



# Email Archiving:

Do you know where your electronic messages are?

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ARMA Gaithersburg Chapter

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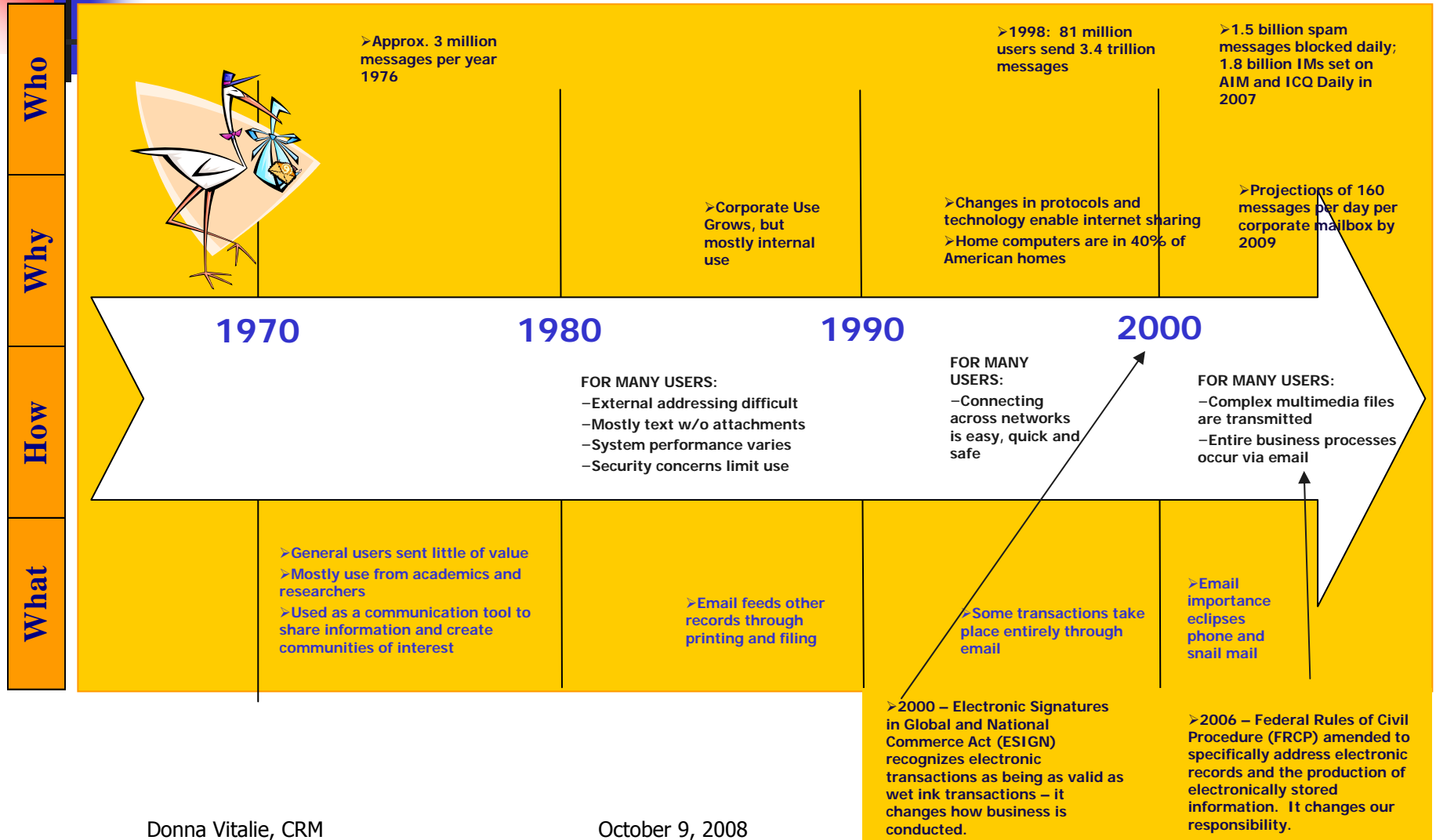


# E-mail Archiving Myths

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- Any email archiving solution is better than nothing
- No need to plan out a solution, just get it in and change it later
- All email archiving solutions are the same
- Records Management can get involved after the technology rolls out

# The Evolution of Email



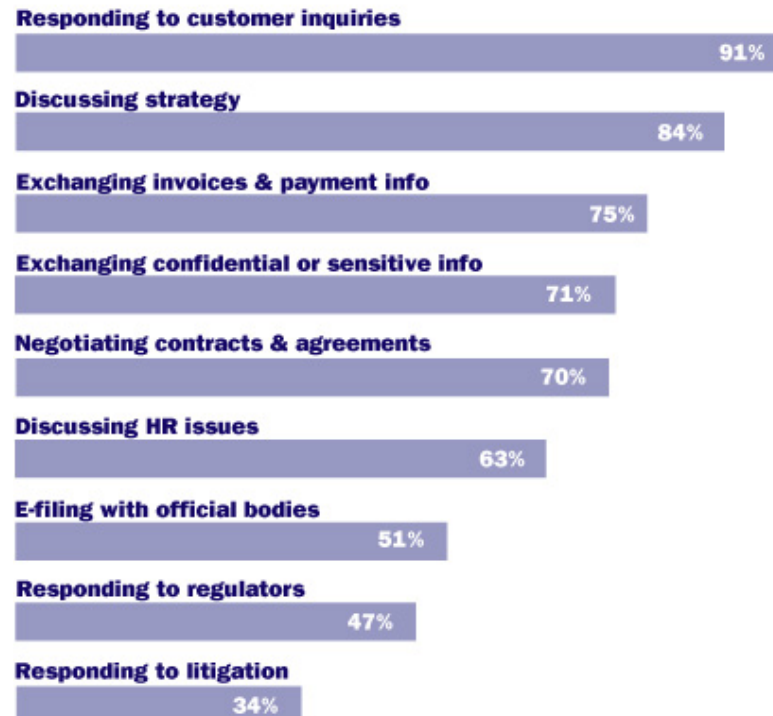
# The Tipping Point: Use + FRCP Amendments + Cases

- *Quon v. Arch Wireless Operating Company, Inc*, June 2008
- *Qualcomm Inc. v. Broadcom Corp.*, 2008...and many others, beginning with:
- *Zubulake v. UBS Warburg*

## Amended Federal Rules of Civil Procedure (FRCP)

- Short timeline for locating and identifying electronically stored information
- Nearly immediate understanding of which existing ESI is inaccessible
- More significant requirements for managing Legal Holds
- Expectation of some production of ESI in its native form

## How Organizations Use Email Today (as a percentage of respondents)



Source: *Electronic Communications Policies and Procedures: A 2005 Industry Study*  
AIIM International and Kahn Consulting, Inc., 2005

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[www.kahnconsultinginc.com](http://www.kahnconsultinginc.com)



# Email Archiving Can Help:

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- Control where email resides
- Improve access to messages
- Reduce storage requirements for messages
- Improve email system performance
- Protect and preserve messages to meet compliance requirements
- Apply Legal Holds
- Manage legal reviews of messages
- Apply retention to messages and allow save/delete decisions based on content, not size
- Enable disaster recovery and limit loss of records through hard-drive loss and pst corruption



# Can We Do This?

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- ☑ Foundational records management program exists
- ☑ Understanding of the deficiencies of the current email environment
- ☑ Understanding of organizational culture
- ☑ Good relationships with technology groups
- ☑ Good relationships with legal and e-discovery people in your organizations
- ☑ Ability to mobilize executive sponsorship
- ☑ Belief that your business case can drive funding



# The Chicken or the Egg?

## (a.k.a., the Policy or the Tool?)

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- Start with policy and retention schedules, and an understanding of your business culture.
- Define Guiding Principles related to email to help your team select a system that can enforce your vision.
- Select your system, make configuration decisions and implement in a test environment to fine-tune.
- Release updated policies with detailed procedures in tandem with a full email archive deployment.



# Meeting Mr. Right

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- Short-list Vendors
  - Existing vendors may have solutions.
  - Gartner Group's Email Active Archiving Market Update, May 2007
  - Professional organizations
- Develop a Scorecard
  - Records Retention
  - Legal Hold and Discovery/Production
  - End-User Impact
  - Company stability, maturity, technology roadmap
  - Integration with existing platforms and technology environment
  - Architecture
  - Reporting
  - Performance
  - References and direct experience
  - Cost to buy, implement, maintain and support



# It's in the Details!

(and this is just a taste!)

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- Single-instance storage (for messages? For attachments?)
- Stubbing (immediately, later, never? How many characters/lines?)
- Ingest or gather old mail (manually, automatically, never? Delete old mail upon ingest?)
- Disable PSTs? (access to old but no creation of new? Delete and disable?)
- Integrating peripherals
- Client/Web/Multiple Platforms
- Extend beyond messages (network shares? Collaborative technology? Document repositories?)
- Folder Structure (Standard folders for all? Standard folders by organization? Custom Folders by users? Both?)
- Cap mailbox sizes?
- All email online or not?
- Clustering?
- Addressing all locations at once?
- Discovery here or in another application?



# Additional Resources

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## About Email Management and Email Archiving:

- “Mitigating the Risks of Messaging”, by Maurene Caplan Grey, The Information Management Journal, November/December 2006)
- Gartner Group’s Email Active Archiving Market Update, May 2007, ID Number: G00148907
- Gartner Group’s “Companies Differ on E-Mail Retention Strategies, May 2006, ID Number G00138530
- The Forrester Wave: Records Management, Q1 2007

## About Email Habits and User Perspectives

- AOL’s annual email survey can be found at <http://www.crazyforemail.com>. Pick your city and get email habits as reported in the survey.
- “Email Becomes a Dangerous Distraction,” The Sydney Morning Herald, September 9, 2008 <http://www.smh.com.au/news/biztech/youve-got-interruptions/2008/09/08/1220857455459.html?page=fullpage#contentSwap2>

## About the Legal Environment:

- “Qualcomm Case Sends Tremors Nationwide” By Jerold S. Solovy and Robert L. Byman [The National Law Journal](http://www.law.com), January 31, 2008 (available at [www.law.com](http://www.law.com))