



Messaging Archiving Market Trends, 2007-2010

Report Focus

This report focuses on demand drivers for messaging archiving and related technologies. The research conducted for this report, as well as the report itself, are focused on the needs of vendors, investors and others who are interested in participating in the messaging archiving market in some way, whether as providers of archiving systems, backup systems, forensics services or related offerings. The information presented is designed to help these vendors and interested parties make informed decisions about the future opportunities available in this market.

Key Findings and Trends Discussed in this Report

- More than one-third of organizations have no systems or policies in place that will protect important business records and other critical content from being deleted, either intentionally or inadvertently.
- One in four organizations have only policies that will protect data, but they have not implemented systems that will protect this data from accidental or intentional deletion.
- The vast majority of organizations have been required to produce email in response to one or more requests from internal or external requests.
- Email and instant messaging policies are not as well deployed as they need to be – nearly one in six organizations does not have either an email or instant messaging retention policy.
- While most users are fully aware of email and instant messaging retention policies, a significant proportion of users are not adequately aware of the policies that their organizations have implemented.
- The vast majority of organizations maintain local message stores in which individual users store messaging system content.
- Since many of the message stores that are stored locally cannot be backed up to a central location, they cannot be searched for e-discovery and their content is otherwise unavailable to the organization.
- Many organizations simply are not sure about the length of time that email or instant messages should be kept.



- A significant proportion of organizations believe that preserving all email content for long periods of time is the least risky option, while a somewhat smaller percentage of organizations believes that the use of an archiving solution is the least risky option.
- However, a significant proportion of organizations still is not yet sure about the least risky option for email, while more than twice as many organizations are not sure about how best to retain instant messaging content.
- While only a relatively small percentage of organizations have actually deployed a true archiving system, dramatically more organizations believe that archiving would be desirable or very desirable.
- Most organizations do not treat their email message stores as a searchable archive of content for their employees. In fact, nearly one-third of organizations do not permit any employees to search through email archives for old content.
- Most organizations have been required by a court or regulator to produce employee emails and, to a lesser extent, instant messages.
- Most organizations are required to produce archived or backed up data a minimum of four times each year, or at least once per quarter.

Table of Contents

1. Executive Summary	1
2. Methodology and Overview	7
3. Current Problems in Messaging Management	9
4. Views and Practices Toward Messaging Archiving	27
5. Archiving and Data Management Demand Drivers	33
6. Organizations That Have Deployed Archiving.....	43
7. Organizations That Have Not Deployed Archiving	51
8. Future Demand for Messaging Archiving	61
9. Vendors of Messaging Archiving Systems.....	65



List of Figures

Penetration of Messaging Archiving in the North American Workplace, 2003-2010	6
Distribution of Users Surveyed for This Report by Messaging System	7
Status of Procedures and Policies to Protect Email and Instant Messaging Content.....	9
“During the past three years, has your organization been required to retrieve one or more emails in response to a request from your legal department, a discovery order, etc.?”	10
“During the past three years, has your organization been required to retrieve one or more instant messages in response to a request from your legal department, a discovery order, etc.?”	11
Organizations' Confidence That Various Data Retention Goals are Achieved.....	12
Current Status of Email and Instant Messaging Retention Policies.....	13
End Users' Awareness of Email and Instant Messaging Retention Policies	14
“Do any of your users store information in local message stores, such as on a local hard disk?”	18
Status of Local Message Stores Backed Up to a Central Location.....	19
Status of Instant Messaging Use by Employees	20
Organizations' Reasons for Not Allowing Instant Messaging Use	21
Organizational Functions That Determine Retention Periods.....	23
Users Who Hit Their Messaging Quotas on a Regular Basis	25
How Email Message Stores are Used as a Searchable Knowledge Store	29
How Instant Message Stores are Used as a Searchable Knowledge Store	30
Person-Hours Spent per Week by IT Staff on Various Activities.....	31
Reasons for Using an Archiving System	33
Utility of Various Capabilities Related to Messaging Management Capabilities.....	34
Legal Applications for Messaging Content That Have Ever Occurred	35
Number of Times Each Year That Organizations Are Required to Retrieve Data From Archives or Backups	36
Sources for Retrieval of Data for Internal, Regulatory or Legal Requests.....	37
Typical Requestors of Messaging Data for Legal, Regulatory or Other Purposes	38
Views on the Independence of an Archiving System and the Email or Instant Messaging System ...	39
Organizations' Practices and Plans for Stubbing/Shortcut Functionality	40
Current Use of Archiving for Data Mining	42
Types of Data Stored in Archiving Systems	43
Extent to Which Tamper-Proof Media Must be Used to Maintain an Evidentiary Quality Level of Messaging Content	45
Importance of Adding Historical Email and Instant Messaging Files to an Archive	46
Frequency With Which Archives are Backed Up.....	47
Types of Archive Backups Performed.....	47
Importance of Having a High Availability Solution for the Archiving System	48



List of Figures (concluded)

Maximum Length of Archiving System Downtime That Would Be Considered Acceptable	49
When Non-Archiving Organizations Plan to Deploy an Archiving Solution	51
Preferred Methods for Deploying and Managing an Archiving Solution	52
Extent to Which Organizations Would Trust an Outsourced Archiving Service Provider	55
Preferences for the Integration of an Archiving Solution	56
Expected Initial Costs for an On-Premise Archiving Solution	57
Expected Monthly Costs for a Hosted Archiving Solution	57
Organizational Functions That Would be Responsible for Implementing an Archiving Strategy	59
Users That Need or Will Need to Have Their Email and Instant Messages Archived, 2007 and 2008	61
Penetration of Messaging Archiving in the North American Workplace, 2003-2010	63
Factors That Would Influence the Choice of an Archiving Vendor	66

List of Tables

North American Market for Messaging Archiving	5
Problems that Organizations Face in Managing Their Messaging Systems	15
Methods Used to Deal With Growing Storage Management Issues for Email and Instant Messaging	17
Lengths of Time That Messaging System Content Must Be Retained	22
Organizations' Concerns About Their Ability to Comply With Various Requirements	24
Views Toward Email and Instant Messaging Archiving	27
How Organizations Currently Manage Email and Instant Messaging Content and How They Would Prefer to Do So	28
Various Formats Used and Preferred for Delivering Messaging Data to Requestors	39
Satisfaction With Various Aspects of Messaging Archiving Systems	44
Reasons That Organizations Might Consider Deploying an Archiving System	53
Perceptions on the Ability of On-Premise or Hosted Solutions to Better Satisfy Specific Archiving Requirements	54
North American Market for Messaging Archiving	62
Perceptions of Various Archiving and Related Vendors	65
Importance of Various Factors When Evaluating the ROI or Need for an Archiving Solution	67



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