



## Archiving 2.0 with Retain

Archiving has evolved over the past few years. One of the major changes between the two paradigms is the need not just to manage and store email data but to archive all electronic communication data.

### The Shift from Archiving 1.0 to Archiving 2.0

Most recently, there has been new shift in the list of requirements for archiving. Not only must you defend against the bad things that might happen if your organization cannot find relevant data and manage your users and their storage requirements effectively and efficiently (Archiving 1.0), but you also must adapt to using your archiving capabilities in a proactive sense. An example of this is to use the vast amounts of intelligence locked away in data storage, to answer some significant questions about your company's operations, per se (Archiving 2.0).

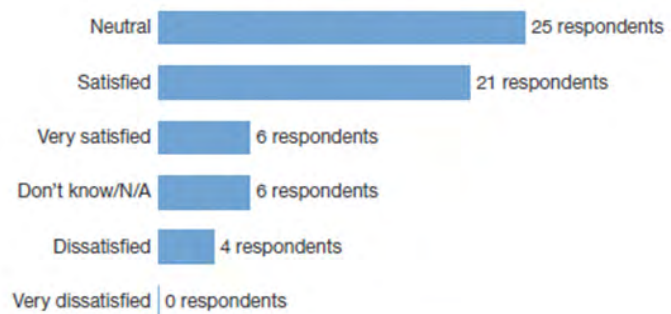
Because of this shift, organizations are demanding the solutions they choose to depend on archive all types of data, including email, social media, instant messaging and that produced by mobile communication devices. Additionally, organizations need solutions that provide analytics tools to use archived data as a source of valuable business intelligence.

Because of these needs, some organizations have become dissatisfied with their current archiving solution (Archiving 1.0) as shown in the following figure. Less than half of respondents are satisfied with their current archiving solution.

### Migrating from Legacy Archiving Solutions

The dissatisfaction with legacy archiving solutions has caused many organizations to want to migrate to a next generation Archiving 2.0 solution. The reasons for this shift include:

"How satisfied are you with your current ECM or archiving solution(s)?" (Archiving)



Base: 62 ECM professionals

Source: Forrester's July 2014 Global Enterprise Content Management And Archiving Online Survey

Figure 1. Current archiving solutions are room for improvement.

- **Archiving of all electronic communication data, not just email:** Most, if not all of legacy archiving solutions, only archive email. They do not provide archiving for all electronic communication data.
- **Performance, search, and analytics issues:** Organizations can no longer tolerate multi-hour (or multi-day) search requests when responding to investigative or eDiscovery demand. Archiving 2.0 solutions have updated architectures and improved search and indexing engines, and they are embedding analytics to help assess large volumes of email or content found in early stages of discovery.
- **No archive access via mobile devices:** With the increasingly mobile workforce, mobile apps and responsive design for user interfaces are essential when encouraging access to archived content by a broader set of information workers. Next-generation archiving solutions have launched apps for iOS, Android, and HTML5 to serve the needs of non-technical users.
- **Lack of mobile communication data archiving support:** Organizations must have the ability to capture and archive mobile communication data. Legacy archives and many next-gen archives do not have this functionality, especially when it comes to iOS, as Apple has not opened up APIs.
- **Poor usability and simpler access to the archive, especially for end users:** Archived data is a source of corporate memory and knowledge. This means archived content must be easy to find

and the archive user interface must be user friendly. Legacy archives do not provide this functionality and in fact make it difficult, if not impossible, for end users to access the archive.

- Lack of connectors for a broader range of content:** An archive must have ability to connect to a broader range of content. This includes archiving social media, instant messaging, web searches and of course, as we mentioned mobile device data. Furthermore, organizations must be able to connect their archive to other content such as file shares and Enterprise Content Management (ECM).

### The Archiving Solution of the Future: Archiving 2.0 with Retain

Micro Focus Retain is the Archiving 2.0 solution that archives all forms of messaging communication data. Retain archives multi-platform email, social media, instant messaging, mobile, and web search data in one central archive. This archive, unlike legacy solutions, gives you one repository for all of your communication data, which means you only need one solution. Retain includes built-in, included tools to easily search, perform eDiscovery, access corporate data, print, export, redact, and place litigation holds.

Retain also features connectors to ECM, Sharepoint, Laserfiche, and other file systems, which means that you can use their index to do a search across those data sources. Retain can do a single search that will bring in results from all email, social media, mobile, instant messaging, and web data, along with your file systems.

Archived content is an untapped source of business insight. Retain gives you the tools to get that critical data and have the analytics that are so desperately needed. Retain allows you to preserve your corporate memory and manage all of your corporate data, from one central archive.

Ditch your legacy archiving solution and make the move to Archiving 2.0 with Retain. Retain Unified Archiving provides the essential tools to quickly and easily access your archived data for analytics and business intelligence. Retain also ensures that your archive is complete and compliant.

For more information about Retain and Archiving 2.0, visit: [www.microfocus.com/en-us/products/retain-unified-archiving/overview](http://www.microfocus.com/en-us/products/retain-unified-archiving/overview)

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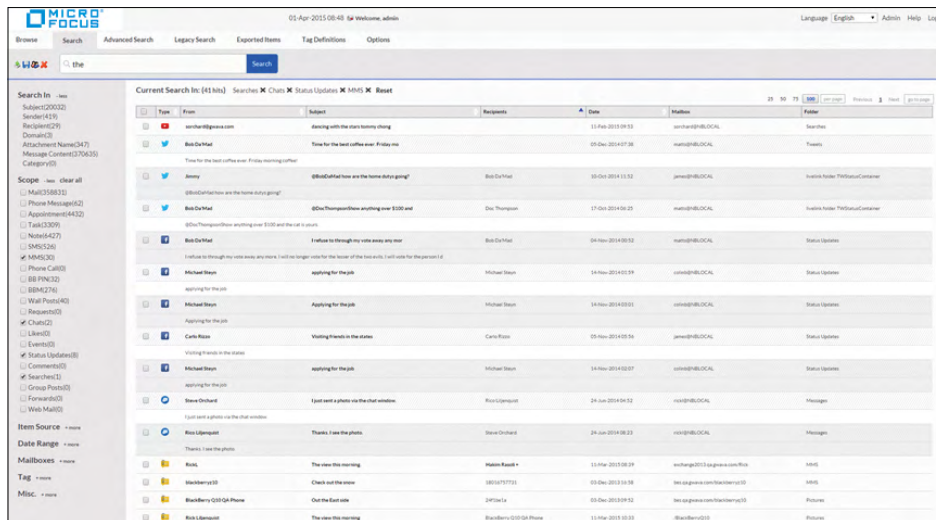


Figure 2. This is a view of the central search. View all email, social media, instant messaging, mobile communication, and web search data from one unified archive.