



Messaging Policy Management Trends, 2006-2009

Report Focus

This report presents the results of a detailed research program into preferences and plans for policy management capabilities over the next several years among North American organizations. The report focuses on various types of policy management capabilities related to outbound content management, archiving and other areas. The goal of this research was to provide vendors, investors and others interested in the messaging market with actionable information that they can use to develop marketing plans and to more accurately focus their efforts on understanding and penetrating the market for policy management offerings.

Highlights of Key Findings and Trends Discussed in this Report

- While business-enabling motivators, such as improving user productivity and managing email-related storage growth are significant contributors to the creation of new or better email practices; it is negative motivators, including the need to deal with viruses, worms and other malware issues that are the most significant contributors to the establishment of new or better email practices.
- The vast majority of organizations have a 'general use' policy for email, but many of these policies do not completely address all aspects of email use.
- Despite the widespread use of policies, only one in 14 organizations indicate that their employees have an extensive understanding and a high level of compliance with corporate email policies.
- Only one-third of organizations have deployed systems that can scan outbound email.
- To ensure messaging policy compliance, a very small majority of organizations depend on automated technologies, while nearly as many organizations depend on employee training to ensure compliance.
- A plurality of organizations believes that their current training programs are only moderately effective at ensuring email policy compliance, while more than one-third believes that their training programs are not effective at ensuring compliance.



- Only about one in five organizations indicates that they have different email policies depending on a particular user's level in the organization. However, assuming that the technology was available, two-thirds of organizations indicate that they would take advantage of technologies that would allow different retention policies for different users.
- Most organizations indicate that they have no policies or systems in place to prevent inadvertent deletion of important messaging system content. However, organizations express significant concern that sensitive information is being inadvertently leaked via approved and supported applications and communication channels.
- Roughly three-quarters of organizations would want a content filtering solution to detect leakage of intellectual property, as well as enforcing acceptable use policies.
- Three out of four organizations do not require email content to be reviewed or approved before being sent, although many organizations are considering such a policy.
- Most organizations would prefer to have some way to check content for appropriate encryption in real time, as in cases where sensitive information is being sent.

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