



Cost Savings of Archiving

Retain™ Unified Archiving provides multi-platform unified message archiving of all email, social media, and mobile communication data for case assessment, search, and eDiscovery.

The Case for Archiving

There are many reasons why organizations should archive their electronic communication data. Some of those reasons include the following points:

HIGH COSTS

- On average organizations will spend almost \$1 million over the next three years in eDiscovery, downtime, and end user file recovery.

LOST TIME

- Users often misplace or delete emails, files, and other content that they would later like to retrieve. Giving users self-service access to this data (without having to ask IT to retrieve it for them) is beneficial to users and IT alike.

STORAGE SPACE

- An archiving system can reduce storage requirements for email, application, and file servers.

DATA PRESERVATION

- Archiving preserves corporate memory and corporate heritage.

SYSTEM MIGRATION

- Archiving facilitates easier email system migration.

OVERSIGHT

- Archiving helps decision makers to monitor employee behavior for purposes of maintaining policy and regulatory compliance, as is the case for financial services firms.
- Productivity can also be useful for analyzing business processes and information flows.

REGULATORY REQUIREMENTS

- Organizations have legal and statutory obligations to preserve content that may be needed for legal proceedings, or to satisfy regulatory obligations to retain data.

While archiving is often viewed as a cost of doing business, in reality it can reduce the cost of doing business, dramatically in some cases.

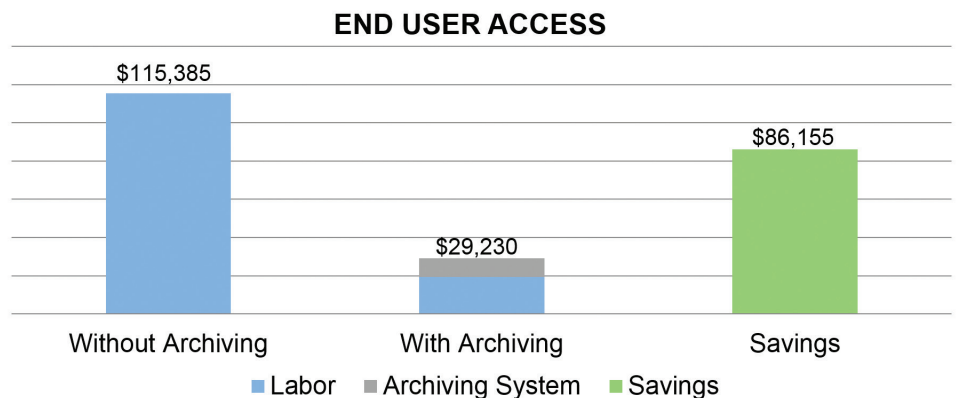
Examples of Cost Savings

The following examples demonstrate the cost savings an organization should expect to receive from implementing an archiving system.

Providing End-User Access to the Archive

WITHOUT ARCHIVING

Your users will periodically delete email messages that they will need at some point in the future. In this example, let's say that at your 500-person organization, each employee needs to recover just one email per month. This results in a total of 6,000 emails recovered each year (500 employees x email per month x 12 months). IT requires an average of 30 minutes to recover each email from a backup tape, which means that IT staff members will spend



a total of 3,000 hours annually (6,000 documents x 30 minutes per document) recovering this content. The total IT cost of email recovery, therefore, will be \$115,385, the equivalent of 1.44 full-time IT staff members.

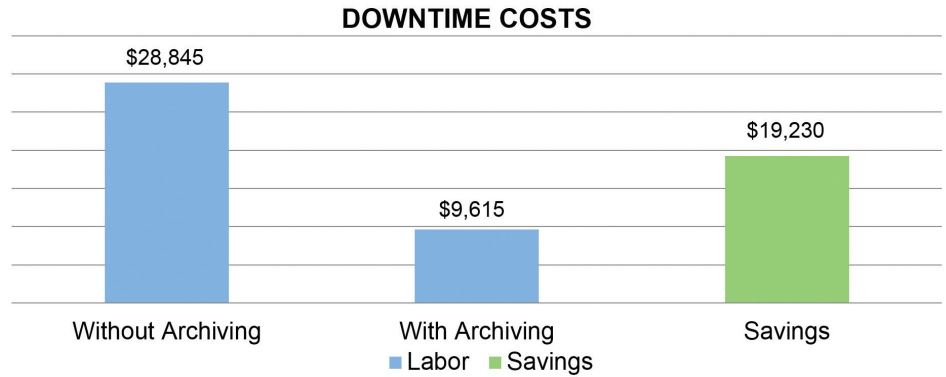
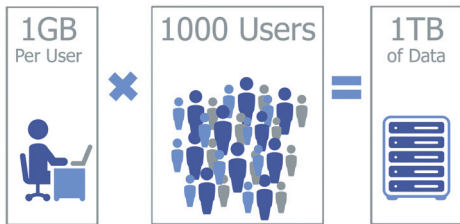
WITH ARCHIVING

In this example, your organization has deployed an archiving system that has been configured to allow individual users to access their own archived content. If we assume that it takes your users five minutes to recover an email and that the average employee salary is identical to that of IT staff members, the total cost of employees recovering their own documents is \$19,230 annually (6,000 emails x five minutes of recovery per document). The total annual savings compared to IT recovering the documents is \$96,154. Factor in the cost of the archiving system (an average of \$10,000 per year), and the cost savings from end-user access to the archive is more than \$86,000 per year.

Better Storage Management

WITHOUT ARCHIVING

The need for live data storage grows every day, and with the lack of single-instance storage, data can grow exponentially. An important consideration of archiving is the functional benefit of reducing storage on "live" servers. For example, if an organization allows each user to have a one-gigabyte mailbox and each email server supports 1,000 users, that means that each email server will potentially need to store



one terabyte of mailbox data. Backing up such a large amount of data can take a substantial amount of time, not to mention the performance degradation that might result from managing so much content. If a server fails, the restoration process for one terabyte of data can take time and can result in an unnecessarily long system downtime.

WITH ARCHIVING

If an archiving system is implemented that will automatically migrate data to archival storage once a mailbox reaches a certain size, it can do two things: it can implement much smaller mailbox quotas (perhaps 250 megabytes instead of one gigabyte), and it can give users access to their archived content directly in the mailbox or through a web-based interface. This will not only improve email server performance, but it will also dramatically shorten backup and restore downtimes, with important and positive implications for disaster recovery and business continuity.

Reducing Downtime Costs

WITHOUT ARCHIVING

Some of the fundamental problems with storing content "live" on email servers instead of in an archive is that the email storage on servers continues to grow over time, users can offload

content to personal archives where it is much more difficult to access, or they delete important information that should be preserved for long periods of time. Further, storing very large amounts of content on email servers can reduce their performance and can make server restoration after a crash a much more lengthy process that impacts user productivity.

WITH ARCHIVING

If your email servers crash only once per year, with each server supporting 500 users, let's say that the restoration process requires six hours without an archive. If you did have an archive, the time required is cut by two-thirds. Let's also say that the fully burdened salary for email users is \$38.46 per hour, and users are 25% less productive during an email downtime incident, such as a server restoration. The total productivity cost savings of having an archiving system in this situation for just one email restoration would be \$19,230, based on the following:

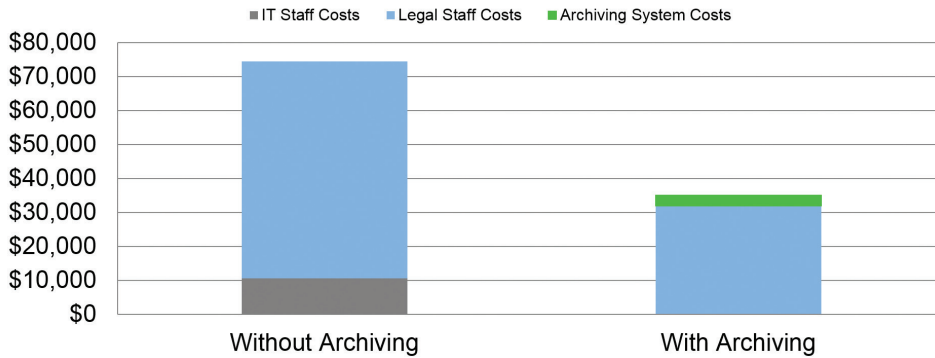
Cost without archiving

\$28,845 (\$38.46 x 500 users x six hours x 25% lower productivity)

Cost with archiving

\$9,615 (\$38.46 x 500 users x two hours x 25% lower productivity)

EDISCOVERY OR REGULATORY AUDIT



An eDiscovery Need or Regulatory Audit

WITHOUT ARCHIVING

Your 500-seat organization must respond to an eDiscovery or regulatory audit request and all of its relevant electronic content is stored on 500 backup tapes. IT will spend 30 minutes loading each tape into the recovery server and copying the data to a central repository for processing by the legal staff. Another 24 hours of IT staff time is required to address issues like corrupted .PST files, tapes that cannot be read, etc. Also, your legal staff requires 320 man-hours to search through this repository for relevant content (the equivalent of one person working full time for eight weeks). This figure can vary widely based on the type of data through which legal must search, but this figure is based on real-world examples.

With the assumptions above, your organization will spend 250 man-hours of IT staff time at a total cost of \$10,538 (250 hours x \$38.46/hour) to recover the data from the backup tapes. The cost of your legal staff will be \$64,000 (320 hours x \$200 per hour), yielding a total labor cost of \$74,538 to respond to a single eDiscovery request or regulatory audit.

WITH ARCHIVING

Your organization has an archiving system that can be accessed by your legal staff. Although archiving systems can vary in price based on their feature set, licensing costs and other factors, you will pay the three-year cost of \$60 per seat (including acquisition, support, and maintenance costs) for your system or \$30,000 for the entire organization. Your organization will undertake 10 eDiscovery or regulatory audit requests over a three-year period. If we spread the cost of the archiving system over just these requests, that results in a cost per request of \$3,000 for the archiving system. Using the same assumptions as in the example

above, we can eliminate the IT cost because the legal staff can access the archive directly without any involvement from IT. And, because the archived information has already been indexed before being archived, searching across the archive will be much simpler and faster. If we conservatively assume that your legal staff time will be cut in half when they use your archive, the legal labor cost is \$32,000 (160 hours x \$200 per hour), although in many cases the reduction in time spent by legal is significantly greater than this. The means that the cost of a single eDiscovery exercise or regulatory audit will be \$35,000 (\$32,000 in labor and \$3,000 for the archiving system), resulting in a dramatic net savings per request. With the rather conservative assumption of 10 eDiscovery requests every three years, that results in a total savings of roughly \$395,000 over a three-year period.

What Cost Savings Can a Mid-Sized Organization Expect to Realize by Archiving?

The examples of cost savings with an archiving system outlined above are summarized in this chart.

These figures represent a three-year savings from the use of an archiving system for various

COST SAVING OF ARCHIVING

Task	Without Archiving	With Archiving	Savings per Incident or Year	Total Incidents Over 3 Years	Total Savings
Conducting one e-discovery exercise or going through a regulatory audit	\$74,538	\$35,000	\$39,538	10	\$395,380
Settling a legal action before going to trial	\$14,908	\$7,900	\$7,008	20	\$140,160
Reducing downtime costs	\$28,845	\$9,615	\$19,230	3	\$57,690
End-user self service to older content for a period of one year	\$115,385	\$29,230	\$86,115	Ongoing	\$258,345
				Total	\$851,575

“Like other emergency services, most people don’t care about archived email until they really need it. Retain was easy to install and straightforward to set up. I installed it on a Windows server we already had, making it even more cost effective.”

GARY VELDHOFF

IT & Finance Analyst
City of East Grand Rapids, Michigan

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tasks in an organization of 500 users. And by implementing an archiving solution, your organization could save almost \$1 million over a three-year period.

Though sometimes difficult to quantify, there are other cost savings benefits that an archiving system can provide to any organization. These include the ability to eliminate data leaks, conduct ad hoc assessments for fine-tuning email use or retention policies, continually improve efficiency or effectiveness, or improve employee morale by empowering employees to search through their own content instead of waiting for IT to respond to employee requests.

Information herein obtained from the October 2011 Osterman Research Survey “Quantifying the Costs and Benefits of Archiving Your Email and Other Electronic Content”

What is Your Archiving Solution?

Archiving is essential to all organizations for information governance, regulation compliance, increased productivity, and costs savings. It’s a fact: organizations must archive all electronic communication data, not just email.

Retain Unified Archiving provides multi-platform unified message archiving of all email, social media, and mobile communication data for case assessment, search, and eDiscovery. This solution helps reduce costs and increase employee productivity by reducing server loads, providing end user access to the archive, and providing powerful eDiscovery tools.



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