



Reducing Email Storage TCO



Overview

Headlines concerning email related scares and fines have been commonplace for the last 5 years. The solution is well known: implement email archiving to reduce your risks.

But will the implementation of archiving solve a problem or increase costs? Unless you have created a plan, and worked to it, your problems may only just be beginning and storage costs could be going through the roof!



Is simple email archiving the solution?

The problem for any system manager is, as a minimum, threefold:

1. Ensuring that the correct data is retained
2. Remains accessible without user productivity being affected
3. All while ensuring that storage management costs are kept under control

With the size of Exchange information stores becoming larger, the risks incurred in business operation by lengthy backup/restore times are high, yet the alternative option of mirroring or backup to another high-speed drive results in significantly increased complexity and cost.

Today's popular solution is to implement an email archiving system. However, without careful thought and selection, the cost reductions can come at a price, which can be minimal reductions in overall storage requirements, excessive implementation time or poorly managed data any or all of which will result in higher long-term costs.

Whatever the potential negatives of poor selection and implementation, the benefits gained by archiving a successful solution can however bring significant business benefits:

- Reduction in email storage footprint
- improved backup/restore times
- Removal of the need to create PST files
- Improvement in corporate control, reducing risks of litigation

Ideally, current data will be kept in place, after all it is likely to be required regularly, but once it has become 90 or 180 days old, the requirement of access will be low, so retrieval of an email can be slower, but only by a second or two.

Once email gets to a year old, the access activity will, in most instances be reduced to virtually zero and retrieval can take a little longer. This means that you will be able to place this data on a DVD library. With the modern techniques of cached libraries, even this can give a perfectly adequate response time.

This is fine, and moving data to lower cost devices under some form of control mechanism is usually defined as Information Lifecycle Management (ILM). However, with the volume and profile of your email, an unstructured campaign of simply archiving can impact the long term management of data and have significant negatives, such as:

- Retaining unwanted/inappropriate data
- Potentially high management costs in managing the data (over time)
- Unnecessarily high storage demands
- Poor repository architecture will result in poor performance, management or cause unnecessary/complex backup strategy
- Solution not aligned with your storage management solution, resulting in higher long term costs



Email Lifecycle Management

There is certainly no doubting the wisdom in archiving, however, what does need to take place is a planned campaign to reduce the Total Cost of Ownership (TCO) of the email archiving system, or the TCO of your email data. This is known as planning an Email Lifecycle Management (ELM) project.

When implementing an ELM project, Email management differs from conventional file (documents, spreadsheet) management in that the volume of data is many times higher and much of it is unsolicited data that may have been retained for reference in the future. Most likely we do not consider deleting it, nor do we have the time to review and delete it.

So what makes an effective ELM project?

- Review the existing data
- Establish your requirements
- Decide what you want to archive
- Whose mailboxes are most important to archive
- From what dates you want to archive mail
- Then, before archiving, remove unwanted/inappropriate data, this will reduce the volume of data to be archived, improve the efficiency of your system
- Compressing data in-situ (optional) halves the storage requirement before archiving

Most importantly, implement your archiving program *in stages* to meet your requirements and capabilities

To summaries, an ELM project should:

- Remove non business data (e.g. search for and remove mp3 and avi files)
- Compress data before archiving is easy and provides breathing space before starting on the major project
- Ensure the archive system is in-tune with you backup/DR strategy
- Implement repository and retention strategies to meet your business requirements
- Select and archive really old data to lowest cost devices
- Select and archive old data to medium cost/medium access time device
- Archive remaining data over 90/180 days to optimal performance storage
- Continue to analyze your data and tune your archive strategies

Email archiving can resolve many problems, in fact the objectives can seem to inherently conflict: how can you retain all email yet reduce storage volumes? The answers lie in prioritizing aims and assessing where, if any, compromises can be reached.



Keep in mind that email archiving systems have been built around the requirements that all organizations have seen and developed over the last 5+ years – your company may be unique in detail but its requirements will be common with most other organizations.

Email archival vendors can help you realize where trade-offs do not have to lead to compromises in functionality – so that optimal use of resources can support compliant archives, and selective archival of email can meet the needs of the organization and give email users continuous, uninterrupted access to their mail content.

Be clear in your objectives, and once you have your ELM strategy under your control, you will soon see a reduction in high cost storage requirements.

About C2C

We hope that this paper has helped you to plan your way forward. C2C offers automated data archiving and management for email, files and SharePoint content. With over 15 years experience delivering solutions for capacity, e-policy enforcement, compliance and eDiscovery, C2C optimizes performance, reduces storage management costs and minimizes risks associated with email - helping you to control your data before it controls you.

The Company, a Microsoft Gold Certified Partner, supports organizations in the government, manufacturing, finance, education and healthcare industries, including Fortune 1000 companies. Established in 1992, C2C is a privately held company with offices in Springfield and Westborough, Mass. and Reading in the UK.

Copyright

All trademarks, trade names, service marks and logos referenced herein belong to their respective companies. Disclaimer of liability: While every precaution has been taken in the preparation of this document, C2C assumes no responsibility for errors or omissions, or for damages resulting from the use of the information contained herein.

Where can I find out more?

For more information and free evaluation software, visit www.c2c.com or email info@c2c.com.

C2C Systems, Inc.
1 Federal Street
Bldg. 101-R
Springfield
MA 01105-1199
USA

T: +1 413-739-8575
F: +1 413-739-4980

C2C Systems Ltd
6 Richfield Place, Richfield Ave
Reading
Berkshire
RG1 8EQ
UK

T: +44 (0) 118 951 1211
F: +44 (0) 118 951 1111