Archiving 2.0:
What Can You Do Next?

An Osterman Research White Paper

Published February 2015

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EXECUTIVE SUMMARY

Organizations that generate email, files and other electronic content should store their strategically important content in an archiving system that will do several things: protect the content from being modified, store it for long periods of time, and enable it to be searched for relevant information. This traditional view of archiving is essential to help organizations protect themselves during legal actions and to demonstrate their compliance with the growing number of regulatory obligations they must satisfy. Archiving is also an important tool in helping organizations to manage their email users and to manage their storage requirements more effectively.

For all intents and purposes, this is Archiving 1.0: the use of archiving as a defense against the bad things that might happen if an organization cannot find relevant data or if it cannot manage its users and storage requirements effectively and efficiently.

But what about the next phase of archiving, which we're calling Archiving 2.0, or Relationship Analytics? What we mean by those terms is the use of archiving in a proactive sense: using the vast amounts of intelligence locked away in electronic archives to answer a number of significant questions about a company's operations, such as:

- What are the networks of relationships that exist between an organization's employees, customers, prospects, business partners and others; and how do these groups interact with one another?

- How and in what ways do sales and support staff deal with customer issues or prospects' inquiries and what impact does this have on customer retention?

- Are some employees more likely than others to commit fraud or steal information?

- How successful are sales campaigns?

- To what extent do email or other responses from technical support correlate to customer renewals?

- Which employees are most at risk of leaving the company?

Archiving 2.0 is primarily about extracting the intelligence locked away in data archives and using it to understand an organization's operations in ways that would otherwise be impractical or impossible using conventional tools. It expands the traditional archiving paradigm from one of defense to one of defense plus offense: allowing managers to become proactive by gleaning insight from the information that organizations already possess.

Key Takeaway

ABOUT THIS WHITE PAPER
This white paper was sponsored by Trustsphere. Information about the company is provided at the end of this document.

ARCHIVING IS A CRITICAL BEST PRACTICE FOR CONTENT MANAGEMENT

The focus of this white paper is not on why organizations should archive their email and other electronic content to protect themselves, but instead on how archiving solutions and archived data can be used to provide competitive, strategic and other advantages. However, we want to provide here a brief overview of the "traditional" role of archiving and how it is used today.

LITIGATION SUPPORT

For most organizations, the primary reason to implement an archiving capability is to support the organization's litigation activities, primarily legal holds and eDiscovery. An archiving solution enables an organization to immediately and indefinitely retain relevant content in support of litigation holds, it allows an organization to search for and produce all relevant content during eDiscovery efforts, it enables an organization to conduct formal or informal searches on archived data for purposes of conducting early case assessments, and it protects data from being mistakenly or intentionally modified so that its authenticity can be ensured.

REGULATORY COMPLIANCE

In a similar way, an archiving solution permits an organization to satisfy its regulatory obligations to retain, search for and produce data in a way that can prevent it from being modified after the fact. A number of industries are subject to specific obligations to retain data for long periods (sometimes indefinitely), including financial services, energy, healthcare, insurance, pharmaceuticals, utilities, and various manufacturing industries.

IT-RELATED BENEFITS

An archiving solution can also provide a number of functional benefits for IT operations that manage email and other key corporate systems. For example, an archiving solution can migrate content from email servers to archival storage when users' mailboxes reach a certain storage threshold. This allows IT to impose mailbox size quotas in order to maintain server performance without impeding users' ability to store mail. It also makes server backups more rapid and solves the "backup window" problem. Moreover, the use of an archiving solution makes restores much quicker after a server crash since there is less data stored on the server, thereby minimizing system downtime.

END-USER BENEFITS

An archiving solution also benefits end users by allowing them to search for old email and other content themselves long after it has left their mailbox. This provides a significant benefit to IT, as well, since users do not have to make requests to IT in order to find missing or deleted emails and other information.

TAKING AN EXPANDED VIEW OF ARCHIVING

THE PREVAILING VIEW: ARCHIVING AS DEFENSE

The use cases for archiving described above can be viewed as primarily defensive in nature: retaining and producing email and other electronic content just in case an organization gets sued or becomes the target of a regulatory audit, or using archiving as a way of solving IT's backup, restore and storage-related problems. In short, archiving viewed in a traditional sense is akin to the view, "let's manage our content because we might get in trouble if we don't."

DECISION MAKERS NEED TO EXPAND THEIR VIEW

However, Osterman Research is a strong proponent of the much more proactive view that archiving is a means to gather intelligence about an organization and thereby gain competitive or other advantages based on the insight that can be gleaned from this information. For example, enormous amounts of intelligence are (or should be) stored in data archives, including emails, memos, presentations, spreadsheets, social media posts, graphics files, voicemails, contacts, databases, CRM data and a large number of other data types. This content is generated by and stored in email systems, file servers, SharePoint, social media systems, cloud-based applications of various types, CRM systems and other venues. A traditional view of archiving will preserve this content just in case it's needed in the future – a proactive view of archiving will perform analytics on this content to search for meaningful insights that can be extracted from it.

Key Takeaway

WHAT DOES EMAIL CONTAIN?

Email is the primary communication, collaboration and file transport mechanism in most organizations. For example, an Osterman Research survey conducted during December 2014 found that the typical business user sends and receives a median of 127 emails during a typical workday. Moreover, the typical user spends a mean of 162 minutes per day in email – all other communication systems (telephone, social media and instant messaging) are used for a total of 103 minutes per day. Add to this the fact that 94% of email users are employing email as much or more than they were 12 months ago.

So, what does an archive of email communication contain? A wealth of information, including:

- A detailed record of what users are doing during working hours and what they do when they are away from the office working on company business.

- A record of every communication sent to and received from other employees, customers, prospects, business partners, suppliers and others.

- A record of all business relationships that employees maintain in order to perform their duties.

- A record of how employees responded to customers and prospects, as well as those communications to which employees did not respond.

- A record of how long it took employees to respond to time-sensitive communications.

- A record of the appointments that employees set, their location at various times and other relevant information about how they spend their day.

- How employees interact with sensitive content, such as storing or sending content via corporate or personal email systems or cloud repositories.

- The amount and types of content that are sent to competitors.

Moreover, an examination of email stores will reveal the extent to which employees comply with corporate policies, whether or not employees are encrypting sensitive data before it leaves the corporate network, their opinions of senior management, how they view customers, how they support internal workflows, who the influencers in a company really are versus what the organization chart might indicate, and other information that would typically be available nowhere else.

In addition, it is important to note that while email is the primary method employed for communication, collaboration and file transfer, it is by no means the only one. For example, enterprise and consumer social media, text messaging, voicemail and other data types are important content sources and should be included as part of the mix for understanding what really goes on inside of an organization and how employees interact with relevant others.

THE NEED FOR RELATIONSHIP ANALYTICS

What all of this comes down to is the critical need for relationship analytics: gleaning insight from email and other data stores in such a way that the multitude of relationships hidden in these data stores can be analyzed and understood in order to generate insight about the organization, its employees, its customers, its processes and relevant aspects of its operations.

In, short, this is Big Data Analytics applied to enterprise communications.

Key Takeaway

WHAT CAN YOU DO WITH MESSAGING AND RELATIONSHIP INTELLIGENCE?

There are a number of ways in which messaging and relationship intelligence can be employed to make an organization more efficient or to gather insights that would be available through no other means. For example:

- **Investigations**
  The ability to extract intelligence from the content within email archives can significantly reduce the amount of time spent on investigations, such as early case assessments in advance of an anticipated legal action, an investigation about inappropriate employee activity, or an investigation about why a key customer account was lost. The ability to extract meaningful contextual information from email archives will not only shorten the period required for the investigation, but can also reduce the level of staff pain and the costs associated with it. This is because the appropriate relationship analytics solution can allow investigators to quickly navigate relationships and discover unexpected relationships within email that would not otherwise be obvious or noteworthy. The ability to then drill down to the relevant detail enables investigators to speed up their investigations even further. This has been the 'holy grail' for investigators.

- **Risk mitigation**
  Another key use case for relationship analytics is to mitigate risks from data breaches, employee fraud and related types of threats. For example, a study from the law firm Drinker Biddle found that employees whose managers are treating them poorly are more likely to commit fraud or steal data than employees who are being treated well. Using a messaging and relationship intelligence solution, investigators could perform periodic, informal investigations to search for employee complaints about management abuse so that they could take corrective action before fraud occurs. Similarly, such a solution could be used to search for employees who are communicating with an organization's competitors, transferring sensitive files to a personal email address, running a personal business on company time, and the like. A messaging and relationship intelligence tool can help to discover who is violating compliance requirements before these violations come to the attention of regulators.

- **Supply chain management**
  Another important application of messaging and relationship intelligence is the ability to visualize employee communication with unauthorized parties. For example, a major Mexican food-themed, fast food chain in the United States used messaging and relationship intelligence to discover employees who were communicating with unauthorized outside partners or vendors, or those vendors with whom they would not normally communicate.

- **Litigation management**
  Because it is costly for organizations to have lawyers sift through emails during litigation, legal can use messaging and relationship intelligence to zero in on individuals or domains to see communication trends and which individual(s) or domain(s) needs to be investigated further, enabling useful pre-trial or pre-litigation discovery information. Once suspicious or other interesting emails are discovered, those messages can be pulled out of an archive easily.

- **Human capital management**
  Another important use of a relationship analytics solution is to determine when employees might be about to leave an organization and thereby minimize the impact of an employee departure. While the cost of a departing employee can be significant, particularly when the departing employee is a senior person, getting as much advance notice as possible about a potential departure can reduce the impact in a number of ways, including allowing more lead time to find a

Key Takeaway

replacement, minimizing the amount of overtime that remaining employees will have to spend doing the work of the departed co-worker, and transferring as much information as possible from the departing employee about client relationships and other information that might not be recorded in company systems.

- **Sales support**
  Even if an organization has deployed a robust CRM solution, in most cases only a fraction of sales-related information actually makes its way into it. For a variety of reasons, much of the information about sales activity is never input into the CRM system as this input remains a manual process reliant on sales staff for data entry, hence is rarely completed on a timely basis.

  For example, customer and prospect email responses to marketing campaigns can help to determine the efficacy of various campaigns and determine which marketing messages achieve the best results. Sales staff emails and other communications can be correlated with CRM and other data to determine how staff members are communicating with prospects and customers. In a similar vein, intelligence can be gathered that demonstrates how technical or other support staff can help or hinder customer retention. Further, communications with customers can be used to determine how sales, support and other staff members' emails correlate with customer retention and follow-on sales. Similarly, the speed and quality of responses to customer inquiries can be correlated to sales in order to determine how best to respond to inquiries in the future.

- **Customer service**
  A messaging and relationship analytics solution can be useful in determining who in an organization is talking with specific customers, to whom in the customer organization they are speaking, the context of their conversations, and other relevant information. This can help an organization to correlate customer service inquiries with responses, and to determine areas for improvement as they relate to customer service and retention.

- **IT support**
  Help desks can become more proactive by conducting ongoing investigations into what employees are saying about particular applications, the goal of which is to address problems as early as possible. This can help to reduce downtime in key systems by addressing problems before they cause a system to fail, or by addressing issues that keep users from employing corporate systems as they were intended to be used. By instantly viewing who is emailing the help desk through visualization, a messaging and relationship intelligence tool helps help desk management to know who is sending the most inquiries.

RECOMMENDATIONS

To help organizations employ their archiving solutions in a more proactive way, Osterman Research offers three recommendations:

- **Embrace the new paradigm of archiving**
  First and foremost, it is essential to understand and embrace the traditional view of archiving as a defensive tool for litigation and regulatory compliance. While some decision makers are still on the fence about the efficacy of archiving electronic content in a true archiving system (as opposed simply to backing up essential data), most decision makers understand the importance and benefits of the traditional role of archiving.

  However, decision makers now need to understand the wealth of data that their archiving solutions contain about the relationships that exist between employees, customers, prospects, business partners and others. Moreover, they need to embrace the new paradigm of using analytics to extract meaning from this

Key Takeaway

information so that they can put it to use in their business. In short, we are in a window of opportunity in which a proactive view of archiving can create significant competitive and strategic advantages, largely because most organizations are not yet at the place where they understand these advantages. Those that do have a decided edge in understanding their business and using that information in beneficial ways.

- **Implement a solution with the right technical capabilities**
  Next, it is essential to implement an archiving solution that offers the appropriate technical capabilities to enable the move to proactive use of archiving. These capabilities include:

  o The ability to manage all current and future data types that might be required for retention and analysis. Today, most organizations retain email and many retain files. However, it is essential to implement an archiving solution that will enable retention of data types like social media, text messages, voicemails, CRM information and other relevant data feeds.

  o Sufficient scalability to ensure that very large volumes of information can be retained, searched and accessed quickly and efficiently.

  o The ability to conduct highly granular searches across all data types.

  o Robust performance so that searches can be performed across enormous volumes of information in very little time. The ability to instantly conduct "top down" and "bottom up" queries of the data is important. Users who have to wait hours for a messaging and relationship intelligence solution to provide the results of a search simply will not use it.

  o Finally, a relationship analytics solution should be able to quickly piece relationships together so that users can be presented with useful and meaningful data with a minimum of effort or training in interpreting the results. Visualization in such a solution is very useful because it can significantly aid understanding of message flows in an organization; determine the quality, timeliness and frequency of those communications; and allow investigators to conduct a "deep dive" into important communications. Visualization is a much more useful approach to messaging and relationship intelligence than tabular reports, for example, since message flows can be understood more readily.

- **Understand that not all archiving solutions are created equal**
  It is also important to understand that while there are a number of good archiving solutions available, there is wide variability in the capabilities of these solutions in the context of their ability to retain varied data types, how they retain data, their scalability, the search performance they offer, and other key elements that will determine how well they can be used in a proactive archiving approach. In short, a good Archiving 1.0 solution might not fare as well in an Archiving 2.0 environment.

Key Takeaway

SUMMARY

Archiving electronic content is an essential best practice that will enable organizations of all sizes to retain and protect information that will be needed for litigation support and regulatory compliance. This traditional role of archiving is also a best practice that will help organizations to manage their storage, email servers and other systems more effectively and efficiently.

However, it's time to move to the next phase of archiving by extracting the vast amounts of business intelligence locked away in electronic archives. Doing so will

enable organizations to achieve business advantages that are not possible to obtain from other systems or data sources.

ABOUT TRUSTSPHERE

TrustSphere is the recognized market leader in Relationship Analytics, having pioneered a next-generation approach to analyzing both internal and external email communication patterns across an organization. TrustSphere's clients use this messaging intelligence to reduce and investigate internal fraud, improve their sales effectiveness as well as improve network security applications.

Relationship analytics is a missing source of critical data within an organization, despite the fact that it truly represents the pulse of how an organization operates. Moreover, most organizations already possess the building blocks of relationship analytics through the various stores of the critical content needed to implement it, such as email archiving systems, voicemail systems and the like.

TrustSphere's relationship analytics solutions integrate with most email systems (including Microsoft Exchange, IBM's Domino, MS Office 365, Google Apps for Business) and an increasing number of advanced archiving and eDiscovery technologies.

ABOUT INTRADYN

Intradyn is a privately held company that was founded in 2001 with a vision of creating a next-generation disk-based network backup and archiving appliance that could solve three common problems by assuring a successful backup, increasing retrieval speeds, and preventing restore failures. In 2004, Intradyn introduced a first-of-its-kind email archiving appliance for small to mid-sized organizations.

Today, Intradyn is a recognized eDiscovery and email archiving leader, producing cutting-edge products for organizations of all sizes. Now offering cloud archiving, hardware archiving and virtual appliance email archiving solutions. Additionally, Intradyn licenses its solutions to MSPs and leading technology companies in its vertical markets that wish to private label. Intradyn's email archiving appliances are deployed throughout the Americas, Europe, Middle East, and the Asia Pacific Rim.