

Why Archiving is So Important in GroupWise Environments

An Osterman Research White Paper

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Why Should You Read This White Paper?

A growing proportion of corporate records – contracts, proposals, purchase orders, important communications with clients, corporate policies, etc. – are sent and stored in email systems. As a result, business records stored in email systems need to be preserved just like any other business record. While there are few regulations that require records stored in email systems to be preserved in their native email format, the growing quantity and diversity of these records make it increasingly prudent for organizations to store them in their native email format. Further, data storage in its native format also allows for easy access to the data using the same application on which it was originally created without the need for conversion to or from a second or third archived format, thus easing the access, restoration, and viewing of the data for administrative or end-user needs.

As a best practice, organizations of all sizes and in all industries should preserve their business records stored in email systems in an email archiving system. Such a system indexes incoming, outgoing and internally sent emails and attachments, migrates them to archival storage, and then makes them searchable and retrievable using built-in search capabilities.

WHY SHOULD YOU ARCHIVE?

There are four primary reasons than any organization should archive their email-based records:

- **E-discovery**

According to an Osterman Research survey of mid-sized and large organizations conducted in 2008, nearly two-thirds of organizations have been ordered by a court or regulatory body to produce employee email or instant messages, while a slightly higher percentage have referred back to their email or instant message archives or backup tapes to support their innocence in a legal case.

New amendments to the Federal Rules of Civil Procedure (FRCP) that went into effect in December 2006 have made e-discovery a much more serious issue than it was even just three years ago. An email archiving system can help an organization to recover its email-based records more quickly and less expensively than through the use of other means.

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- **Regulatory compliance**

In September 2007, the Financial Industry Regulatory Authority (FINRA) announced that Morgan Stanley would pay \$9.5 million to two sets of customers that made claims against the company, and would pay \$3 million for not providing email and supervisory content.

An email archiving system can help heavily regulated industries to comply with the

growing number of records-preservation requirements they face and will face in the years to come. Regulators in the financial services, energy, healthcare and other industries are becoming much more serious about corporate oversight – expect the level of oversight to increase dramatically as a result of the recent problems in global financial markets.

- **Storage management**

Email storage is growing at an average rate of 30+% annually – three out of five decision makers cite the growth of messaging storage as their leading messaging-related problem. An archiving system, by automatically migrating emails and attachments to archival storage and replacing them with “stubs” that point to the archived content can resolve many storage- and quota-related problems and make life easier for IT staff charged with managing the email system.

- **Knowledge management**

Most of the information that email users manage on a daily basis is somehow tied up in the email system – attachments, contacts, tasks, various business records, etc. An archiving system can help organizations to preserve this content for long periods so that employees have access to the “corporate memory” that they have been paid to produce.

In short, email archiving can help organizations to address all of these problems and can satisfy a wide range of legal, compliance, regulatory, storage management, knowledge management and other problems. Further, email archiving will typically reduce the risk from non-compliance with legal or regulatory obligations, reduce overall storage costs and will retain corporate knowledge that is locked away in GroupWise message databases.

This white paper discusses the several reasons to implement an email archiving system in Novell GroupWise environments. It also provides an overview of GWAVA – the sponsor of this report – whose offerings are focused squarely on helping GroupWise-enabled organizations to deploy archiving solutions.

Reasons to Deploy Email Archiving Capabilities

There are many reasons for GroupWise-enabled organizations to deploy email archiving capabilities, any one of which can typically justify the entire cost of an archiving solution.

LEGAL COMPLIANCE

Email contains a growing proportion of business records that must be preserved for long periods. Further, email is increasingly requested during discovery proceedings because of the FRCP and related issues. As a result, it is critical that email be made available for legal discovery purposes.

The Federal Rules of Civil Procedure (FRCP) are, for most organizations, the single most important reason to deploy an email archiving capability. The FRCP are a set of rules that are focused on controlling and managing the court procedures for civil suits conducted in

the United States district courts. While the United States Supreme Court is responsible for promulgating the FRCP, the United States Congress must approve these rules and any changes made to them.

A number of important revisions were made to the FRCP and these went into effect on December 1, 2006. These changes represented years of debate at various levels of government and the legal system and will have a significant impact on electronic discovery and the management of electronic data within organizations that operate in the United States.

In short, the changes to the FRCP require organizations to manage their data in such a way that the data can be produced in a timely and as complete a manner as possible, such as during legal discovery proceedings. The new amendments codified the concept of Electronically Stored Information (ESI), making electronic data much more important in the context of legal discovery and litigation in general.

Depending solely on corporate mandates or policies to save content will often result in less-than-complete compliance with these policies.

PRE-LITIGATION INTERNAL REVIEW

Another key reason to deploy an archiving system that provides robust access to email is to allow different groups in an organization to conduct a pre-litigation review of corporate data before the commencement of a legal action. For example, if an organization anticipates that it might be involved in a lawsuit, it can conduct an internal investigation to determine if the action might have merit. Doing so will permit senior managers, legal counsel and others to make better assessments of the organization's legal position and, in some cases, settle an action early, thereby avoiding significant and unnecessary legal expenses.

LEGAL HOLDS

When an organization is required to place an indefinite hold on data that might be relevant in a lawsuit, it is important that the organization immediately be able to begin preserving all relevant data, such as all emails sent from senior managers to specific individuals or clients. An archiving system allows organizations to immediately place a hold on data when requested by a court or on the advice of legal counsel.

If an organization is not able to adequately place a hold on data when required, it can encounter a variety of serious consequences, ranging from embarrassment to serious legal sanctions or fines. Litigants that fail to preserve email properly are subject to a wide variety of consequences, including brand damage, additional costs for third-parties to review or search for data, court sanctions, directed verdicts or instructions to a jury that it can view a defendant's failure to produce data as evidence of culpability. It is important to implement a capability that can ensure that the appropriate data is held instead of relying employees to do this manually.

OTHER LEGAL ISSUES TO CONSIDER

Some believe that archiving for legal reasons *before the fact* is not necessary. Their philosophy is that a thorough search of all corporate data repositories *after the fact* will generate the necessary documents for legal discovery, for pre-litigation internal review, etc. However, Osterman Research strongly disagrees with this approach for two reasons:

- Depending solely on corporate mandates or policies to save content will often result in less-than-complete compliance with these policies. Individual users will interpret policies differently, they will mistakenly discard content that should have been saved, and so forth.
- In the absence of a robust archiving solution, email and other business records can be lost, most often through accidental disposal of content that should have been saved. This can result in serious adverse consequences for an organization that is involved in a legal action.

In short, if an organization cannot properly archive email and other content, it exposes itself to unnecessary legal risks. Conducting a search for data in a reactive fashion will not mitigate these risks.

MANAGING STORAGE MORE EFFECTIVELY

Several Osterman Research surveys over the past few years have demonstrated that growth in messaging storage is the most critical messaging-related problem faced by administrators: three in five decision-makers cite growth in messaging storage as a serious or very serious problem. Messaging storage, driven by increasing use of email, larger attachments, spam, etc., is growing at an average of 30% or more annually. This means that a terabyte of storage today will swell to nearly 2.5 terabytes in just three years.

If an organization deploys a properly configured email archiving system that replaces messages and attachments with much smaller stubs pointing to stored content in an archive, it can dramatically reduce the amount of content stored on 'live' messaging servers. This carries with it a number of important benefits:

- **Better email server performance**
If the amount of active content can be reduced on an email server, performance can normally be improved as measured by message delivery time, the size of message queues and other metrics. Further, the ability to offload messaging server data is one of the best ways to improve email server performance – some companies are using their archiving system to enforce strict inbox quotas, such as limiting content stored on servers to no more than 30 days worth of content.
- **Reduced cost of storage**
By migrating data from storage on messaging servers to archival storage, overall storage costs can be reduced, dramatically in many cases.
- **Faster recovery from downtime incidents**
In general, the less content that a messaging server contains, the faster it can be restored from backups following a server crash, an application upgrade or patch gone

awry, and so forth. The use of an archiving system to minimize the amount of content stored on live servers can dramatically speed the server recovery process.

COMPLYING WITH GOVERNMENT REGULATIONS

There is a mistaken notion that there are “regulated” industries and organizations – such as broker dealers – and unregulated ones for purposes of records retention. In fact, all industries and all organizations are, to some extent, regulated for purposes of records retention. While financial services, energy and healthcare-related entities are more heavily regulated than most other types of organizations, everyone must satisfy requirements for records retention.

Industries that are heavily regulated, such as broker-dealers, energy producers or healthcare companies, must satisfy a variety of statutory requirements focused on records retention. For example, the SEC imposes requirements on broker-dealers, hedge fund managers and investment advisors to preserve email and instant messaging communications and to manage these communications in prescribed ways.

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Virtually all organizations must satisfy government-imposed records retention requirements, including requirements like the Occupational Safety and Health Act, the Americans with Disabilities Act, and the Age Discrimination in Employment Act. For example, the Sarbanes-Oxley Act affects all public companies and has been a key issue for regulatory compliance – Osterman Research expects significantly more oversight and regulation as a result of the financial issues that came to the fore during September and October 2008.

A few of the many requirements that include some provision for data retention include:

- SEC 17a
- FINRA 3010
- FDIC Advisory
- Investment Advisors Act of 1940 (hedge funds)
- OCC Advisory
- Gramm-Leach-Bliley Act
- IDA 29.7
- FDA 21 CFR Part 11
- HIPAA
- Americans with Disabilities Act
- Financial Modernization Act 1999
- Medicare Conditions of Participation
- Fair Labor Standards Act
- Toxic Substances Control Act

- Various Federal Energy Regulatory Commission requirements
- UK Data Protection Act
- UK Companies Act
- UK Company Law Reform Bill - Electronic Communications
- UK Combined Code on Corporate Governance 2003
- UK Human Rights Act
- UK Anti-Terrorism, Crime and Security Act 2001
- Basel II
- Markets in Financial Instruments Directive

Most records retention requirements do not impose specific requirements on email or instant messages per se. However, because Osterman Research has found that roughly 80% of enterprises use email for closing orders or performing other types of business transactions, storing records in their native format makes practical and economic sense.

PRESERVING CORPORATE KNOWLEDGE

Given that many organizations routinely purge their email stores, the value of preserving corporate knowledge stored in email data stores is not highly valued in many organizations. However, email contains roughly three-quarters of the information that individuals use on a daily basis, and a large proportion of email users spend more than two hours per day generating and using content stored in email systems. Consequently, a large amount of corporate knowledge is stored in email, making its preservation important. An organization that does not preserve its email content adequately risks the loss of information that it has paid employees to produce.

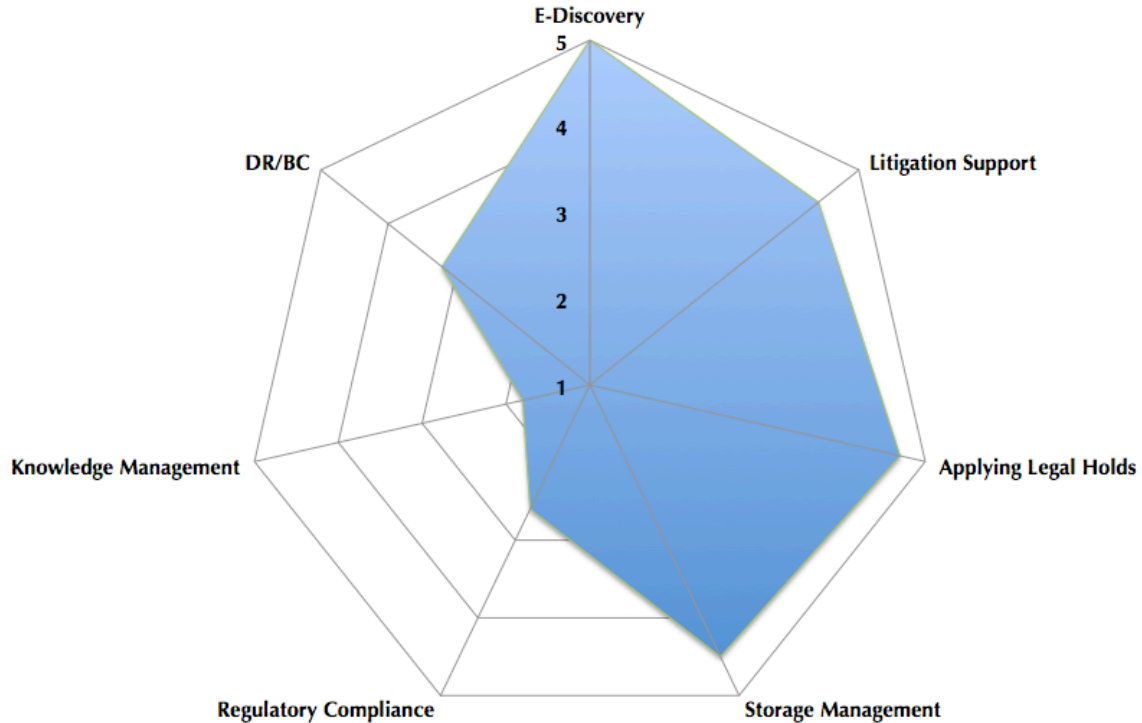
DISASTER RECOVERY AND BUSINESS CONTINUITY

Another key benefit of an archiving system is its ability to support disaster recovery and business continuity initiatives. A properly configured archiving system that keeps a real-time or near real-time record of email communications can be very useful in helping to restore email capability in the event of natural disaster, a power blackout or some other disruptive event.

A USEFUL EXERCISE

As organizations determine their requirements for archiving, it is useful to evaluate current and anticipated requirements for archiving tools in the context of e-discovery, storage management and the like; and then to evaluate various solutions they are considering in terms of how well they meet those requirements. For example, the following figure shows a sample scenario in which an organization has a strong requirement for an archiving technology to support their e-discovery, litigation and storage management requirements, but a relatively modest requirement for archiving to support regulatory compliance or knowledge management. This mapping of requirements, coupled with a mapping of each offering's ability to satisfy those requirements, can be helpful in determining the best fit between requirements and individual archiving solutions.

Sample Map Showing an Organization's Requirements for an Archiving Solution



Important Factors to Consider When Selecting an Archiving System for a GroupWise Environment

There are a variety of very good archiving products designed for use in the GroupWise space. When choosing an archiving capability, there are a number of capabilities and features that decision-makers may want to consider given their organization's specific infrastructure, their current infrastructure, etc.

STUBBING CAPABILITIES

Stubbing is increasingly popular as a means of reducing overall storage requirements in messaging systems. In GroupWise, stubbing is accomplished by storing only the header in the message database and not the message body and any attachments that might be present in the message. Instead, the message body and attachments are stored in the archive and presented to the user only when needed. Stubbing allows for dramatically smaller message databases, resulting in shorter backup and restore windows, lower storage costs and the ability to apply mailbox quotas with little or no negative impact on users.

INTEGRATION WITH THE GROUPWISE CLIENT

Some organizations may want to limit access to an archive only to administrators, compliance officers, legal counsel and other selected individuals or groups. Other organizations may want to provide access for all employees so that individuals can extract their own content from an email archive. In the latter case, an organization may want the archive to be integrated with the GroupWise client in order to minimize the amount of training required for end users to access their content from the archive. This capability can be particularly helpful as a “self-service” offering for employees to search for and retrieve missing or deleted emails.

FORENSICS CAPABILITY FOR INDIVIDUALS AND GROUPS

One of the advantages of maintaining an email archive is the ability to conduct investigations on individual employees, consultants and others by examining archived email content. In many cases, management may want to perform these investigations without the knowledge of the parties whose archived content is being examined.

USE OF MICROSOFT TECHNOLOGIES

Some Novell shops may not want to use Microsoft technologies at any point in their email system and so may want to limit their archiving choices to products that do not run on Windows-based platforms. There are good arguments that can be made for and against this approach, and so platform decisions must be made in the context of overall corporate requirements and preferences.

DELIVERY MODELS

There are three basic methods for deploying a messaging archiving system:

- **Software**

A key advantage of this approach is that it *can be* the least expensive option of the three discussed here, particularly for large organizations. This approach provides a significant amount of flexibility and it allows organizations to re-use existing hardware, further driving down costs. The disadvantage is that this option can be more expensive to deploy and maintain, since an organization must configure servers, install software and manage them internally.

- **Appliances**

The advantage of using appliances is that software and hardware are provided in a single, rack-mountable unit so that they work together seamlessly, and that the software and hardware are optimized for use together. Plus, the cost of deployment is often less than if software and hardware must be deployed separately. However, appliances offer

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somewhat less flexibility than internally deployed software and hardware and their cost for larger organizations can be higher than the software approach on a per user basis.

- **Hosted/managed service**

The chief advantages of this approach are that there are virtually no up-front costs and, hence, no capital expenditures; very little IT involvement in setting up or managing the system; typically good scalability; and high availability. Because these services are priced on a per-seat basis, overall archiving costs can be more predictable. Further, the deployment of additional services or the extension of retention time can be simpler with the use of a hosted or managed service. However, a hosted/managed service can be (but is not necessarily) more expensive per seat for larger organizations.

- **Hybrid archiving**

This model uses a combination of on-premise and hosted components, such as the Proofpoint Fortiva solution that uses an on-premise appliance to encrypt data sent to and from the data center.

OPPORTUNITY COSTS

Any decision about the delivery model for hosted vs. on-premise solutions should take into account the opportunity costs that an organization faces. Organizations may want to conduct their own analysis for the cost of using in-house staff to manage an archiving system versus using a third party service. Some organizations may find it is less expensive to manage the system in-house, while others may find it less expensive overall to have a third party host their archiving capability.

HIGH AVAILABILITY

Because messaging archiving systems must capture all or nearly all email-borne information, they must be available as close to 100% of the time as possible. While email downtime is considered to be a very serious problem by many organizations, the loss of email content during these downtime incidents is typically considered to be a worse problem.

High Availability not only takes into account the uptime of the hardware, but also the ability of the system to guarantee that all data is accurately recorded and that the possibility of data loss is less than 0.1% of the system uptime. For emails, the guarantee is not only for accessibility, but that the data will be available no matter the condition of the client application or of the mail server being accessed. It is also necessary to ensure that the data recorded will not be deleted or otherwise unavailable at the time of archiving – GroupWise accomplishes this through the use of the SmartPurge API, which ensures that no data will be deleted from the mail server until it has been flagged as archived.

SCALABILITY

Email archiving systems must be able to store enormous amounts of data. For example, consider an organization of 1,000 email users, each of whom generates 35 business records in email every workday and whose email must be retained for seven years. Further, consider that email use is growing at only 20% annually. Based on these relatively conservative assumptions, this organization will generate nearly 120 million

archived emails during a seven-year retention period. The archiving system must be able to index and search across all of this information efficiently and quickly.

EASE-OF-USE

Ease-of-use is a key consideration for any archiving system for a couple of reasons. In order to minimize user-training requirements, the interface should be as simple as possible for IT to use when data is requested from the archive. More important, however, is that often non-IT groups – such as legal counsel or senior managers – will need to access the archive, making minimal training requirements an even more important consideration as the number of potential users of the archiving system increases.

EXTENSIBILITY FOR OTHER CONTENT

For most organizations, the most important repository of business records is their email system. However, there are many other repositories whose data must be archived for all of the reasons that are discussed in this report: legal and regulatory compliance, reduction of storage costs, etc. These repositories can include document management systems, CRM systems, inventory control systems and the like. It is important for an organization that is considering archiving to take a long term view toward the types of information it will need to archive and to consider the ability for its systems to manage this content moving forward.

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Summary

An email archiving system can provide many important benefits for organizations of all sizes, including support for its legal and regulatory compliance obligations; its growing storage requirements; its knowledge management obligations and other obligations. A failure to deploy an adequate archiving solution will carry with it serious and negative consequences for any organization.

Sponsor of this White Paper

Since its beginning in September of 2001, GWAVA has had a single focus; to provide the very best solutions to the Novell GroupWise community and to meet the unique needs of GroupWise organizations.



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GWAVA has a rich history in the support and strengthening of GroupWise. With some of the most well known names in the GroupWise community driving the success of GWAVA, GWAVA has stayed focused over the years at enriching the GroupWise Administrator's experience.

All of GWAVA's products and services are focused on GroupWise. GWAVA has become the largest and most successful partner for GroupWise in the history of the GroupWise product. Millions of users have come to rely on GWAVA to fulfill their unique needs.

Retain is an email archiving solution for Novell GroupWise® that integrates directly within GroupWise. Retain takes advantage of GroupWise SmartPurge functionality, ensuring all email is archived based upon specific criteria set by the administrator. Retain also utilizes the latest Novell SOAP API as its base data collector. Retain can be easily installed and configured to archive all GroupWise email in a matter of minutes and provides extensive and easy to use search tools to achieve full control over your GroupWise archives.

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