



## Messaging Policy Management Trends, 2007-2010

### Report Focus

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This report focuses on demand drivers for messaging policy management in mid-sized and large organizations. 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 policy management market in some way, whether as providers of messaging policy management systems 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

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- While 32% of organizations have detailed and thorough email policies in place, only 12% of organizations have detailed IM policies in place. However, even more striking is the fact that while virtually all companies have an email policy, about one-half of organizations do not have an IM policy.
- The most critical drivers for policy management focus more on inbound issues. Inbound content issues are the primary drivers for creating and managing corporate messaging policies. That said, outbound content drivers are also important to the majority of organizations, albeit less so.
- Organizations of all sizes are very aware of the critical need to monitor their inbound communications. Most organizations are on their second or later generation of both anti-virus and anti-spam systems.
- However, far fewer organizations have deployed systems that will monitor outbound electronic communications. Only about one-third of organizations have deployed automated systems that can scan outbound messaging content for policy violations.
- Most organizations have a need to implement specific policies that are unique to their business or industry. Nearly three-quarters of organizations would prefer to scan messages based on their content and would prefer to archive them based on this content.
- Despite the fact that the vast majority of organizations have some sort of messaging-related policy currently in place, two-thirds of organizations believe that there could be a better understanding of these policies and compliance with them.



- Most organizations want to use messaging policies to prevent against inappropriate use of email and IM systems and to protect against the loss of intellectual property and other sensitive content. However, specific regulations also figure prominently into organizations' intentions for implementing and maintaining messaging policy management systems.
- Current policies designed to protect organizations against the leakage of sensitive information, or those that are designed to encrypt content that is sensitive or confidential, are not considered effective by the majority of organizations.
- Only about one-third of organizations consider their current email policy to be detailed and thorough.
- Three out of four organizations are at risk for losing important business records contained in messaging systems that must be retained on a long-term basis. This is because a plurality of organizations have no policies or systems in place to prevent the loss of this content.
- About two in five organizations are dependent upon employee training to ensure their messaging policy. However, a significantly greater proportion of organizations depend upon automated technologies to ensure policy compliance. Automated technologies are perceived as significantly more effective at ensuring email policy compliance than training.

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