

White Paper



Plucking the Email Needle from the Corporate Messaging Haystack

About Intradyn™

Founded in 2001, Intradyn is a recognized leader in the eDiscovery and archiving markets, producing leading edge products for small and mid-sized businesses, organizations, and governments.

Intradyn is headquartered in Mendota Heights, Minnesota, with partners throughout North America, Europe and Asia.

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Plucking the Right Email Message from the Corporate Email Haystack

Complying with Email Archiving Regulations

These days, complying with email archiving regulations—for external compliance and discovery, government regulatory standards, or internal records management—often requires the plucking of a single message from the corporate email haystack: a daunting proposition. To make this task even more difficult, the size of the haystack grows exponentially on a daily basis. In 2011, the average corporate email user sent and received nearly 105 emails every day; this number is expected to rise to 125 by 2015.

Emails are legal business records. Reliably and securely producing the desired archived email message(s) enables companies to meet legal and self-imposed requirements for retention and management.

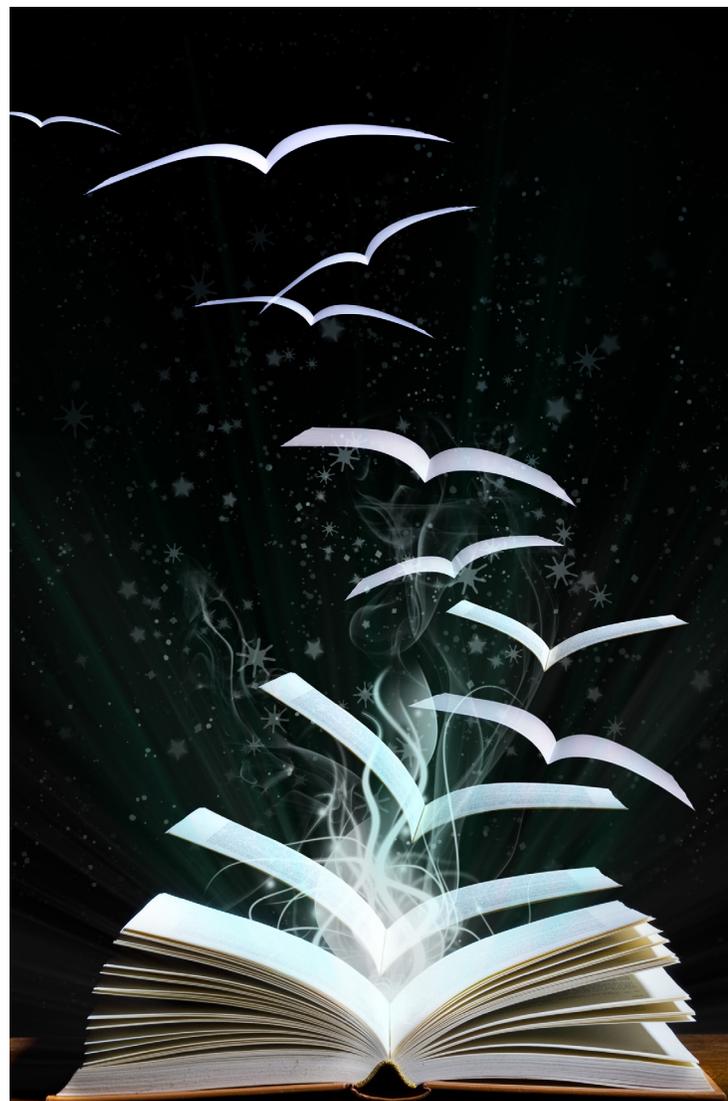
Regulations Here, There, and Everywhere

The number of message-archiving regulations (some 5,000 now estimated in the U.S. alone) requiring retention and rapid availability of these “e-records” has been growing steadily. This places a heavy burden of compliance on literally hundreds of thousands of firms and organizations, many of whom remain dangerously unprepared. Media reports have been rampant about the cost burdens of legal “e-discovery,” as well as the stiff fines and penalties for noncompliance to these regulations.

These regulations even apply to the White House. Two private groups sued the Executive Office of the President during the George W. Bush administration for “failing to properly archive millions of White House email messages between March 2003 and October 2005” (<http://fcw.com/articles/2010/01/19/web-white-house-email-system-details.aspx>).

The very strict regulatory requirements of the SEC, NYSE, and NASD for retaining electronic communications in the financial industry are considered to be the gold standard. These requirements are now regarded as best practices in other industries as well: in particular, relating to the archiving of all electronic messages onto unalterable media. SEC-regulated firms must maintain a secure, non-alterable, and searchable archive of all such messages; the Sarbanes-Oxley Act of 2002 requires that companies maintain all documents—including electronic documents—for as long as seven years.

But many firms have not yet been able to comply with regulations for email retention, due to the complexity and high cost of previous archiving solutions. Designed for large enterprises, they require specialized IT expertise, and go well beyond many IT budgets for small to mid-sized organizations. “Small businesses shoulder significant costs in order to comply with the maze of





government regulation that impacts commerce,” write Robert C. Bird and Elizabeth Brown in the *U. of Pennsylvania Journal of Business Law* (Vol. 13:4).

The Email Archiving Solution powered by Intradyn™ solves this problem by providing the elegant, scalable method for storing and searching your organization’s “haystack” of email messages.

Protecting Your Organization and its Employees

Although the Electronic Communications Privacy Act of 1986 protects most electronic communications, workplace communications are commonly held to fall under the ECPA’s exception; business email is considered exempt from the privacy safeguards of the Act. Employers are granted nearly carte blanche freedom to intrude on workers’ privacy. Many employers now have their own detailed policies regarding employee email use, and they make sure there is no expectation of privacy regarding email in the workplace. Here are some tips to make sure everyone is on the same (digital) page:

- Establish a corporate email “Acceptable Usage Policy” that includes a code of conduct. Make this policy as simple and straightforward as possible, while clearly stating what is prohibited (threatening or harassing other employees, obscene or offensive language, sending confidential materials outside of company or to unauthorized personnel)

- Utilize filters to automatically monitor and block content barred under the “Acceptable Usage policy”
- Require employee attendance at training sessions to raise awareness of rules and policies concerning electronic communications; after that, frequently remind employees of your organization’s “Acceptable Usage Policy”
- Educate employees that corporate monitoring of all email sent and received via your organization is for their own legal liability protection, as well as for the protection of the company.
- Inform employees that their email is monitored regularly for Policy violations
- Designate email and other electronic communications as a corporate asset
- Attach a legal corporate disclaimer to every email sent from every business email account

An Email Is Forever, but not Unalterable

Once an employee sends an email, the sender has virtually no control over what happens to that message. It can be printed, forwarded to others, edited, and changed dramatically, all without the knowledge or consent of the sender. By establishing policies that capture inbound and outbound email messages as business records, however, companies can protect themselves against unwarranted claims by providing digital originals.

Because regulators and the courts treat email messages the same as written documents, managing those email messages as records assures that they meet the burden of proof of such regulations as the Sarbanes-Oxley Act of 2002 (SOX), a United States federal law that requires the certification by senior management individuals as to the accuracy of financial information of all of all U.S. public-company boards, management firms, and public-accounting firms.

Regulators are not just concerned with email messages. Instant messaging (IM) is also considered part of the business document trail, and these written communications, with all of their electronic shorthand, must also be stored as business records in order to adhere to regulations.

Email as ‘Corporate Memory’

Because companies faced regulatory pressures and court orders to produce emails very quickly—or risk huge fines and penalties—they created repositories of stored email, instant messages, and digital faxes. Originally forced to create these data stores, many companies now recognize the value of stored electronic records for the knowledge they contain and many of them are mining it. These organizations are using the advanced search techniques provided by email archiving solutions like the elegant, easy to implement Email Archiving Solution™ by Intradyn, to hone their products, market intelligence, and customer outreach.

Beyond regulatory compliance and discovery lie positive reasons for companies to make email management a part of its records management procedures. The content captured in corporate email can be used as part of what some companies call their enterprise content management (ECM) system. A wealth of business intelligence is contained in corporate email systems, intelligence that can be put to use in business processes like adding prospects to a CRM database, updating customer records, or signing up prospects for online training.

Email Archiving/Retrieval as the ‘Corporate Memory’ Enabler

A Gartner and Symantec study recently determined that up to 75% of a company’s intellectual property is stored in email and other messaging applications.

Although email is simply a communication mechanism, it provides some structure that allows its data to be more useful. More importantly, email archiving solutions collect metadata from messages that enable organizations to intelligently store the emails for easier retrieval, data-mining, and eDiscovery.

Parsing and indexing email that provides intelligent metadata—including sender/recipient/keywords—is the key to allowing other applications, like data warehousing or CRM tools, to leverage that data. Without the metadata, email would be just another data-transport mechanism. With the metadata, it becomes your organization’s corporate memory system.

When an organization’s email messages are archived, metadata is captured to enable searches, which can be conducted by keyword, sender, or receiver, using such advanced search methods as proximity searches, fuzzy searches; range searches wildcard searches, and the ability to save searches.

Enterprise Email Archiving by Intradyn RazorSafe Appliance and Orca Virtual Appliance Archiving

Intradyn offers a wide range of in-house and cloud-based email archiving appliances that install easily and integrate seamlessly with your existing IMAP or POP3 mailserver. Your company can devise and implement a data-backup plan that keeps messaging files and information both secure and compliant with email retention regulations. We make email recovery easy and efficient while reducing the amount of space it takes to implement your company's data backup strategies.

RAZORSAFE

RazorSafe, Intradyn's appliance-based email archiving solution integrates with your mailserver. RazorSafe captures all of your company's email on a continuous basis. It can be put to use immediately, requires no integration time or expense, is easy to use, and has extensive, sophisticated search capabilities for fast retrieval of specific emails. In addition, the device has a full audit capability, which tracks all access to the system (required by some regulations).

Specific emails can be retrieved in seconds. This is in stark contrast to the hours, days, or weeks that many companies have needed to meet the demands of courts or regulatory agencies in the past, which involved trying to search through backup tapes. This lack of responsiveness is the key reason many large fines and penalties have been levied to date: because companies could not retrieve requested email records within the timeframes ordered.

Another important feature of the device is that it provides the customer with the choice of encrypting the tapes on which the emails are stored, providing highly secure protection of the data in the event of tape loss or theft. Intradyn's Encryptape™ technology is based on the same type of encryption used by the U.S. Federal Government, the highest level available, which is AES 256-bit - called "strong" encryption.

The RazorSafe appliance works with Microsoft® Exchange®, Microsoft® 365, Google® Apps (Gmail), Lotus® Notes®, and virtually any IMAP or POP3 email server, which are the standards behind most email systems in use today. When attached to a company's network, all emails are continuously saved and indexed to disk, plus archived and indexed to tape or remote share - making them available for retrieval in a manner compliant with the company's corporate policies and industry regulations. WORM tape media comes in specially marked cartridges, which have a life of up to 30 years.

The RazorSafe appliance is available in 500 gigabyte to 8 terabyte models. Each model archives all email onto disk, as well as to non-alterable WORM (write-once, read-many) tape or remote host (NAS or CIFS/SMB share).

ORCA VIRTUAL APPLIANCE

As more and more companies embrace cloud-based technology and reduce their office space and hardware systems, it is important to have secure online email archiving that can keep up with your company's pace. Orca digital archiving software is Intradyn's answer to your need for a reliable and easy-to-use virtual storage appliance.

The Orca plug-in provides a virtual storage appliance that keeps your email archives up to date. Your data is easy to access when you need it. It is compatible with Microsoft Exchange®, Lotus Notes Domino®, Novell GroupWise®, and any other mail server using IMAP, POP, or SMTP protocol. The web access is controlled via an Internet access control tool, providing restricted access to features as needed.

Orca sustains email message integrity without duplication. It works efficiently with data search tools like eDiscovery to provide effective searches in the from: and subject: line, as well as the message body. You can also use the Orca digital archiving software to do approximate, or fuzzy, string searches: to cover typos or inexact terms that still meet your parameters.



Both solutions provide full audit capability, tracking all access to the system (required by some regulations). Specific emails can be retrieved in seconds. This is in stark contrast to the hours, days, or weeks that many companies have needed to meet the demands of courts or regulatory agencies in the past, which involved trying to search through backup tapes. This lack of responsiveness is the key reason many large fines and penalties have been levied to date: because companies could not retrieve requested email records within the timeframes ordered. Administrators can access the RazorSafe and Orca archives via an intuitive Web-based interface from anyplace with Internet access. Additionally

- Email attachment management ensures no duplicates— the system retains only one
- A daily email status report clearly verifies which emails are being archived
- Complete tape information is available at your fingertips
- Convenient online documentation is provided



Seamless Mailserv Integration

The RazorSafe archiving appliance works with Microsoft Exchange, Lotus Notes, Novell Groupwise, and virtually any IMAP or POP3 email system. When attached to your network, all emails are immediately and continuously saved and indexed to disk, plus archived and indexed to tape at intervals the user specifies. Your archived mail is then available for retrieval in a manner compliant with corporate policies and industry regulations. This appliance seamlessly plugs into an email server and manages a company's electronic business records with the same scrutiny as paper records, archiving to an unalterable medium, indexing metadata such as sender, receiver, time, date, etc., and providing the ability to journal, search, and set life cycle and security policies.

RazorSafe captures all of a user company's email on a continuous basis. There's a model that's the perfect size for any small enterprise. It also captures digital faxes. And, when used in conjunction with enterprise instant messaging (IM) management solutions, it archives—and makes available for rapid search and retrieval—all of a company's IM messages as well.



Compliance Met

The Intradyn RazorSafe and Orca archiving solutions allow companies to meet a variety of electronic messaging retention needs, whether related to regulatory compliance (SEC 17a-3 and 17a-4, NASD 3110, FDA 21 CFR Part 11, HIPAA, etc.), or simply for good business practice in electronic records management, as related by the requirements of the Sarbanes-Oxley Act (SOX), for example.

Auditable Secure Storage

The customer has the choice of encrypting storage tapes on which the emails are stored, providing highly secure protection of the data in the event of tape loss or theft. RazorSafe and Orca both utilize the Advanced Encryption Standard (AES 256-bit - “strong” encryption) used by the U.S. federal government.

Every single access to email on the system is tracked by date, time, and user, providing a full audit log.

RazorSafe and Orca deliver the ability to easily export any email search results, directly from the search results screen to a file, to a CD, to an email, or to a printed hardcopy. This feature greatly facilitates use of the system for response to SEC auditors, for legal discovery, or for review by a company’s legal counsel.



Executive Summary

The Intradyn appliance and cloud-based Email Archiving Solution™ is rapidly being adopted today in organizations of all sizes and vertical markets for:

- Regulatory compliance
- Legal discovery (e-discovery)
- Knowledge management, or “email mining”
- Responsible business practices

The RazorSafe appliances and Orca cloud-based archiving systems are affordable and extremely simple to use, requiring no integration of hardware and software, and no disruption to a company’s existing IT infrastructure.

With Intradyn’s archiving expertise in their corner, IT managers can comply with the ever-increasing requirements to archive and retrieve email. Most important, companies and IT managers can stay in compliance with archiving regulations, easily managing their “haystack” of email.