

# The Four Key Drivers for Mobile Archiving

Archiving is not longer just about storing email, archiving is needed for all of your electronic communication data, including mobile. Mobile archiving is essential for all organizations, for compliance, litigation, knowledge management, and oversight on employee mobile communication data, including text messages (SMS/MMS) and phone call logs.

## Why Should I Archive Mobile Device Data?

The four main drivers of mobile archiving include the following:

- Risk of litigation
- Regulatory compliance
- Knowledge management
- End user and IT productivity

Those four driver are based on the following criteria many organizations must consider:

- The legal risks an organization may face.
- The legal risk a decision maker is willing to accept.
- Whether an organization operates within an industry that is highly regulated.
- The willingness of IT to implement user-focused capabilities for recovering electronic communications and data.

These key drivers will help provide guidelines for you and your organization to consider when looking for an archiving solution.

**1. Potential Risk of Litigation.** According to a recent Osterman Research study and survey of small- to large-scale enterprises, the top driver to implement a mobile archiving solution is avoiding the potential risk of litigation.

- **Early Case Assessment:** This process gives legal an opportunity to conduct a review of their data and any electronic communication to determine the risk they could face in either defending themselves or prosecuting a case. Many times, legal counsel and others may want to review relevant emails and other documents from key employees and managers. This enables legal to determine if the case might be successful or fail.
- **Legal Holds:** Legal, or litigation holds involve retaining or placing a restricted hold on all relevant content when decision makers reasonably believe that litigation might be forthcoming, even if no formal legal action has yet occurred. For example, all relevant texts and phone call logs must be preserved until the legal action has been settled.

## Four Main Drivers of Mobile Archiving:

- Risk of Litigation
- Regulatory Compliance
- Knowledge Management
- End User and IT Productivity

## Top Reasons

### The Four Key Drivers for Mobile Archiving

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- **eDiscovery:** Electronic discovery is the formal process of searching for, extracting, producing, and reviewing relevant information from email, mobile devices, or other data stores. This is based on a potential subpoena, court order, and/or other rules established during the process of litigating a case. In addition, all data is required to be delivered within a designated amount of time. Failure to do so results in fines, sanctions, and a potential loss of the case.

**2. Regulatory Compliance.** At minimum, all organizations are required to comply with the Federal Rules of Civil Procedure that require organizations to preserve and produce business records. Some industries face strict and sometimes onerous regulations. These industries include the financial services industry, healthcare, pharmaceuticals, and energy, among others. It is important to note that even supposedly "non-regulated" industries like retail and manufacturing face some level of regulatory obligation to protect business records. Consequently, decision makers in all industries must consider regulatory compliance as a reason for implementing an archiving capability.

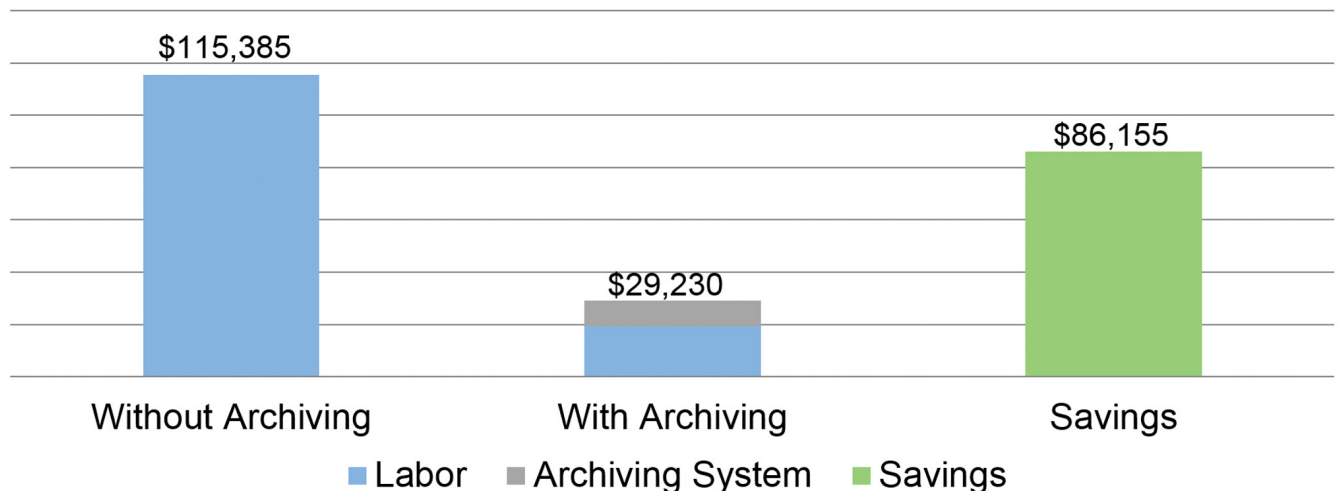
**3. Knowledge Management.** Knowledge management is about preserving content that organizations pay employees to produce. Mobile devices contain records of communications with customers, prospects, partners, and others. Furthermore, these devices contain records of appointments and tasks that are generated by a user. In other words, mobile devices contain a record of an organization's "digital heritage."

All Electronic communication is considered discoverable content and must be stored. This includes data from mobile devices like cell phones, instant messaging, file systems, SharePoint, various collaboration tools, voicemail systems, and any other repository of electronic communication.

**4. End User and IT Productivity.** Archiving improves the productivity of both the end users and the IT department. In many organizations, employees who misplace or delete emails and other content must submit a request to the IT department. This type of data, whether it be a single email or a complete message string, can take from three hours to several days to restore. However, organizations that implement archiving and then give their users access to archived content enable them to recover their own missing, deleted, or older email without having to involve the IT department. This enables individuals to recover their own email quickly and takes the burden off IT.

Not only does the time of data recovery add up, but the costs associated with recovery add up as well. If your organization employs 500 people and each of them needs to recover just one email per month, and it takes IT 30-minutes to recover each email, that is 3,000 hours per year spent looking for deleted email. The total IT cost of email recovery will be \$115,385 without archiving, the equivalent of 1.44 full-time IT staff members.

## END USER ACCESS



By providing end users access to the archive directly, the time spent per incident is reduced to under five minutes. This reduces the total time spent recovering files to just 500 hours, at a cost around \$19,230 annually. Even factoring in the cost of the archiving solution (an average of \$10,000 per year), the cost savings is considerable at more than \$86,000 saved each year by archiving.

## Does Your Archiving Solution Meet the Expectations of These Key Drivers?

Key Questions to Consider:

- Does your archiving system have an easy case assessment ability for the legal department to quickly assess the viability of a case?
- Does your system have the ability to place legal holds ranging from a single email to multiple email accounts?
- What eDiscovery tools are built into the system?
- Does your archiving system meet regulatory compliance laws, and if so, how does the system comply with those laws?
- Does your system support single instance storage? What are the average per-seat volumes of storage that your system supports?
- What forms of electronic data does your archiving solution support? Is it accessible from anywhere? Can you search the entire archive and see the entire message string in context?
- What type of end user tools are provided within the user interface? How do you restore, search, access, and export the data?

## 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.

### Micro Focus Mobile Archiving

Micro Focus archives SMS/MMS, BBM Enterprise and phone call logs for Android and BBM, BBM Enterprise, PIN, SMS/MMS, and phone call logs for BlackBerry. Additionally, Retain archives all encrypted SMS/Text messages and dedicated business phone number data for iOS and Android, via integration with CellTrust and TeleMessage. This means there is no need to tether or sync the device and archiving is done in real time.

Micro Focus features carrier level archiving of text messages. This gives you oversight on mobile communication data for your iOS, Android and other mobile devices on the mobile carrier network. This solution is ideal for environments with corporate-owned devices, BYOD, or a hybrid environment of both.

With this mobile archiving functionality, you don't lose valuable information, your organization stays compliant and your sensitive data stays securely within your organization.

Micro Focus offers mobile communication archiving for its Retain Unified Archiving solution.

**Retain Unified Archiving:** Retain provides unified archiving of all business communication, including multi-platform email and mobile communication for data management, oversight, and compliance. Retain includes built-in eDiscovery and search tools, easy archive access to end users and administrators and it can be deployed on premise or in the cloud.

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*Information herein was obtained from the Osterman whitepapers, "Best Practices for Managing Email Archiving" & "Quantifying the Costs and Benefits of Archiving Your Email and Other Electronic Content."*

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[www.microfocus.com](http://www.microfocus.com)

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