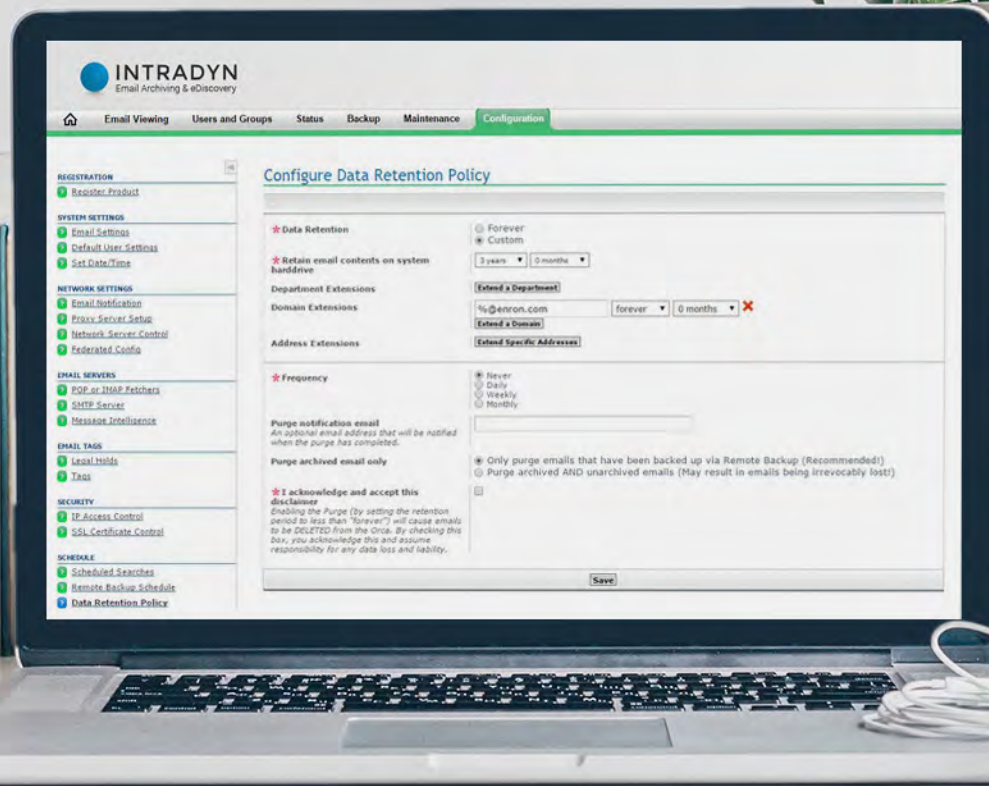


# How to Choose the Best Email Archiving Solution

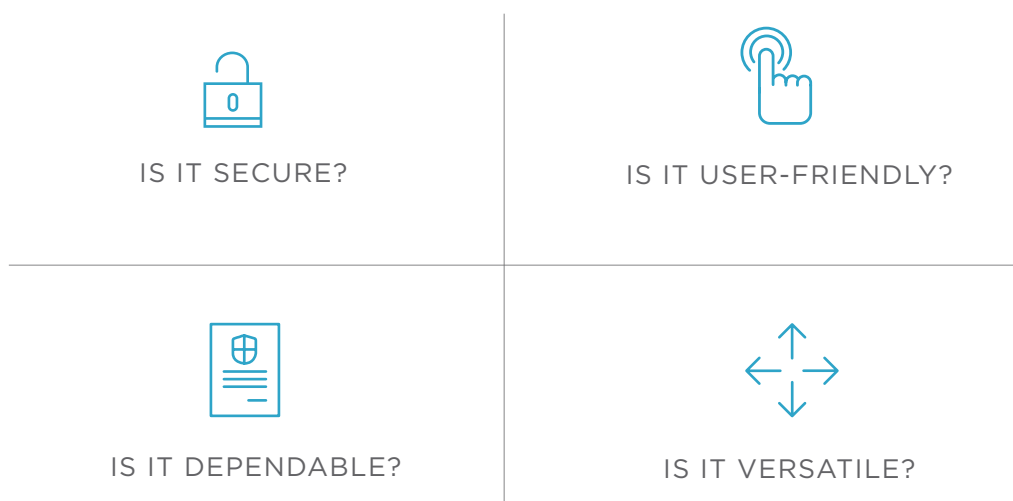
## 17 Questions to Ask Before Buying Email Archiving Software



# INTRODUCTION

There are many reasons a company or governmental agency may need an email archiving solution – the biggest of which involve storage capacity issues on email servers as well as pending or future threats of litigation, eDiscovery requests and employee investigations.

The key to finding the right email archiving solution for your organization is ensuring it meets all of your requirements as it pertains to the following basic questions:



If you're in need of an email archiver, but aren't sure where to begin, the following eBook will help ensure you're asking all the right questions when evaluating which solution is best for your organization.



## #1

Does your archiving solution make me compliant with fed, state and industry regulations for my business?

---

Maintaining an email archiving solution isn't just about having convenient access to old emails, it's also mandated by a set of constantly evolving email archiving regulations at the state and federal level, not to mention by industry.

The number of message-archiving regulations (some 5,000 now estimated in the U.S. alone) has been growing steadily over the years. This places a heavy burden of compliance on literally hundreds of thousands of firms and organizations, many of whom remain dangerously unprepared.

The best way to ensure you're in compliance with the ever-changing regulatory landscape is to work with an archiving company that follows a "top-down approach" that ensures you're at least in line with the top federal laws. If you are, then it's safe to say you're also in compliance with the many other regulations in place.

The following breakdown should help explain things better:

## FEDERAL REGULATIONS

Before getting into the different federal regulations and rules, it's important to recognize the difference between rules that pertain to the public and regulations that pertain to the government.

When it comes to the government, the Freedom of Information Act (FOIA) requires that all governmental agencies retain emails for the public record for a certain time period.

When it comes to the public sector, the rules a company must follow are largely dictated by the Federal Rules of Civil Procedure — which are essentially ground rules that are determined by federal civil court cases. Up until 2006, the Federal Rules of Civil Procedure were somewhat ambiguous on whether or not electronic documents (email) should be retained. Some judges said they should, while others said they should not. When the federal government expanded the definition of “document” to include all electronically stored information (i.e. emails, directives, files, communication and requests) this meant that electronically stored information must be retained — no matter if you're a private business or governmental organization.



To be clear, there is no law on the books in the public sector that says a company or organization must keep email communication. Rather the rules state you must treat this communication reasonably and responsibly in case they should ever be requested in a court of law. Ultimately it is up to you on how you satisfy this rule.

If you're looking to select an email archiving solution that keeps you in compliance with federal rules and regulations, it's in your best interest to find a company that offers a solution that is compliant with the rules that pertain to the Securities and Exchange Commission as these are easily the most stringent rules on the books.

## STATE REGULATIONS

Although the federal government's laws on retaining electronically stored information affect every business, states also have their own variations of these laws for every industry, from medical to finance.

However, after verifying that you've satisfied all federal retention requirements, always consult with legal counsel about specific laws within your state and local governments as it applies to your industry and position before deleting emails.

## INDUSTRY REGULATIONS

The following alphabetical list gives a quick summary of how long industries should retain their emails, which would include incoming, outgoing and internal emails:

The list also shows which agency, law or regulation governs the rule:

- ✓ All companies: IRS
- ✓ All federal, state and local agencies: FOIA (federal and state)
- ✓ All public companies: Sarbanes Oxley (SOX)
- ✓ Bank and finance firms: Gramm-Leach-Bliley Act
- ✓ Banking: FDIC
- ✓ Credit card and related processing companies: PCI DSS
- ✓ DOD contractors: DOD 5015.2
- ✓ Healthcare: HIPAA
- ✓ Investment advisers: SEC 204-2
- ✓ Pharmaceuticals, biological products, food manufacturers: FDA (Title 21, Part 11)
- ✓ Securities firms, investment bankers, brokers and dealers, insurance agents: SEC 17a(3) and 17a(4)
- ✓ Telecommunication: FCC (Title 47, Part 2)

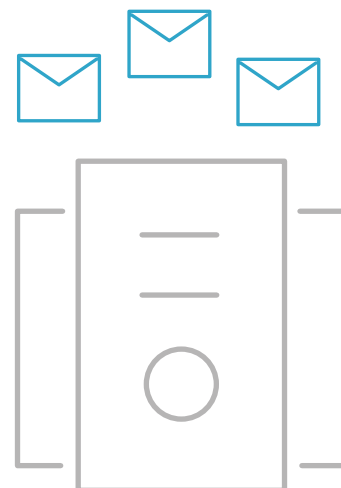


## #2

### How does your email archiver solve my mail server storage issue?

When your mail server is full, or beginning to overflow, things can undoubtedly begin to slow down — and if you've ever experienced this before then you know it can impact productivity.

A top-notch email archiving solution will allow you to store all of those unwanted emails independent of the email server — keeping them safe in case you ever need them again. And because email never stops, you'll want to select an archiver that has unlimited or expandable storage capabilities.





### #3 Who decides which email is important?

---

The debate over who should decide which email is important is a common conundrum.

Some companies make it so the individual end user determines what should be archived — meaning a company with 100 employees will in essence have 100 differing opinions on what is important to archive and what can be sent to the trash. This approach can get messy. Can you say that you're comfortable with all of your employees making their own decisions on which emails should be saved and which should be tossed?

Other companies archive everything — meaning you don't have to worry about what's not being archived and then deleted.

While a top email archiving solution will allow you to set your preferences accordingly, **the best solutions archive everything** — a capability that provides you a valuable peace of mind.



## #4

### How do my end users and I get access to their data?

---

Accessing your email archiving solution should be simple and seamless. Some solutions are easier to access than others however. Ultimately, the available access points into your archiver should be as familiar as possible to the end-user.

Superior email archiving solutions typically involve two access methods: **plug-in** vs. **web browser**.



**Plug-in** — A plug-in traditionally takes the form of an advanced search function on your email provider. For instance, if you're an Outlook user, the plug-in should blend in seamlessly to the surrounding Outlook environment (i.e. similar fonts, color schemes etc.)



**Web browser** — In addition to the email server itself, an end user should have access to the archiver through a secure web browser. This is a valuable entry point, especially if you're away from your mail server and need access to your archived emails.





## #5 How will I find emails if I'm ever in litigation?

The number one reason for any archiving solution is to always help you find emails no matter the scenario. A good archiving solution will allow you to archive each and every email, but it will also allow for seamless search capabilities to ensure you always find what you're looking for.

If easy access to your emails is important to you, then it is recommended you select a solution with superior, yet simple search capabilities. A good email archiving solution will allow you to get as granular as possible. For instance, you should be able to find an email by searching for any one of the following:

- ✓ Who sent the email
- ✓ Who received the email

- ✓ Subject line
- ✓ Attachment
- ✓ Specific words or phrases

To make sure you're getting an archiving solution that works, be sure to ask this one very important question:

“What's the most complex thing your solution can do?”

A quality archiving company should have no shortage of examples to show you and will be willing to educate you on all aspects of their solution.



## #6

### Will my HR department be able to monitor all emails?

---

The answer to this question is both Yes and No.

A top email archiving solution with permission capabilities leaves it up to you who can see what emails. A quality archiver will allow you to set specific permissions for each individual employee within your company.

For instance, perhaps you want HR to review all emails? That's easy. Perhaps you want HR to review only certain employee's emails? Simple. Perhaps you want HR to review only emails with a certain word or phrase? No problem.

Many industries require consistent monitoring of employee behavior by HR personnel. Companies within the financial industry are in fact required by law to have HR monitor email correspondence.

An email archiving solution would allow that HR department to monitor the required amount of emails, either through random sampling, or by certain buzzwords or phrases (i.e. words like "guaranteed" and "return") included in the text of an email or subject line.



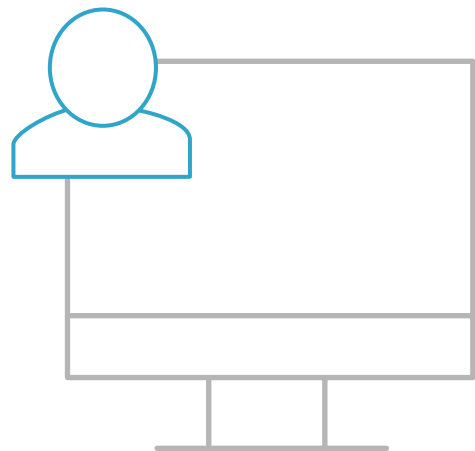
## #7

Will employees know if their emails are ever under review by our HR department?

---

The beauty of email archiving is that it sits there behind the scenes, gathering all of your emails and storing them in a safe place just in case they are ever needed again. While an employee may be generally aware that their company uses an archiver, they may not be aware that their emails in particular are being reviewed by HR or Legal. A quality archiving solution allows you to flag an employee's email specifically without them ever knowing.

For instance, this capability makes sense if your company is doing an internal investigation into employee misconduct. Obviously you wouldn't want to jeopardize the investigation by tipping the employee off, so a good solution will allow you to set permissions that flag and retain their emails for further review — without them ever knowing.





## #8 Who else has access to my data?

---

A first-rate email archiving solution will allow you to control who has what type of access to your archived email at a very granular level. While some organizations allow all employees to have access to the archiver, most organizations select members of management, human resources and legal as end-users.



Ultimately, the best archiving solutions will leave the decision of who has access up to YOU.

A state-of-the-art email archiving solution should allow you create layers of accessibility, as well as create what is known as a “power user” — which is essentially an end user who has total access to all archived emails.

A common “power user” for example is someone within the HR department. However, even if the HR coordinator is a “power user,” a quality archiving solution will allow you to set up permissions that prevent HR from accessing confidential emails involving legal or complex financial issues.



## #9

How do I know when it's time to upgrade my email archiving solution? What should I think about when upgrading?

---

Technology is constantly changing and as such, you will inevitably need to upgrade your email archiving solution a few years after purchasing it. But there are also other reasons your solution may need to be upgraded in the future; the most notable of which involves reaching data storage limits or company growth that requires more storage for more users.

An important thing to remember is that needing an upgrade doesn't necessarily mean you have to purchase new equipment or buy new software. A top-notch email archiving solution should be "stackable" — meaning upgrades can be built into the existing software or hardware.



## #10

Why are some products cheaper than others?  
Should I go with the cheapest?

---

Email archiving solutions come in all shapes and sizes — and therefore come in at different price points.

While the cheaper solution may seem more enticing, it's in your best interest to invest in a quality archiving solution. Think of it like you're investing in an insurance policy — a top-tier email archiver will always be there when you need it most.

### Don't Bargain Shop!

Your decision on which archiver to select should never be about the price. Believe it or not, even some of the more expensive archiving solutions are unreliable and overpriced. The same can be said for the cheaper solutions available. For example, Microsoft is one of the more affordable solutions available, however this low cost means you'll miss out on certain features that other solutions might possess — such as redaction capabilities.



So, instead of fixating on the price tag, it's in your best interest to do the following instead:



READ CASE  
STUDIES



ASK FOR  
REFERENCES



EXAMINE A  
CUSTOMER LIST



SUBSCRIBE TO  
A NEWSLETTER

Another important piece of information to glean from an archiving solution company is to determine what kind of parts they use in their hardware solution. This information is critical, especially when determining how they handle upgrades or maintenance. For instance, an archiving solution that uses parts made by Dell means that solution is also supported by Dell's vast network of IT professionals.

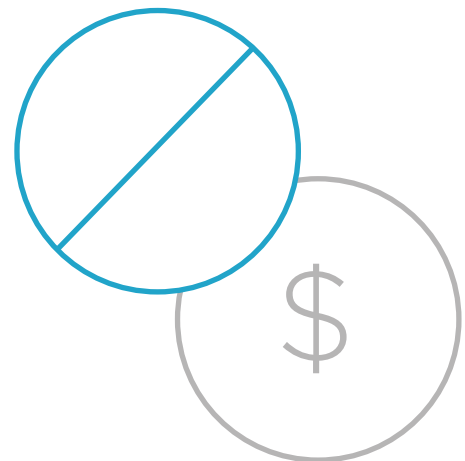


## #11

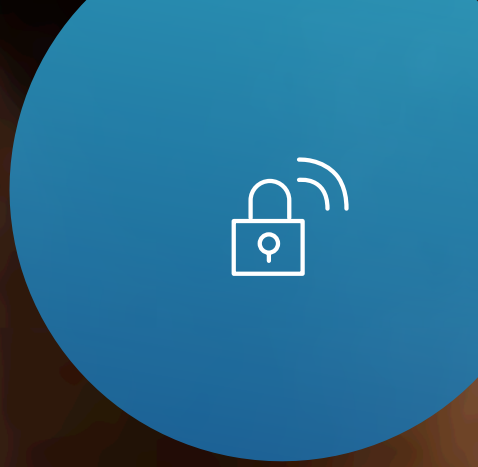
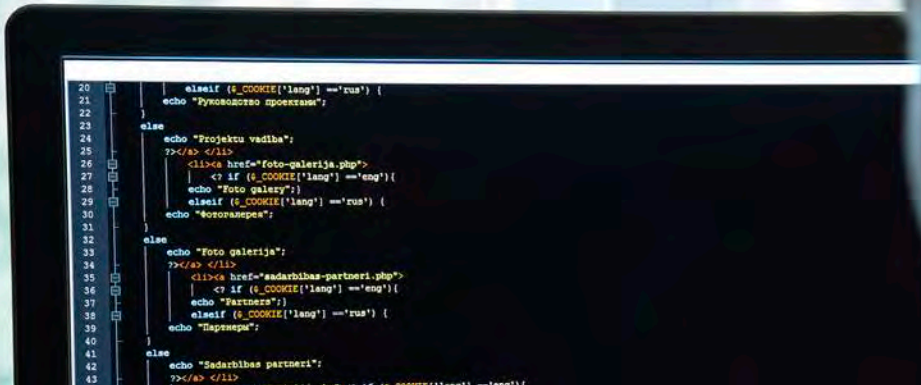
What format is my data stored in? And do I have to pay extra to export it if I decide to move to a different product?

A top-notch email archiving solution should store emails in the exact same format they were sent or received. Another option is to have the email broken down so that all is left is the content/attachments contained within the email. Either way, the data is stored in an easily readable format.

If a company says it will charge you extra to export your data from its solution, then its in your best interest not to work with this company. The truth is that it doesn't cost a company a dime for you to export your data from their solution.







## #12

### What type of security do you have to protect my archives?

In today's world, it is now becoming easier than ever for archived emails to find their way into the hands of someone who should not receive the information — not only in terms of hackers, but also when it comes to other employees within your organization.

The best archivers available today – whether it is virtual, cloud-based or a physical hardware appliance — involve a closed system in which access to the archiver can be controlled at a very granular level, and in some cases can be turned off and on. The only access point you want, other than the physical hardware itself, is from a secure web browser.



A top-notch archiving solution will allow you to “set it and forget it” — meaning you can trust that your emails are being safely stored away in case you should ever need them again.

The most trustworthy email archiving solutions feature a hosted email archive security and encryption system capable of protecting the data of your company or agency. This type of system not only gives you peace of mind, but it also allows your organization to remain in compliance in regard to standards that have been put in place by the industry — standards that revolve around information regarding customers or even information about the industry or companies within the industry.

This is why it's important to select an archiving solution that allows you to set security access and permissions that not only dictates who can access the archived emails, but also which emails are available and to whom. A good archiving solution will allow you to get as specific as possible in order to determine who has access to what.



## #13

Do you offer installation and maintenance services?

---

A good archiving company will offer the complete package — at an affordable rate. Some companies sell an archiving solution with low upfront costs, but ultimately end up charging more for installation, in addition to maintenance plans.

Your best bet is to select an email archiving company that offers its solution, as well as the installation and/or required maintenance, as part of one defined package. This means there will be no surprise fees or costs down the road when you want to set up or maintain your solution.

If a company offers only installation as part of the package, it's recommended you purchase a maintenance plan to further protect your investment. Purchasing a maintenance plan with the archive manufacturer is a smart move because it ensures your system will be serviced and maintained by professionals.



## #14 Do you offer training to myself and end users?

---

A good email archiving company will give their customers everything they need to succeed with their archiving goals — meaning you may not necessarily need one-on-one training. Be wary of a company that tells you that you'll need a finite number of hours of training to learn their product.

The best archiving companies supplement this type of training method with a robust website that offers the following:

- ✓ Online tutorials
- ✓ Instructions manual
- ✓ Q&A sections
- ✓ Updated blog
- ✓ Premium content downloads (eBook, whitepapers, case studies etc.)

If training is important to you, a good company will be flexible enough to find something that works for you. While it may not be a group workshop setting where all of your employees are present, a quality archiving company will at least train administrators or member of management on how to use the solution.



## #15 Can you provide me references?

---

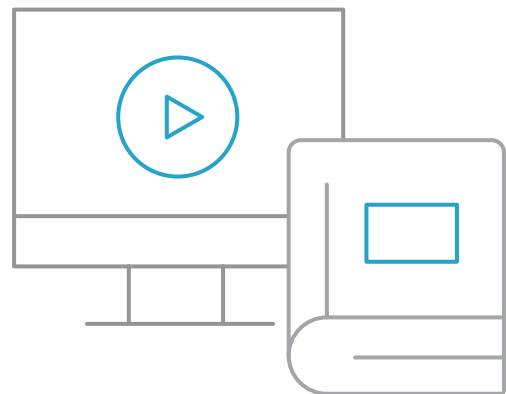
The answer to this question should always be: YES. If an archiving company has no proof on how its solution performs, then how can you trust you're getting the best possible product?

In addition to getting contact information for the company's references, be sure to request any and all literature (i.e. case studies, eBooks, whitepapers etc.) as well as sign up for webinars and online demonstrations. It's also not a bad idea to ask whether the company you're considering has worked with anyone in a similar industry as your company.

“

A good question to always ask yourself is:

“Do they understand my problem and have they solved it before?”





## #16 Can I redact personal information of employees?

---

Yes, the best email archiving solutions include redaction capabilities that allow you to redact personal information regarding employees or other sensitive personal information. Some archivers, however, do not offer these capabilities — which means you'll have to manually redact an email yourself. This is cumbersome and takes time that could be better spent elsewhere.

### What is email redaction?

Email redaction is a process that businesses and government agencies go through to black out or hide sensitive information that is held in emails. This process is achieved through something known as email redaction software, which when utilized correctly helps prevent others from seeing the sensitive information that users share throughout the email environment. In short, email redaction is a vital process used by businesses, the government and military agencies to ensure their sensitive information doesn't end up in the wrong hands.

Email redaction is most often needed for litigation, as well as honoring the Right To Know law and other media requests.

There are many benefits to having email redaction capabilities — the most notable of which is **time savings**. Neither the sender nor the receiver will need to spend additional time editing the email to reduce the amount of sensitive information that it holds. This will also help to keep the original format and context of the email for evidence if the email is legally required by a court of law for presentation in the future.



## #17

### How can your archiving solution help me manage emails?

---

An archiver is a great tool to help manage your email. However, the most effective way to manage your emails is to train your employees how to use the solution and then put policies in place that everyone can follow.

Here's an example of a good way to start managing your emails better using an email archiving solution:

#### 1. Start Archiving

- ✓ It's time to start selecting which emails you want to archive first. Consider this a test run that will allow you to see the functionality of the archiving solution.

#### 2. Import Historical Emails

- ✓ After 2 weeks. Start importing historical emails from the email server. This step will take some time (could be weeks to months) depending upon the number of mailboxes you have. Once complete, all the historical emails on the email server will also be on the archiving solution.

#### 3. Give Access

- ✓ Once all of your emails have been archived, it's time to give access to the end user so they can find their emails on the archiving solution and get comfortable with it. To accomplish this, release the Microsoft Outlook plug-in into production.



#### 4. Schedule Training

- ✓ End-users training - This could include (i) how to use MS Outlook plug-in to find your emails and (ii) How to use web-browser to find your emails.
- ✓ A separate training could be conducted for HR and Legal because they might need access to all the emails.

#### 5. Develop Policies

- ✓ Develop Mailbox Quota policy – This could be simple as “Delete all emails which are older than 1 year” or as complex as needed.
- ✓ Company Email Retention Policy – see <https://www.intradyn.com/comprehensive-guide-email-retention-policy/>

#### 6. Implement Policies

- ✓ First, implement a Mailbox Quota policy on the email server. This will start removing emails according to the rules of the policy. Your email server will start to have more unused space and will start to get more efficient.
- ✓ Second, implement email retention policy on the email archiving solution. This will make sure you are only keeping emails which are in line with company policies.

#### 7. Import PST Files

- ✓ Two weeks after ‘Step 6’ finishes. Start importing PST files. This step could take a few weeks to a few months depending upon the number and size of PST files. After this step you have all your emails on the archiving solution.

There's no reason to skimp when it comes to the email archiving solution you select for your organization.

Be sure to work with an archiving company that provides not only the capabilities mentioned in this eBook, but also the thought leadership and insight to be at the top of the archiving industry.

Intradyn is a recognized leader in the eDiscovery and archiving markets, producing leading edge products for small and mid-sized businesses, organizations and governments. Now offering cloud archiving, hardware archiving and virtual appliance email archiving solutions. Intradyn boasts a seasoned management team and skilled developers with vast industry expertise and **proven track records** in information technology development.

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

