

Email archiving and the Cloud: Perfect Together for Data Preservation, Storage & Retention



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IT is feeling the pain

For years, IT executives and administrators have been struggling to address the ever-growing impact of the modern data explosion. User-generated data from email, attachments, instant messages, videos, pictures and other sources is a perfect example of the problem.

In the past 10 years, mailboxes have grown from just several megabytes to gigabytes. Now the average corporate mailbox is allocated more than 10 gigabytes of storage – and the trend shows no sign of relenting. Instead, many organisations want unlimited mailboxes with unlimited storage.

IT is also tasked with managing new data types. Priorities related to improved collaboration, data loss prevention and intellectual property protection have been a driving force behind the transition from client storage (on laptop and desktop hard drives) to IT-managed storage. The same issues are driving standardisation around IT-managed instant messaging systems. Plus, IT is also being called upon to address the unmitigated rise of social media.

Cloud Archiving Should mean:

- No Hardware
- No Software
- No Upfront Costs

Highly-Available
Highly-Reliable
Highly-Redundant

Unlimited Storage
Unlimited Retention

At an Affordable,
Predictable Monthly Cost

Data regulations – and consequences

The explosion in IT-managed data has occurred during a period when regulators are placing new requirements on the handling, retention and disposition of content.

Business data – and laws regulating it – are continually expanding. While the number and type of regulations vary by industry, nearly every business is required to maintain a complete and easy-to access archive of electronically stored information in order to comply with government mandates, industry regulations and corporate policies.

More storage, more problems

While the impact of fines and the publicity they generate can't be understated, these can be dwarfed by the costs customers bear storing mountains of user-generated data and the ever-increasing drain on budgets, focus and productivity.

Some organisations have tried to address the data explosion by buying more storage. In addition to the capital outlay, each new array consumes focus. New servers need to be installed, networked, configured, maintained, backed up and monitored by IT. Each new component consumes valuable data centre space, power and cooling. Many are included in disaster recovery plans, de-duplicated and replicated to a secondary site. In the end, on premises storage systems are considerably more expensive than the line item in the budget ever reflects.

Beyond the direct and indirect costs of storage systems, maintaining large data stores also impedes the performance of IT infrastructure and applications. Mail systems buckle under the weight of giant data stores. Network latency increases as backup windows span an ever-growing portion of the business day. Users are less productive when their email servers are unresponsive. Businesses risk losing profits when critical applications like email are slow and unstable.

Lately, every time you see the headlines, it seems like there's a story about a business or a government agency with email woes:

- An engineer convicted of obstruction of justice for deleting messages after an accident.
- A football team sidelined by accusations of cyber bullying among athletes.
- An MP embroiled in a political scandal because of emails sent by his top aides.
- A bank fined £7 million for failing to retain and produce emails in accordance with FAC Regulations.
- This list goes on and on. Businesses in all industries, regardless of whether they're regulated, are being impacted.

On-premises archiving: Waning

With the traditional on-premises model, archiving systems are completely located within the data centre of the business. The business maintains responsibility for the installation, configuration and operation of the archiving system and underlying infrastructure. The archiving software is installed on one or more servers (either as dedicated hosts or virtual machines). Archived data is stored on high-volume SAN or direct-attached storage. With on-premises systems, customers experience fairly rapid migration of legacy data, attributable in large part to the physical proximity of the archive system to the legacy data store. Historically, on-premises archiving software has been offered as a stand-alone system, but email vendors have since integrated basic archiving into their email server products. Capacity management for on-premises archiving systems functions like other on-premises systems (such as email), where businesses project their own storage and computing needs and periodically procure infrastructure to accommodate near term needs.

The on-premises archiving model was the most popular model for early adopters of archiving solutions, particularly large financial services customers in the early 2000s. Due to the cost and complexity of the systems, which require investments in hardware, software and storage, as well as ongoing operations and support, adoption of this model has been waning. Instead, resource constrained businesses are turning to archiving services that are operated by a third party.

Hosted archiving: Expensive

In the hosted model, archiving systems are housed within an archiving vendor's data centre. Unlike the on-premises model, customers are not required to install, configure or maintain the archiving system or its underlying infrastructure; the vendor manages these activities on behalf of the customer. Given that the archived data is hosted in the vendor's data centre, the customer only needs to be concerned with capacity management to the extent that it impacts pricing (as vendors' fees can vary based on the amount of data in the archive). Otherwise, hosted vendors shoulder the burden of capacity management. Vendors benefit from economies of scale in procurement and operations, given that they are serving hundreds or thousands of customers using one infrastructure (often a single data centre). In this model, customers focus on activities related to the archiving process and functionality, such as defining retention policies, searching for specific content and exporting data for discovery.

“Organisations of all sizes are struggling to address the unprecedented growth in unstructured data, the pressure to retain an ever-increasing share of that data and the diminishing benefit of traditional storage products. For most organisations, information archiving represents the only viable solution to these challenges.”

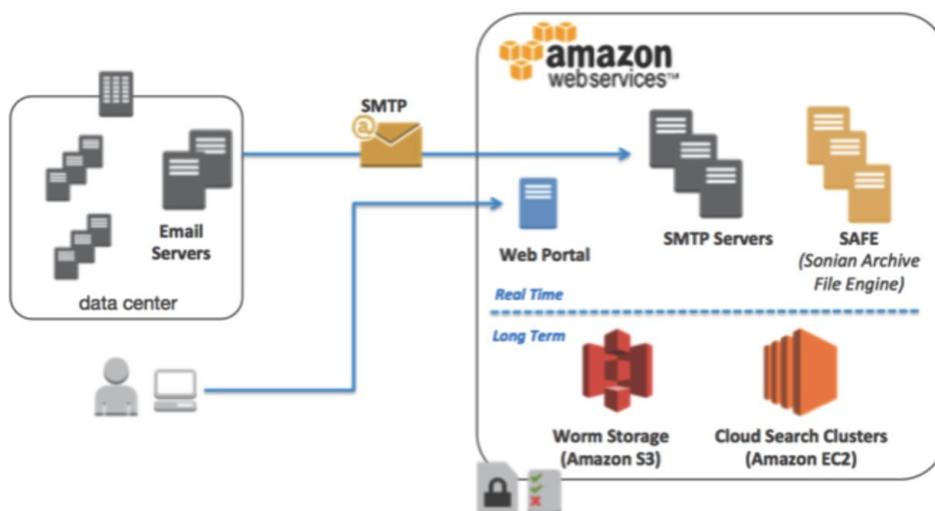
Many customers are attracted to the hosted model due the fact that it reduces IT complexity and offers cost savings relative to on-premises systems. It's also perceived to be a fairly low-risk evolution of the legacy model in that the archiving system leverages traditional infrastructure technologies. Unfortunately, this also comes at a price, as vendors struggle with many of the same issues related to capacity management, service availability and large capital expenses that customers face with their on-premises systems.

Archiving to the rescue!

At a minimum, information archiving provides customers with a means to address the data explosion in a manner that satisfies regulatory requirements and reduces the burden placed on IT applications, such as email. In most cases, archiving provides significant storage and infrastructure cost savings. In some cases, archiving enables IT to redirect focus and resources away from infrastructure and toward value-added activities.

Cost-effective information archiving remains at the top of the list of priorities for IT decision makers. Archiving is no longer a value-added service for IT; it's an essential component of the IT portfolio that's required to tame skyrocketing storage costs while maintaining compliance. Organisations need to determine the archiving solution that best suits their needs. While there are a variety of solutions being offered, they generally follow one of three models: traditional on-premises archiving, hosted archiving or cloud-based archiving.

“Rather than operating their own infrastructure, cloud-based archiving vendors build their applications to operate on top of cloud infrastructure from third parties, such as Amazon or Rackspace. In this model, neither the customer nor the archiving vendor operates physical infrastructure directly.”



The archiving that is operated on top of cloud infrastructure. As with the hosted model, the customer focuses exclusively on the archiving process and functionality.

Of the three archiving models, the cloud-based approach best capitalises on the value that can be created through specialisation, scale and elasticity. With this model, the infrastructure vendor, archiving service provider and businesses are able to focus on their core competencies: operating data centres, developing archiving software and facilitating business processes, respectively. Likewise, the cloud vendor procures and operates infrastructure at tremendous scale, enabling it to invest in world-class architecture while managing capacity and operations more efficiently than archiving vendors and their customers could achieve on their own. This enables cloud-based archiving vendors to offer the lowest prices in the market. Finally, cloud-optimised technologies enable archiving vendors to maximise availability based on their customers' real-time processing, bandwidth and storage requirements.

Growth in the volume of user-generated data continues to accelerate. The restrictions placed on the management of that data continue to increase. Requests (and demands) for data to support litigation, compliance and business intelligence continue to rise. IT leaders need to be prepared for the convergence of these trends. Left unaddressed, these issues have the capability to drain productivity, increase storage expenses and put the reputations and financial viability of their organisations at risk.

For most organisations, the only way to effectively address the data explosion is with a robust archiving system. IT leaders should choose the archiving option that best suits their needs and budgets – and take action before an audit, discovery request or regulatory inquiry arises that makes them wish they had secured their data in an archive.

ROCC's cloud-based email archiving solution

ROCC's cloud-based email archive preserves and protects your valuable business information, making it searchable and actionable.

More and more customers trust ROCC's secure platform to preserve data, protect intellectual property, comply with data retention regulations, address discovery requests and cut IT costs. With fast and accurate search, you find exactly what you need – whenever you need it, bringing focus and clarity to your business by illuminating dark data and making it actionable.

ROCC's email archive...

- **easy to deploy**
- **easy to use**
- **cost-effective**
- **no hardware**
- **no software**
- **implementation is simple** - it takes about 20 minutes to start archiving messages

ROCC's email archive is compatible with all major email platforms and supports the full text search of more than 500 different types of file attachments.

ROCC's email archive provides

- **unlimited storage**
- **unlimited retention** at an affordable and predictable cost.

There are

- **no storage limits**
- **never any additional storage charges**

Save every message because you just never know.

Search every message when you need to know.