



WHITEPAPER

Benefits of archiving email in the Cloud

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THE IMPORTANCE OF EMAIL ARCHIVING

Email has become an integral part of business work-flow. With over 70% of communication being carried out by email, its volume in the workplace continues to grow exponentially. As this trend can only head in one direction, the questions every organisation must consider are, 'Where will we store this business data? And, more importantly how will we access it going forward?'

- **Ad-hoc Archiving Policies**

In the absence of a Global Archiving Policy (GAP), staff will develop their own individual, very often rudimentary, unsecure archiving methods. Without a GAP in place, and more importantly, a central archiving system, staff have little alternative but to find their own archiving solution.

- **End-User Mailboxes Become Choked**

Limiting the size of end-user Mailboxes is a common IT response to relieve pressure on the network. When a Mailbox becomes choked, the end-user has no option but to quickly free up capacity to ensure new incoming mail can be received. This regularly results in either arbitrary deletion, or an archive being created on their individual computer, placing important information outside of the regularly backed-up infrastructure, and therefore at risk of irrevocable corruption or total data loss.

- **Risk of Losing Intellectual Property**

Business faces substantial risk by not implementing and enforcing a GAP, and by not archiving email to one defined central repository. One popular approach is to 'mass-delete' anything over a certain date – very often erasing anything more than 12 months old. Not only can this contravene legal requirements, it places little value or importance on key intellectual property which may only exist within the email environment.

- **Archive Access Restrictions**

Very often, access to archived email proves challenging. Data generally resides in individual PST files making retrieval difficult, and in some cases, extremely costly. Individual PST files can contain multiple archives, presenting further problems of selection and identification.

- **Avoiding Disaffected Deletions**

It's not uncommon for staff to attempt to disrupt a business, whether they are leaving of their own accord or at the request of the business. The option of deleting business-critical information held in their Mailbox and local archives may present 'low hanging fruit' too enticing to resist, potentially presenting serious ramifications to the business.

THE RISKS OF NOT MEETING LEGAL OBLIGATIONS

Regardless of industry segment, there are legal, regulatory and corporate governance requirements for organisations to store certain records for up to seven years. This includes email and attachments, more often than not the vehicle used for business communication.

In the event of litigation, email archives are an early and significant target, known to deliver clear insights into the actions and behaviours of a business as it prepares to defend or prosecute a legal case. When presented with an e-discovery requirement, a business can dramatically reduce its costs by having a system that provides simple, efficient company-wide search and retrieval.

ENFORCING EMAIL RETENTION

Yet having a central email archiving system is only part of the solution. If relying on the end-user to manually archive emails, the system will be prone to failure, capturing only sporadic batches of communication at best.

A GAP will explain to your staff what the business requires, and the central system will provide a base to build your business archive. But how can you be sure staff will comply? The only way to guarantee all email is being archived is to automate the process.

THE BENEFITS OF SAAS EMAIL ARCHIVING

In the past, archival needs were met by onsite software, hardware and appliances. But on-line activities, data volumes and associated risks and vulnerabilities continue to increase dramatically. Today, traditional onsite “solutions” struggle to keep pace with the volume of data, management of software updates, and the cost of hardware maintenance and upgrades. There is an alternative approach: SaaS (Software-as-a-Service). SaaS is a method of delivering software applications over the Internet – as a service. Rather than having to install and maintain software and hardware within your own network, SaaS allows you to remotely access business applications.

SaaS solutions allow businesses to stay ahead of the curve and to position their infrastructure for future needs. A SaaS email archiving solution provides a range of benefits over traditional, onsite appliances, including:

- Reduced dependencies on manual operation
- Ability to capture email early
- Guarantee of 100% emails being archived
- Reduced Total Cost of Ownership (TCO)
- Reduced Dependence on Manual Operation

SaaS based email archiving solutions operate in the background, independent from staff interventions. Emails are automatically archived in a central location. The business benefits with improved productivity, as staff no longer waste time archiving emails instead of focusing on revenue generating activities. Data integrity is assured through the automated process, and the business is assured that all information is being captured in one central repository, backed up, and fully secure.

- **Ability to Capture Email Early**

As the SaaS archiving solution operates 'in the Cloud', it receives inbound email before it reaches an end-user's inbox, ensuring there is no chance of business-critical information slipping through the archival net. It also immediately archives outbound email as soon as it leaves your Mail Server.

- **Guarantee of 100% Emails Being Archived**

The SaaS-based solution operates seamlessly in the background. This means that 100% of businesscritical information is being stored and is not reliant on manual staff operations, or vulnerable to being deleted by those disgruntled employees.

- **Reduced Total Cost of Ownership (TCO)**

SaaS solutions offer significantly reduced TCO. A business no longer needs to invest in any hardware, software or maintenance in order to have a solution in place. Instead, the service is funded via OpEx, rather than the traditional CapEx, on a monthly subscription basis. The system can scale upwards or downwards to fit with the needs of the business as well as being fully maintained by the vendor.

WHY CHOOSE SAFEGUARD?

SafeGuard is a SaaS-based, online email archiving and retrieval solution, archiving all inbound and outbound email in to a central, secure source.

SafeGuard provides a 100% guarantee of service uptime, together with unlimited storage, ensuring all business-critical email communications are safe and secure for as long as required. SafeGuard provides peace of mind that your email archiving system meets legal and regulatory compliance requirements. It also provides an easy-to-navigate end-user search and retrieval interface.

SafeGuard archives your email 'in the Cloud' in Tier 4 Data Centres, geographically dispersed to protect your information from physical assaults and acts of nature. It archives 'forensically intact' email to enable you to retrieve the information exactly as it was originally sent or received.

SUMMARY

For further information and to request a 14-day free trial of the SafeGuard service, please visit www.mailguard.com.au/mailguard-signup.

Organisations considering email archiving may also be interested in our SaaS-based email continuity service, MailGuard Live. To receive more information about MailGuard Live, please visit www.mailguard.com.au/services/mailguard-live.