



## Messaging Archiving Market Trends, 2006-2009

### Report Focus

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This report is focused on messaging archiving – the technology and practice of indexing email and instant messaging (IM) content, storing this content in an archive and providing robust search tools for later retrieval of this information for any of a variety of purposes. This report, including the accompanying survey data, is intended for vendors of messaging archiving solutions, developers of archiving and related technologies, investors in organizations that provide archiving solutions and others focused on the archiving space.

The report provides a complete analysis of the North American market for messaging archiving, including a three-year forecast of demand.

### Key Findings and Trends Discussed in this Report

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- Osterman Research believes that regulatory compliance will continue to be a strong driver for the deployment and replacement of archiving systems during the 2006-2009 forecast period, primarily for heavily regulated industries like financial services. However, we believe that the primary drivers for the deployment of archiving will be legal discovery and storage management.
- In a comparison of year-to-year messaging storage growth, a majority of organizations are experiencing substantial levels of growth in storage requirements. More than one-third of organizations experienced message store growth in excess of 25% during the one-year period ended winter 2006, and one in six organizations experienced growth of more than 50% during this period.
- The majority of organizations' local message stores are not backed up to a central location. If an organization is required to produce email content in response to a discovery order, for example, IT, legal and others are faced not only with the sometimes arduous task of extracting the required content from centralized data stores, but also from the distributed data stores that might exist throughout an organization.
- There is virtually no consensus on the least risky strategy that organizations should employ with regard to data retention.
- Approximately one-half of the organizations surveyed reported doing regular backups to tape or disk for content stored up to the first 90 days, while only 39% reported performing regular backups that retained email information for the long term.



- Approximately one-third of the organizations surveyed for this report indicated they are moderately prepared for compliance requirements, but more than one-third of organizations are not well prepared to meet these requirements.
- While a majority of organizations have an email retention policy, only 18% have a retention policy that covers both email and IM. However, one in four organizations does not have any sort of email or IM retention policy in place despite the growing importance of retaining at least email for regulatory compliance or legal discovery considerations.
- Only one in seven organizations can recover email that is older than one year, while 40% can recover email that is older than 90 days.
- Performance gains from deploying an archiving system were identified as the most significant positive factor for an archiving solution among organizations that have deployed these solutions.
- Outbound content scanning is becoming both a legal requirement and a best practice for organizations of all sizes.
- While only 7% of email is managed using an archiving system that makes email available to end users, nearly 60% of organizations would find it desirable to have in place a system that could do so.

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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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