



Messaging Archiving Market Trends, 2008-2011

Report 1 of the Osterman Research Subscription Service 2008

Osterman Research will publish a study that analyzes and forecasts the market for backup and archiving systems in mid-sized and large enterprises. The report will focus on backup and archiving for compliance, litigation support, newly adopted changes to the FRCP, storage management, knowledge management and disaster recovery, and will focus on the marketing messages that backup and archiving system vendors can offer that will resonate with IT and business decision makers charged with selecting an archiving system. This study will survey IT decision makers.

Messaging Archiving Market Trends, 2008-2011 can be purchased as a standalone report or as part of the Osterman Research Subscription Service (ORSS) 2008.

Topics to be covered in **Messaging Archiving Market Trends, 2008-2011** will include the following, but as with all Osterman Research multiclient studies, questions from early subscribers will be fielded in the surveys conducted specifically for this report, making this a custom research opportunity for early subscribers:

- ✓ The roles that backup and archiving currently play in the enterprise and how they will change over time.
- ✓ A forecast of market demand for archiving technologies through 2011.
- ✓ Enterprise demands for integrating backup and archiving of messaging data stores with other electronic data repositories.
- ✓ The pain points that IT managers, email administrators, business managers, legal counsel, compliance officers and others face with their current data retention capabilities; and the marketing messages that will appeal to each of these groups.
- ✓ The level of enterprise awareness for data retention in the context of compliance and litigation support.
- ✓ The key features and functions that enterprises seek in an archiving system.
- ✓ The changing demand for archiving in the context of compliance, litigation support, storage management, knowledge management and disaster recovery.
- ✓ Market demand and forecast for hosted archiving versus in-house solutions.
- ✓ Enterprises' price sensitivity and willingness to pay for archiving systems.
- ✓ An analysis of the key statutory and other requirements for archiving in the enterprise, such as:
 - Financial services regulations imposed by the SEC, FINRA and the NYSE.
 - The role of the FRCP, Sarbanes-Oxley, HIPAA, SB1386, the ADA, the Gramm-Leach-Bliley Act and other regulations in shaping demand for archiving systems.

- ✓ Analysis of the unmet needs of enterprise customers in the context of their archiving requirements.
- ✓ The role of archiving in disaster recovery and messaging migration.
- ✓ Criteria used by enterprises to evaluate archiving system vendors and decision-makers' perceptions of specific vendors, including all early subscribers.
- ✓ Identification of email backup and archiving vendors.
- ✓ Other topics to be determined by early subscribers to the report.

Benefits of Early Subscription

Although ***Messaging Archiving Market Trends, 2008-2011*** is a multiclient study, early subscribers will have the opportunity to submit questions that will be fielded in both the IT-oriented and end-user surveys that will be conducted specifically for this report, allowing these subscribers to customize the report to their specific information requirements. As a result, although the issues identified above will be included in the final report, a Table of Contents is not yet available, since the content will be determined in large part by the information needs of the early subscribers.

Pricing and Delivery

Messaging Archiving Market Trends, 2008-2011 will be available through January 18, 2008 for the reduced price of US\$1,995; pricing for this report after January 18, 2008 will be US\$2,495. The report will be published in February 2008.

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.

Among the things that make 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 with very high response rates.

The founder and principal of Osterman Research, Inc. is Michael D. Osterman. Mr. Osterman has more than 20 years experience in the market research industry, conducting research for a wide variety of technology-based clients. Mr. Osterman has extensive experience in the design, deployment and analysis of market research programs, and has developed sophisticated cost modeling and forecasting methodologies in use by a wide variety of companies in the messaging industry. Mr. Osterman has written numerous articles for a variety of trade publications, and is currently author of a twice-weekly, online column on messaging issues published by *Network World Fusion*. He has been a panelist and speaker at various industry and vendor-sponsored events.

Osterman Research serves a worldwide client base in the messaging and collaboration industries.

For more details on **Messaging Archiving Market Trends, 2008-2011**, or to order, please contact us, order online at <http://www.ostermanresearch.com/reportorder.htm> or complete the following order form:

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