



Why Email Archiving is Essential (and Not the Same as Backup)

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If your job depended on it, could you clearly explain — right this moment — the principal differences between data backup and archiving? If not, don't worry: You're in good company. In fact, a 2011 IDC study found that 57% of IT managers use backup processes to meet mission-critical data needs that would actually be satisfied only with an archiving solution¹. Additionally, a recent Google-sponsored study found that at least 60% of businesses do not have an efficient solution for email archiving² (with many incorrectly assuming their backup processes serve the same purpose as archiving).

Regulatory issues remain a key reason for implementing email archiving. Indeed, complying with regulators is often the primary reason businesses keep and store so much of their data in the first place. As IDC also found in its research, corporate data doubles every year, and half of businesses maintain their structured data for seven years or longer³.

But with the rapid growth of data and intellectual property gathering on organizations' servers, personal computers and mobile devices — combined with employees' ever-increasing need to access this from data everywhere, at all times — today the stronger case for archiving is for its many workflow and business-intelligence benefits, rather than merely addressing regulatory concerns.

We will discuss the differences between data backup and *archiving*, the reasons *archiving should be considered mission-critical* at your organization, and why a cloud-based hosted service is the most efficient and cost-effective method of email archiving.

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Email Archiving and Email Backup: What's the Difference?

First, let's back up — and start with working definitions of each function.

Backup

A collection of data maintained on storage media (usually removable, such as disks or tapes) for recovery in case the original copy is lost, corrupted or otherwise becomes inaccessible.

Archive

A collection of data objects, often including associated metadata, in a storage system (ideally stored offsite), *maintained in an unchangeable, read-only format* so the data cannot be modified, for long-term preservation and retention of that data. The immutable nature of archived data — stored permanently in its original format where it cannot be altered in any way — is the key factor distinguishing true archiving from simply backing data up.

Backup processes are implemented primarily to protect current data against failure, loss, corruption, or a disaster (such as an office fire). According to the study conducted by Osterman Research, the types of backup methods companies employ are typically copying the day's electronic content onto tapes each night, or taking periodic "snapshots" of data in case it is needed to be restored.

Contrast this with archiving, which we can define as creating a central repository for all emails, which is ideally kept offsite for security, and which extracts all message metadata, content and attached documents from all emails after indexing them. **The crucial distinction:** Archiving means storing data in non-rewritable format, to preserve the data in its original form.



Osterman points out two key additional components of a true email archiving solution:

- 1) It must have robust search tools, so that authorized users (e.g., employees) can easily search for and quickly retrieve any data contained within any archived messages; and
- 2) It should automatically index *all* emails that need to be kept for long periods.

Even if your organization employs a number of backup solutions for corporate emails, such as making nightly copies on magnetic tape and storing data on disks for longer periods, these processes won't help you when an employee needs to locate a corrupted email or a critical older message accidentally deleted from her email account.

Clearly, employing a real archiving solution — one that automatically indexes and stores all corporate emails and their respective attachments, keeps those emails in their original and read-only format, and makes them easily searchable for any authorized user anytime — can directly and positively impact your organization's bottom line.



Why You Need Archiving for Email

For maintaining the data

When you “back up” data, you are copying files and information to a backup media such as a tape, often in a server room or other location onsite, and normally for short-term storage in the event of loss or accidental deletion of specific data or a disaster (such as a computer or server crash or office fire).

But you also need to *archive* your data to maintain older or inactive data for extended periods — and in their original, unalterable states. (This is why archived data is stored in read-only format.) Another key distinction is that with archiving, you will typically store the data offsite, ideally with a hosted, cloud-based service, so it is less vulnerable to any issues or disasters that might affect your onsite data.

For accessing the data

Backup solutions are generally optimized for large-scale recoveries. That means backup data is written onto tapes or disks in large blocks, enabling accelerated access to large volumes of information — including applications and even operating systems — rather than for the retrieval of individual data items, such as an accidentally deleted email. Because backup systems are developed this way, it is costly and time-consuming to retrieve specific emails or sets of emails.

Archiving solutions, however, are optimized to help retrieval of individual data objects, such as a single lost email message. In fact, true archiving solutions will also index all of your data at the time of archive, including metadata, which means they will recover not only the lost file itself but also its associated metadata. So accessing a single email message is quick and easy with the right archiving solution.

For disaster recovery

Disaster Recovery is central to backup solutions, as the IT department will often consider the primary function of a large-volume backup process as protecting the organization against short-term data loss or a disaster such as theft of computer equipment or a flood or fire.

Email archiving via a hosted, cloud-based solution offers a layer of protection against disaster for all data archived. That is because a cloud-based archiving solution will store all of an organization’s indexed and archived data offsite ensuring multiple levels of protection for archived data against disasters of all kinds.



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Let's discuss the many benefits of email archiving.

1 Improved Storage Management

The Osterman study found that, thanks in large part to the prevalence of images, video and other rich media, email-message storage is growing about 30% annually. A single terabyte of storage today, they point out, will grow to a whopping 2.5 terabytes in just 3 years.

This data explosion can have serious consequences for business. As the report explains, the total costs of data storage (deploying and configuring solutions, maintenance and power consumption, for example) can be five to eight times more than the cost of the storage hardware.

With an effective archiving solution — one that provides unlimited storage and automatic, transparent transfers of email from server to archive — lets an organization seamlessly and without effort free up its corporate email programs to operate more efficiently.

2 End-User Self-Service for Retrieving Old Messages

Another key issue created by lost, corrupted or mistakenly deleted emails is the strain it puts on a business's IT resources. Employees who lose a critical email message, in an organization without an efficient email archiving solution, will likely call their IT staff for help.

One aspect of a truly effective email archiving solution is that the system must offer a robust search and retrieval functionality. A few examples of what makes a robust email archiving search tool:

- ➔ Search should be **web-based** (a standard feature of the more efficient cloud-based archiving solutions) so authorized users can retrieve messages anywhere, anytime.
- ➔ The search tool should be **highly intuitive**, requiring little or no training or help from IT.
- ➔ The solution should allow for **easy administration** and enable IT staff or other administrators to easily assign (and remove) user access to archived content.

A cloud-based archiving solution will store all of an organization's indexed and archived data offsite ensuring multiple levels of protection for archived data against disasters of all kinds.

3 Significant Cost Savings

Having just made the bold claim that shifting responsibility of recovering lost or deleted email content from IT staff to the end-user employee can save serious money, let us prove it.

We return to the Osterman study, which used its market data for this hypothetical scenario:

- The firm has 500 employees.
- Each employee needs to locate and recover one lost document (accidentally deleted word-processing file, an email, a spreadsheet, presentation) per month.
- That means 6,000 lost documents need to be retrieved each year.
- Average fully burdened IT employee's salary is USD \$80,000, or USD \$38.46 per hour.
- IT averages 30 minutes to retrieve a lost file from a backup tape (assuming there is no true archiving system in place).

Without an effective archiving system in place, the total cost of IT recovery time (using the hourly rate derived from their annual salary) over a year would be **USD \$115,385**, or the equivalent of 1.44 full-time IT employees.

With archiving, the responsibility for locating these lost documents shifts from IT to end-user — the employees who lost the files, or those who needed them recovered. Average retrieval time falls from 30 minutes for IT (for searching tape backups) to just 5 minutes for the end-user.

With an effective archiving solution, then, the annual cost of employees recovering their own lost files will be **USD \$19,231**. That represents a savings of more than USD \$96,000 over IT having to recover these documents.



4 Improved Email Performance for Staff

As stated at the beginning of this paper, email is now the predominant form of communication in business. Clearly, then, any steps an enterprise can take to make its email platform more reliable and effective for its employees would have a direct impact on that organization's bottom line. Email archiving is one such step — one that just happens also to have many other business benefits to recommend it.

How does archiving improve email performance?

With email archiving, in which employees' emails are automatically and transparently moved from the employees' email folders to the archiving system — and always and instantly retrievable by the employees themselves — such a system frees up email resources. This will help employees' business email operate more efficiently and enable them to receive and deliver messages more quickly than with a near-its-maximum-storage email account.

Also, in the event they do lose or accidentally delete a file from their email account, employees will be able to easily and immediately retrieve it from the archiving system.

5 Enhanced Analytics and Insights from Corporate Data

Osterman estimates that up to 75% of a business's intellectual property can be contained within its email and messaging systems. One key but often-overlooked component to any organization's large storehouse of old emails and other communications is the tremendous intelligence such data can provide on that company.

Imagine being able to view all old email threads between your company's sales representatives and prospects or customers — perhaps attempting to isolate specific key words used, or noting the speed with which your reps responded to questions, and correlating those response times with sales from those prospects. The possibilities are enormous for in-depth research and analysis, and the ability to use an effective archiving solution to uncover key business intelligence in all of that raw, otherwise-idle data.

The amount of data businesses are amassing, including employees' business email, is simply growing too rapidly for IT departments to effectively manage, maintain and protect it and at the same time make it easily and instantly retrievable.

6 Meet compliance requirements in regulated industries

As we noted in the introduction, one key reason many organizations implement an archiving solution is to comply with regulations regarding the preservation and protection of corporate data. Because a true archiving solution stores and preserves data in its original format, such a solution helps an organization meet many federal regulations.

To cite just one example, the Securities and Exchange Commission (SEC) updated its rules in 2003 regarding how licensed securities broker-dealers must maintain records. In its “Electronic Storage of Broker-Dealer Records”, Section 17, Part 241, the SEC states that broker-dealers who maintain records electronically must “preserve the records exclusively in a non-rewritable and non-erasable format”³.

Similar rules are now part of many other federal regulations — including SOX, GLB and many laws regarding how the legal industry maintains its records.

Clearly, for such regulations, simply backing up an organization’s data — and failing to maintain it in immutable, un-rewritable format — would not bring that organization into full compliance with these rules. **Only a true archiving solution will result in compliance.**



How Hosted Email Archiving Can Improve Your Business

The amount of data businesses are amassing, including employees' business email, is simply growing too rapidly for IT departments to effectively manage, maintain and protect it and at the same time make it easily and instantly retrievable. Backing up your organization's data, using typical physical, on-premises storage processes such as tapes, disks or de-duplication devices, is one component in data security — for the short-term protection of your intellectual property.

But equally mission-critical is your long-term strategy for data preservation — an archiving solution that will index all of your data and metadata, protect it offsite for extended periods of time in a read-only format so it cannot be modified, and make all of the data (emails, attachments, metadata, etc.) searchable anytime, anywhere by any authorized user (e.g., your employees).

The benefits to implementing an archiving solution can be significant. They include lower costs of data storage over time, improved employee (and IT staff) productivity, and even enhanced business intelligence by enabling your team to access and analyse large amounts of data across the organization and find patterns and trends they might not otherwise uncover without a fully indexed and searchable business-wide data repository.

Implementing a true email archiving solution, one that is hosted offsite, in the cloud, is the ideal solution for addressing all of these issues.

FuseMail® offers a robust hosted email archiving solution, a web-based service that provides rapid, effective searching across single and multiple mailboxes or the entire archive.



This solution helps you move business-critical email offsite, to a safe and secure environment, while still providing end-user access from anywhere via the web. The fully hosted approach FuseMail takes offers tremendous benefits for both the IT department and the organization as a whole: improving employee and IT productivity, enhancing the performance of your corporate email programs; saving employees time, resources and the costs associated with maintaining email storage (ultimately still be vulnerable to human error, fire, etc. using traditional methods).

At the same time, FuseMail's email archiving extends your business's regulatory compliance and legal protections with regard to eDiscovery and other document-disclosure requirements. FuseMail is the most cost-effective, feature-rich solution you can deploy for cloud-based business email archiving.



FuseMail provides a comprehensive suite of cloud-based hosted email security solutions for businesses, including VaultSMART for Hosted Email Archiving.

FuseMail is the managed-email-solutions division of j2 Global, Inc. (NASDAQ: JCOM), the world's leading provider of cloud-based, business-critical communications and storage services. j2's Global network spans more than 49 countries on six continents. Serving more than 12 million subscribers worldwide, j2 has offices in nine cities around the world, accepts payment in twelve currencies, and provides customer support in more than seven languages.

To learn more about FuseMail, our Email Archiving or other Hosted Email solutions, visit us at www.FuseMail.com, or contact us at **877-563-4078**.

To learn more about j2 Global, please visit www.j2global.com.

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