IBM Information Archive for Email, Files and eDiscovery

Simplify and accelerate the implementation of an end-to-end archiving and eDiscovery solution

Highlights

- Take control of your content with an integrated, end-to-end archiving approach for email and files

- Increase the business value of your data while driving down the costs and complexity of the infrastructure

- Stay compliant with legal and business mandates, and enable quick response to requests for information

Every 21st century business is becoming increasingly digital and increasingly interconnected, and that challenges an organization's ability to control its information. Information is exploding at an alarming rate, increasing cost, increasing risk, and making it harder for businesses to unlock business value. The old ways of dealing with the problem—keeping everything forever—no longer work. There is simply too much information being generated.

How much is too much? Across the world, 15 petabytes of digital data are being generated every day.[1] It may be hard to visualize this kind of number, so consider that 1 petabyte is equivalent to about 50,000 HD movies, or about 100,000 hours of viewing time. Making a comparison to HD movies seems adequate, considering that 80 percent of this daily deluge of information comes in the form of unstructured content— generated largely by email—with increasing contribution by documents, images, video, and audio.

Not only is there a lot of new information being generated daily, companies don't know what content they have, much less know how long they need to keep it. Much information being stored today is either duplicated, irrelevant or overly retained. On top of that, the velocity of decision making and tight timelines to respond to regulatory, compliance and litigation requests are all forcing organizations to act faster than ever. And email-only archiving solutions are simply not sufficient, since the challenge comes not only from email but from a variety of information types.

The true price of storage

All of this new information comes at a price. The most obvious costs consist of the budget line items consumed by storage. Have more data? Buy more storage. Add more disks, more arrays, bigger data centers to house them all, optimization programs to make the disks you already have run more efficiently, more power and cooling to keep all that storage running optimally. More and more organizations find that the ever-increasing cost of storage is not containable, especially considering the reality of flat IT budgets.

Other costs emerge too, and often these costs never show up on any budget. For example, consider the costs of the time spent looking for—and not finding—information. According to the results of a survey conducted by Accenture, managers spend up to two hours a day searching for information they need, and more than 50 percent of the information they do find is of no value to them. 42 percent of respondents said they make decisions using the wrong information at least once a week.[2] This leads to inefficiency, incorrect assumptions, and bad decisions. In a competitive environment, any of these outcomes could result in lost bids, incorrect product specifications, or missteps in the marketplace. Organizations falling into the costly trap of keeping everything forever are not only facing high costs but exposing themselves to potential compliance and legal risks—such as sanctions, fines and negative public exposure, just to name a few.

The search for integrated and simplified archiving solutions

Blanket approaches to the archiving problem usually involve overly simplistic approaches to what can be a nuanced problem. For example, in many organizations, if enough time has passed, archived documents are simply deleted. Or storage quotas are assigned, backup tapes become substitutes for archives, or users are asked to make decisions regarding every piece of content and whether that content needs to be kept or not. All of these examples will not solve the problem and may even lead to more risk. If documents are deleted based on simple time parameters, that ignores legal requirements that may require knowledge of a specific business context such as whether or not a document is final, or whether or not a bank account has been closed. Storage quotas often result in end users creating their own unsanctioned but still discoverable local copies. Backup tapes are governed by IT rules rather than by legal and business context. Manual user actions can be inconsistent, do not scale, and do not meet regulatory and court requirements for repeatability, defensibility, and auditability.

Complicating the entire picture is the issue of regulatory compliance and legal discovery. In many industries, these two factors drive storage and retrieval requirements to a great degree. In many businesses there is a requirement to classify, manage, and delete data—in other words, to set up and control the life cycle for documents and other data—and this requirement goes well beyond the simple need to back up and archive every single bit of data that gets generated by the organization. In such complex environments, simply buying more storage isn't going to work. More storage devices just lead to more complexity, instead of smarter storage practices. An enterprise with infrequently retrieved information on storage devices isn't in a particularly advantageous position. Neither is an enterprise that can't quickly and efficiently respond to a legal discovery request.

What is needed is an approach that avoids the pains associated with:

- The inefficiency arising out of the "keep everything forever" model, storing every bit of information indefinitely regardless of its value.
- Runaway storage and infrastructure costs caused by growing volumes of information, especially email and files
- Increased cost and risk resulting from an inability to produce critical information under punitive scenarios and deadlines, including eDiscovery
- Complexity related to various point solutions, lengthy implementation cycles and limited expandability to cover a variety of content types

IBM Smart Archive Strategy
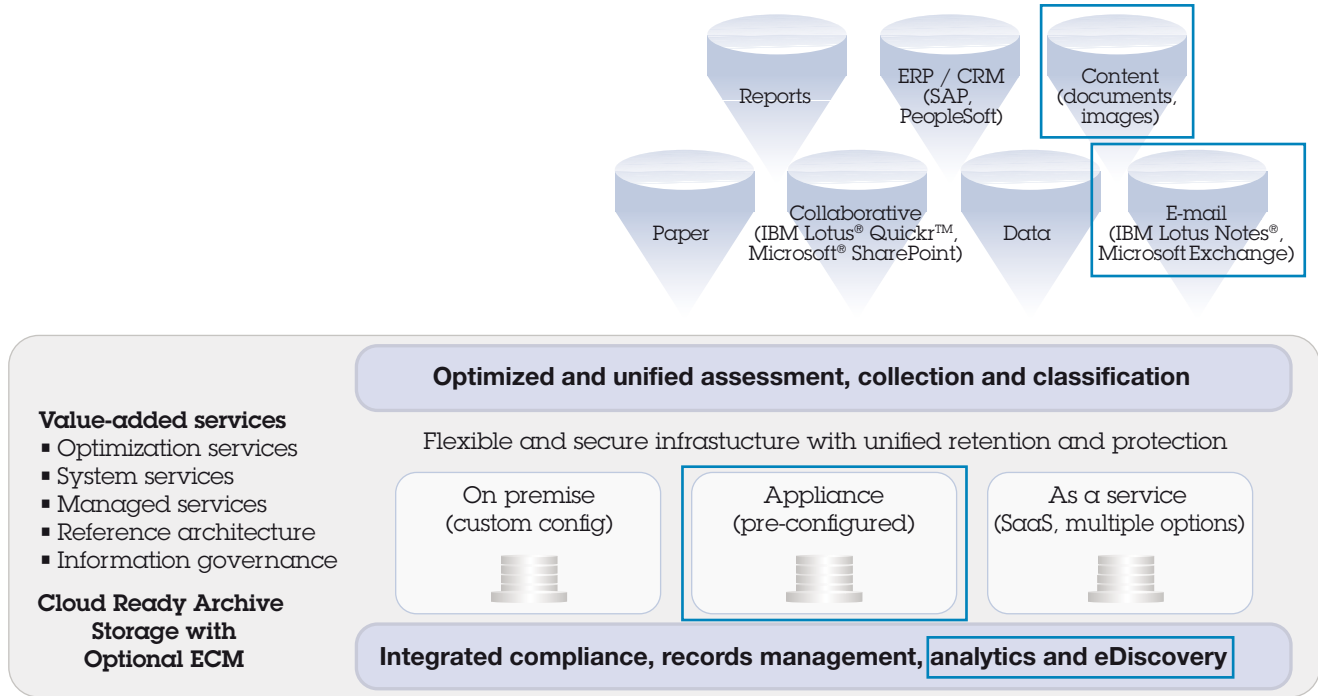
This diagram shows how the IBM Smart Archive Strategy combines software, hardware and services to allow organizations to intelligently and systemati-cally identify what information needs to be collected, classified and archived, and to do it in a unified way. The items circled in blue show the elements that IBM Information Archive for Email, Files and eDiscovery combines to help customers with email and file system archiving challenges.

Gain an edge with the IBM Smart Archive Strategy

Facing ever-increasing requirements for long-term retention of data, organizations are looking for an integrated approach to manage and leverage information over its lifetime, and stay compliant with legal and business mandates, all while driving down the costs and complexity of the infrastructure.

The IBM Smart Archive Strategy is IBM's comprehensive, unified, integrated archiving strategy. As part of the Smart Archive Strategy, IBM has combined leading software, sys-tems and services capabilities to create flexible, preintegrated, preconfigured and information-aware solutions for archiving that can start delivering value almost immediately. These integrated solutions can help you speed time to value and simplify your environment, while including a choice of man-agement and delivery models based on common information life spans and policies.

IBM Information Archive for Email, Files and eDiscovery

IBM's approach is to offer specific solutions that are comprehensive, unified and modular—such as IBM Information Archive for Email, Files and eDiscovery—to help you get started quickly. This IBM offering can be used to simplify and accelerate the implementation of an end-to-end archiving and eDiscovery solution from weeks to days. With IBM Information Archive for Email, Files and eDiscovery, IBM delivers a specific Smart Archive Strategy solution that will help ensure the success of information archiving projects.

The IBM Information Archive for Email, Files and eDiscovery includes comprehensive yet straightforward archiving and eDiscovery capabilities that support email and file system content. These capabilities include:

• Mailbox management and journaling.
• File system archiving.
• Litigation, audit and investigation readiness and response.
• Advanced content analytics for early case assessment.

This solution comes with preconfigured software, hardware and implementation services from a single trusted vendor. The total solution configuration leverages IBM's experience in customer archiving deployments, simplifying implementation and providing quick time to value. Additionally, proven services packages are available to manage ongoing administration and maintenance. This is an ideal solution for organizations that have up to 1,400 employees and have a requirement to capture and retain email and file system content or have experienced soaring storage costs and need to bring those costs under control.

IBM Information Archive for Email, Files and eDiscovery includes everything an organization needs to implement the solution in-house from beginning to end. Specifically, the solution includes:

• IBM Content Collector Discovery Analytics Starter Pack, which has:
  – IBM Content Collector for Email.
  – IBM Content Collector for File Systems.
  – IBM eDiscovery Manager.
  – IBM eDiscovery Analyzer.
• IBM Information Archive.
• IBM Content Manager Enterprise Edition.
• IBM System x® servers already sized and configured to run the software.
• Implementation Services, to complete the implementation of the solution on site.

Additionally, optional health monitoring services to help organizations with routine maintenance and monitoring tasks are also available from qualified IBM Business Partners.

This offering is easily expandable to include more disk capacity, additional information types and other value-added capabilities, such as advanced contextual classification, records management, or Microsoft® SharePoint archiving—all without costly or risky custom integration.

IBM Information Archive for Email, Files and eDiscovery cost-effectively increases the business value of content by enabling organizations to take back control of content, while enforcing compliance and business purpose policies. It optimizes legal discovery by helping reduce discovery costs, and by providing authorized legal staff with quick access to analysis of case-relevant information for enhanced response. And it supports consistent compliance by providing optimized information management capabilities to proactively manage compliance-related information over its life span.

To improve performance, the offering helps deduplicate email, files and attachments, and offloads less frequently accessed data from the production systems—improving system and process efficiency and productivity. At the same, it helps reduce IT costs by using a complete email and files archiving offering to simplify the archiving infrastructure and reduce overall storage requirements, power needs and administrative demands.

Key benefits for more effective and efficient email and file system content archiving

IBM Information Archive for Email, Files and eDiscovery delivers the following benefits, to make archiving information and managing archived information more effective and cost-efficient:

- **Superior archiving experience:** Integrated proven capabilities including IBM software, hardware, and services to simplify implementation and obtain quick time to value
- **Superior archiving software:** Straightforward archiving and electronic discovery capabilities, yet expandable to meet changing business needs
- **Superior archiving infrastructure:** A highly scalable, secure, high-performance infrastructure that supports multiple types of information across industry-standard interfaces from multiple sources

Addressing real-world archiving challenges

For organizations that need to deploy an archiving and eDiscovery solution, and need to start realizing value from it quickly, IBM Information Archive for Email, Files and eDiscovery delivers comprehensive yet straightforward capabilities in these areas. The solution supports email and files—two of the most common information types that cause cost and risk—as well as eDiscovery capabilities. It is ideal for any organization with a requirement to capture and store all incoming and outgoing email messages and gain control over

file system content for compliance purposes. The solution also meets the needs of organizations that have identified soaring storage costs and associated management issues such as the time and cost of backups, and who want to control costs by offloading seldom-accessed information to an online archive repository.

A flexible, secure and cost-optimized offering for email and file archiving and retention

IBM Information Archive for Email, Files and eDiscovery provides a preintegrated, best practice-oriented, quick archiving and eDiscovery start for any organization, whether facing limited resources, limited time to bring projects up and running, or limited experienced staff. This tightly integrated offering brings policy-driven archiving for storage management or compliance purposes, of both email and files stored on file servers, leading to a significant reduction in the cost of managing important but seldom-accessed data stored on primary systems. It helps your organization respond quickly, defensibly and cost-effectively to requests for information through simple search and advanced analytical capabilities delivered via the integrated eDiscovery capabilities, including but not limited to early case assessment, hold management, audit tracking, and readily available export. Last but not least, the solution reduces the cost and risk associated with maintaining growing volumes of email and file information by archiving to a secure IBM solution that matches information value to the infrastructure layer by leveraging hierarchical storage management. The solution provides a quick and practical start while providing a flexible strategic growth path that is ideal for any organization.

Why IBM?

In the past, leading point applications may have been adequate to address near-term, tactical responses to your archiving needs. Over time, however, that approach may prove too limiting as these requirements become increasingly complex. Why keep searching for multiple vendors to duplicate what a single, global, trusted, end-to-end solution provider can do

for your organization? Insist on an exceptional archiving strategy from an industry leader. Rely on IBM for the help you need.

IBM Information Archive for Email, Files and eDiscovery increases the business value of content by enabling organizations to take back control of content, while also enabling them to enforce compliance and operational policies. Delivered in the context of the IBM Smart Archive Strategy, IBM Information Archive for Email, Files and eDiscovery can help organizations reduce the cost, risk and complexity associated with maintaining growing volumes of email and file information, by archiving to a secure IBM solution that matches information value to the infrastructure layer. This innovative solution provides a quick and practical start while providing a flexible strategic growth path that is ideal for any organization.

For more information

To learn more about how IBM Information Archive for Email, Files and eDiscovery can help your organization take back control and unlock the business value of your content, contact your IBM sales representative or IBM Business Partner, or visit **ibm.com**/smartarchive

Each IBM customer is responsible for ensuring its own compliance with legal requirements. It is the customer's sole responsibility to obtain advice of competent legal counsel as to the identification and interpretation of any relevant laws and regulatory requirements that may affect the customer's business and any actions the customer may need to take to comply with such laws. IBM does not provide legal advice or represent or warrant that its services or products will ensure that the customer is in compliance with any law.

[1] "2008 Annual Review: Intelligent Information," Thomson Reuters. http://ar.thomsonreuters.com

[2] "Managers Say the Majority of Information Obtained for Their Work is Useless, Accenture Survey Finds," Accenture, January 4, 2007. http://newsroom.accenture.com/article_display.cfm?article_id=4484

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