3GB of electronic data per user/per year. This number is expected to grow to over 28MB per day (or 6.7GB per year) by 2011. (Source: eWeek.com, April 30, 2007)

## The high cost of not complying with requirements to produce email records.

In February 2006, the SEC fined Morgan Stanley \$15 million because of their inability to provide investigators with required emails.

In March of 2004, Bank of America was fined \$10 million by the SEC for failure to continue to retain email records regarding a recent merger, and for taking too long to comply with regulatory requests.

In December 2002, Salomon Smith Barney, Morgan Stanley, Piper Jaffrey & Hopwood, Deutsche Bank and Goldman Sachs were fined a total of \$8.25 million because of their failure to preserve electronic data on non-rewritable, non-erasable storage.

In the case of *Best Buy Stores v. Developers Diversified Realty Corp.*, Developers Diversified said that they did not have the resources to find all the required electronic records. The court gave them 28 days to produce the materials from 345 backup tapes, at an estimated cost of nearly \$500,000, not including attorney fees.

In the case of *Zubulake v. UBS Warburg*, a jury awarded \$29.2-million in the largest single sex discrimination verdict in U.S. history after UBS Warburg could not produce copies of relevant emails. The jury was instructed to “infer that the [missing] evidence would have been unfavorable” to the defendant.