



Messaging Archiving Market Trends, 2005-2008

Report Focus

A growing proportion of the content that flows through email and instant messaging (IM) systems consists of information that must be retained for long periods or, in some cases, indefinitely. Examples of the type of content that must be preserved include personnel records, sales transactions, purchase orders, communications between senior managers and external auditors, emails that discuss competitors and a wide variety of other types of communications. Emails and IMs that contain such records must sometimes be preserved because of statutory requirements, their potential importance in a lawsuit or because of their value to the organization because of the information they contain. The growing use and importance of email and IM means that more of these records are being transmitted through these messaging systems, increasing the importance of messaging archiving as a critical business function for most organizations.

"At last, a multicient study that clearly defines the problem."

Paul Johns,
VP Global Marketing
Orchestria Corporation

This 78-page report examines the results of a study undertaken by Osterman Research to understand the current and future market for messaging archiving in North America. The study was supported by an in-depth primary market research survey conducted with decision-makers in mid-sized and large enterprises across a broad array of industries in North America.

Key Findings Presented in this Report

- Most organizations do not preserve email in a 'true' archive, instead relying on simple backups (usually tape, but increasingly disk) to preserve content from the messaging system – the focus of these backup efforts is primarily to restore a messaging server in the event of a crash or other problem rather than to preserve messaging content.
- The market for messaging archiving continues to grow, driven in large part by a focus on compliance issues affecting mostly financial services firms, specifically broker-dealers and others that are heavily regulated by the Securities and Exchange Commission (SEC).
- There will be a strong and continued push by messaging archiving vendors on the compliance features of their offerings in addition to a storage management focus, particularly given the growing emphasis on compliance dictated by regulations like Sarbanes-Oxley and many other laws and regulations.



- Osterman Research expects there to continue to be a significant amount of acquisition activity in the archiving space as messaging security vendors broaden their portfolio of offerings by adding archiving to their mix of products.
- As an adjunct to archiving's inherent capabilities, we expect to see a growing emphasis on the knowledge management aspects of archiving.
- Hosted messaging archiving services (in which an archive is maintained at a third party's data center), while not favored by most organizations, will become a greater proportion of all messaging archiving deployments.
- A variety of factors could influence the growth of messaging archiving outside of its key market, financial services, and into the much broader market of public companies and large private companies. Osterman Research forecasts growth in the messaging archiving market could vary widely based on a number of different scenarios and presents three different potential outcomes for the penetration of messaging archiving into North American organizations.

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About Osterman Research, Inc.

Osterman Research, Inc. provides market research, cost modeling, benchmarking and related services to vendors of technology-based products and services.

We help vendors, IT departments and other organizations make better decisions through the acquisition and application of relevant, accurate and timely data on markets, market trends, products and technologies. We also help vendors of technology-oriented products and services to understand the needs of their current and prospective customers.

Part of what makes us unique is our market research panel: a large and growing group of IT professionals and end-users around the world with whom we conduct our research surveys. This allows us to conduct surveys quickly and accurately.

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