

Sonasoft

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Email Archiving Benefits

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INTRODUCTION

In this digital age, small and medium businesses (SMBs) continue to rely heavily on e-mail as their primary form of business communications. This has led to a proliferation of e-mails and an increased need for e-mail storage and continued growth in size of mailboxes.

With the voluminous amounts of e-mail data that SMBs now store, secure storage and easy access to information are a key challenge. Until now, there has been a lack of simplified storage of historical e-mails and no easy way to securely find specific information when needed.

Another trend that is forcing SMBs to change how e-mails are stored and managed is the increased requirement for regulatory compliance. According to a Current Analysis report entitled "E-mail Archiving" from April 2009: "Amendments to the Federal Rules of Civil Procedure for Electronic Discovery (FRCP) enacted in December 2006, are thrusting new document retention policies to the front of the CIO's project list." Unlike some more specific compliance regulations, e-Discovery rules affect every type of company in every industry. If you can be sued in a federal court, then the rules apply. Failure to comply can mean fines, sanctions, executive liability and other far-reaching effect on business and on the bottom line.

SMBs must also ensure that there is protection of mission critical e-mails and applications in the case of a power outage or maintenance window. Loss of e-mails can lead to negative impacts to business revenues and a decrease in employee productivity.

E-mail archiving can help solve many of the problems previously outlined. E-mail archiving manages the information lifecycle management of e-mails and is an important tool to maintain the integrity of e-mail information and minimize administrative headaches for both users and the IT department.

BENEFITS OF EMAIL ARCHIVING

There are many benefits to e-mail archiving and they are listed below:

The first benefit is to aid the SMB in **meeting legal requirements**: compliance to regulatory requirements such as Sarbanes Oxley, HIPAA, SEC 17a-4 and the Patriot Act (to name just a few). All these legal requirements specify how to manage the email lifecycle: which emails to keep and for how long, and which emails to dispose of and when. In the case of legal action the email archive should be fully indexed and searchable, so that that retrieving emails is done as efficiently as possible. This saves SMBs from paying costly lawyer fees for manual searching of printed e-mails.

A second benefit is **improved system performance** and **reduced costs**. When e-mails are archived, they are removed from a central e-mail server. Mail box sizes decrease which results in the need for less expensive disk storage and reduced back-up and restore times. There is also quicker access to the now smaller mailboxes and better protection of e-mails in the case of an outage or maintenance window.

Finally, email archiving helps to **manage the retention of corporate information**. As such, email archiving enforces the policies to retain and/or delete emails thus reducing legal exposure. Archiving can be used to analyze email and take centralized decisions and actions.

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REQUIRED FEATURES

All these requirements lead to a long list of features that have to be supported by a real archiving solution tailored to the SMB. Requirements such as:

- User ID management
- User Transparency
- Capture capability
- Extraction capability
- De-duplication
- Compression/encryption
- Retention capabilities
- Storage capabilities
- Meta data capabilities
- Search capabilities (search in search)
- Litigation hold/Case management
- Examination (compliance, questionable use)
- Record destruction procedure
- Platform support (HW, SW, OS, Mail, Client)
- Index/Data Base Architecture
- Data protection capabilities.

An SMB must carefully choose which archiving solution to deploy. If the wrong solution is chosen, the SMB's e-mail troubles will double instead of disappear.

SONASOFT: THE RIGHT CHOICE FOR THE SMB

Sonasoftware offers an e-mail archiving solution that has been specifically architected for the SMB market. Sonasoftware offers business continuity to small to medium enterprise's business with full protection of mission critical data at all times. Unlike other e-mail archiving vendors on the market today, Sonasoftware offers a fully integrated and automated solution for

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archiving, data backup and recovery architected to minimize SMB costs.

The following sections outline how Sonasoftware's solution is differentiated in the market place when compared to other competitive solutions.

Sonasoftware provides separate business continuity applications that can become a **fully integrated solution** that includes Backup, Disaster Recovery, Replication, and Archiving all while being server agnostic. Customers can add functionality without having to go through an extensive installation process. Most importantly, SMBs do not have to integrate applications from separate vendors by themselves. By combining the various components of the individual applications, the SMB gains a tremendous advantage by leveraging the architecture of the Sonasoftware solution to receive enterprise functionality and scalability at a fraction of the cost.

Sonasoftware's technology and products are **designed from the ground up for the SMB** who is using the Windows operating system. When compared to the product offerings of the main competitors that were built with the larger enterprise in mind, Sonasoftware's archiving works much better in an SMB environment.

As a security measure and in order to comply with legal and statutory requirements, an organization can impose certain restrictions on internal and external email communication. Sonasoftware is one of the few archiving solutions for the SMB that actually implements this important feature by **automatically flagging messages** that appear to violate such a policy.

Another unique feature of Sonasoftware's archiving technology is that when combined with replication it allows for **multi-version Microsoft Exchange support**. This means that the SMB can run different versions of the Microsoft Exchange email server side by side. All competitor's products require that all of your Exchange servers all run on the same version, which creates technical nightmares when upgrading.

Finally, Sonasoftware has an **SMB oriented pricing model** with competitive price

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points that matches the financial considerations of any SMB.

CONCLUSION

The ubiquity of e-mail within an SMB continues to pose a number of challenges in the areas of storage, mail box size and secure information retrieval. Sonasoftware offers a comprehensive portfolio of products for data recovery, restore and backup, e-mail archiving and data protection. Sonasoftware ensures that data and applications are protected at all times so that the SMB business continues to run smoothly without any disruption. Sonasoftware provides simplified storage and quick, easy access to critical data all at cost effective price points targeted for the SMB budget.