Email Archiving Overview

Deploy Email Archiving today. Contact Intermedia at:

CALL US 1.800.379.7729
EMAIL US sales@intermedia.net
ON THE WEB intermedia.net/archiving
Executive Summary

Email management continues to be a significant challenge for most organizations. The volume of email is skyrocketing, growing by 500% over the last 10 years, which poses storage and operational challenges for data security and system performance. To complicate matters, many organizations are obligated to satisfy specific email retention and retrieval regulations, which cannot be met with traditional out-of-the-box email server/client products (PST files). Add in increased legal and regulatory requirements, and you understand why leading industry analysts believe every organization should archive its email.

As email volumes continue to grow exponentially, email servers are pushed to their limits, resulting in costly downtime and reduced productivity. Additionally, with expensive litigation risks and long-term backup solutions that fail to meet requirements that email be “easily accessible,” organizations are frantically adopting email archiving solutions to put an end to the rising storage costs related to messaging environments.

Email archiving is a fact of life for most public and private companies in this day and age. It doesn’t matter what industry you’re in or how many employees you have – if you aren’t archiving, you run the risk of facing legal sanctions or huge eDiscovery costs if you’re ever involved in litigation within the U.S. federal court system.

The only choice left is to select the most appropriate deployment option for an archiving solution (an appliance, SaaS [cloud], or on-premise). With a hosted email archiving solution, you can address a number of IT needs at the same time. For those concerned about a large upfront capital investment, SaaS [cloud] solutions do not require hardware or software installation and they can be installed in hours/days for just a small monthly fee. Most importantly, it frees up your limited resources, giving them more time to focus on your business’ strategic initiatives.

Intermedia Email Archiving

Intermedia’s Email Archiving is the first hosted email archiving solution created with grid computing infrastructure technology. Grid design means very high reliability without a single point of failure. Grid computing also means an efficient use of computer hardware so that more data can be processed with less hardware resources, allowing us to pass the cost savings onto our customers. Only Intermedia provides eleven 9s of data resiliency in a hosted environment.
Only Intermedia hosts our customer’s data in a completely separate “customer-specific” data silo within our hosted environment. This means that there is never any mixing of customer information.

Administrators use the web-based HostPilot admin console to quickly configure messaging servers, control user access, view reports and manage the archive.

End users utilize the web-based eDiscovery tool to search the archive, flag messages of interest, export and save messages for later. Intermedia’s technology stack has been created to work within the unique characteristics of a grid utility elastic compute cloud environment. This means there is no single point of failure and the system auto-scales CPU needs based on work load. This design allows us to offer hosted archiving customers their own virtual environment to ensure data privacy with no co-mingling.

Intermedia uses several layers of data protection to ensure customer information is secure. We use SSL to encrypt all data that moves “across the wire.” No customer information is accessible in clear text. Data stored in the cluster array is encrypted and authenticated with Department of Defense AES standards. You can supply your own encryption key to ensure complete privacy.

Intermedia’s data center partner, Amazon Web Services, has invested over $2 billion in building state of the art data centers that provide four layers of redundancy. This world-class expertise and design, when applied to archiving, is available to all our customers.

Customer information is securely stored in two Data Center Clusters (DCC) located on the US East and West coasts. Each data center cluster consists of four physically separate data centers connected by fiber, but on different power grids, Internet access points and flood plains. In addition, a European secure storage vault is used for an additional storage location. This storage option is available for all customers.

Intermedia Saas/Cloud Computing – A Primer

SAAS

SaaS (Software as a Service) is the delivery of a product or application through a hosted experience. The popularity of SaaS continues to grow as more and more organizations are considering deploying a wider range of applications in a SaaS model. Current SaaS solutions in the marketplace today are typically software solutions that are installed in a dedicated data center environment and delivered to a customer in an on-demand fashion. These services generally have inherited limitations on scalability, redundancy and reliability.
CLOUD COMPUTING

With the increased popularity of SaaS (Software as a Service), comes increased popularity in the use of the term “cloud”. The cloud is a revolutionary new model in the delivery and consumption of computing, database and storage resources. The cloud is an on-demand infrastructure that can be harnessed to deploy SaaS solutions and provide unlimited scalability, redundancy and storage in an on-demand fashion at extremely affordable price points.

THE CLOUD AND SAAS-BASED EMAIL ARCHIVING

Intermedia has pioneered the use of cloud computing infrastructure to provide a next generation experience - SaaS 2.0. We have designed our service from the ground up specifically to be deployed in a cloud infrastructure and to take advantage of all of the benefits that the cloud offers:

- **Faster Implementation** - Customers who deploy Intermedia solutions benefit from full integration with their existing systems in a matter of hours rather than weeks.

- **Intelligent and Infinitely Scalable Computing Resources** - Intermedia’s use of cloud computing allows our archiving service to automatically adjust the usage of computing resources depending on requirements. This process provides our customers with an amazingly fast search and user experience.

- **Infinitely Scalable Storage Resources** - With Intermedia, you never have to worry about running out of disc space or paying more for storage. Because of our cloud infrastructure, we provide unlimited storage to our customers.

- **Little or No Upfront Fees** - Avoid paying for the acquisition and licensing of hardware and software.

- **Lower Total Cost of Ownership** - Intermedia costs 7 to 10 times less than installed software and hardware.

- **Reduce the IT Burden** - Take advantage of Intermedia’s experts in email archiving, indexing, search and discovery.

- **Regular Upgrades** - Receive regular upgrades to enhance your user experience. New functionality is provided when available and needed … all with no additional fees.

- **Safe and Secure** - Intermedia supports all DoD encryption and PCI-DSS security standards. Unlike other SaaS archiving providers, we provide a private data silo for your company.

- **Fast and Reliable** - Return search results in less than three seconds regardless of the size of your archive.
• **Availability and Redundancy** - Intermedia’s use of the cloud allows our service to take advantage of failure resistant and geographically disperse availability zones.

**Data Migration**

**THE CLOUD POWERED DATA MIGRATION CHALLENGE**

Over time, an organization’s email has often been dispersed and stored to various servers, backup tapes, CDs, DVDs, desktops and laptop computers, with multiple copies and no single source of indexing or access.

• Management needs to take control over an organization’s data and allow for independent access to historical email. This data has become the “go to location” for the history of an organization with the intellectual capital contained in tens of thousands of emails. Emails are permanent records of a company and represent versions of past conversations and documents. They are business records and need to be managed accordingly to mitigate risk.

• Security, Human Resources and Compliance Officers have a responsibility to manage the liability that electronic communications of employees can impose. Regulations and internal policies consider email to be a form of business communication that requires regulatory monitoring and oversight.

• IT Technicians are overburdened with technology issues. Daily challenges include finding and recovering email from backup tapes, CDs and failed hard drives, controlling mailbox sizes and managing increasing email volumes.

**THE DATA MIGRATION SOLUTION**

Centralize your company’s email by importing, indexing and storing messages within your Email Archiving service and provide instant search, retrieval and consolidation.

**Why Intermedia?**

**ROBUST**

Intermedia uses Amazon EC2 cloud-compute infrastructure for its scalability and reliability. Our unique and differentiated cloud powered software stack harnesses on-demand CPU and geographically dispersed storage to power archival functions for data ingestion, indexing, search, eDiscovery and export.

Our technology uses map-reduce style parallel processing to search very large data sets in sub-second response time. Parallel processing is only possible with cloud-compute CPU, taking advantage of the ability to scale up in real-time so that every customer search experience is quick and there is no waiting for jobs to complete.
UNLIMITED STORAGE

Storage capacity automatically increases on a per customer basis, at no cost. Regardless of how much email you add, customers will never run out of storage, or be charged additional fees. Cloud-based storage allows for continuous uninterrupted data growth without the cost and capacity issues that plague traditional storage architectures.

EASE OF USE

With no hardware to buy or software to install, your customers can be up and running immediately. The simple and intuitive web-based interface allows for easy archive set up and our 24/7 support team provides training for you and your staff. Rapid search and retrieval is possible by individuals in a personal archive or across the whole archive by authorized users such as lawyers or compliance officers - without burdening the IT staff.

SECURITY AND PRIVACY

Intermedia Email Archiving data security exists at three levels: physical infrastructure, data encryption, and the application layer. Data is secured in transit, and at rest. Our data storage meets rigorous PCI DSS standards (Payment Card Industry Data Security Standard) and the guidelines set forth by the Cloud Security Alliance. All data is secured via industry standard encryption (Defense Department AES and SSL), with no shared encryption keys across customers. There is never any co-mingling of archived data between customers. At the application layer, Intermedia uses Secure Socket Layers (SSL) to encrypt all communication between the web browser and the data center, and a processing pipeline that ensures performance and data privacy between customer accounts.

BUDGET AND ROI

A fixed cost per user via a simple monthly subscription makes planning easy. Migrating customer data into the cloud allows them to reduce storage and maintenance costs, reallocate or eliminate servers, avoid compliance fees associated with data loss, and reduce the costs associated with eDiscovery and analysis.

COMPLIANT

Intermedia Email Archiving solution supports all regulations an organization can have to comply with from an eDiscovery and compliance standpoint (36 CFR 1220.34, 36 CFR 1220.38, U.S. Department of Defense Directive 5015.2, NPG 1441.1C, FOIA...).
Customer Benefits

ENABLING COMPLIANCE

Compliance requirements can be challenging for organizations, which is partly why email archiving awareness has grown over the past few decades. The fact that companies have to comply with multiple regulations has been brought to bear as liability lies in emails. But partnering with a cloud-based service like Intermedia can alleviate those compliance needs.

First of all, financial services and institutions are among the highest regulated industries and have to comply with several rules:

- **The FINRA: Books and Records (Rule 3110)** states that advertisement and sales literature, including emails and IM, must be part of a firm’s records for three years from the date of last use. All correspondence must be maintained in compliance with applicable FINRA rules and with SEC Rules

- **17a-3 and 17a-4.**

- The **SEC** and **NASD** enacted some compelling regulations that organizations have to conform with.

- The **SEC Rule 17A-4 & NASD 3010** say that:
  - Archived messages must be stored in duplicate;
  - Storage media must be verified automatically for quality and accuracy;
  - Archived messages must be dated, time-stamped and serialized;
  - A searchable index of all stored data must be maintained;
  - Message indexes must be easily retrievable and downloadable to other media.

- **The SEC Rule 17a-3** states that every member of a national securities exchange must keep a current variety of books and records that relate to his/her business.

- **The SEC Rule 17a-4** requires records, including email, from brokers and dealers to be preserved for at least six years.

- **The Amendments to Rules 31a-2 and 204-2** bring even more requirements to the record keeping policy stating that records can be maintained in an electronic format as long as procedures are put in place to protect records from “loss, alteration, or destruction”; that access to these records is limited to authorized personnel; and that “electronic copies of non-electronic originals are complete, true, and legible.”
• The **Gramm-Leach-Bliley Act** requires that financial institutions implements safeguards against people trying to gain access to personal nonpublic information without proper authority to do so.

• Other examples of financial regulations include **NASD Rule 3110**, **NYSE Rule 342**, **Investment Advisers Act of 1940**, **NASD Rule 2860(b)(17)**, the **GLBA Financial Privacy Rule**, the **GBLA Safeguards Rule**, the **Federal Deposit Insurance Corporation Rules**, the **USA Patriot Act** and the **SB 1386** (only applicable in California.)

Government agencies are not free from regulatory compliance. They have a variety of rules to abide by:

• The **Code of Federal Regulations: 36 CFR 1220.4** specifying that agencies must institute adequate records management controls over the maintenance and use of records wherever they are located. Records must be organized, classified and made available for their authorized retention period. Agencies must also maintain permanent records in a format permitting transfer to the National Archives of the USA. **36 CFR 1220.38** requires agencies to ensure proper disposition of their records, regardless of format or medium, so that permanent records are preserved and temporary records that are no longer of use to an agency are promptly deleted or disposed of in accordance with the approved records schedule.

• The **Electronic Signature Act** mentions that any government agency’s record-keeping obligations may be solely through the maintenance of electronic records if those records accurately "reflect the information set forth in the record, and remain accessible to all persons who are entitled to access, in a format that can be accurately reproduced."

• Other government agencies regulations include the **44 USC 3106**, the **44 USC 3101**, the **US Department of Defense Directive 5015.2**, the **Freedom of Information Act**, the **NPG 1441.1C**, and the **NARA General Records Schedule 20**.

Educational institutions have to comply with their own rules and laws too:

• The **Federal Rules of Civil Procedure** states that all electronic communications must be searchable and easily produced.

• The **Family Education Rights and Privacy Act** requires that educational agencies and institutions protect the privacy of student education records.

• Other educational regulations include **FRCP Rule 26**, **FRCP Rule 33**, and **FRCP Rule 34**.
The healthcare industry is another highly regulated industry that has to submit to one major regulation:

- The Health Insurance Portability and Accountability Act (HIPPA) requiring that a wide range of documents, including emails, be kept for six years.

- Other healthcare and life sciences regulations include Medicare and FDA rules.

The Sarbanes-Oxley Act of 2002, applying to all organizations, specifies minimum retention periods for all accounting records, work papers, communications, file attachments, and documents whether transmitted via email, instant message, or any other message mode. It also proscribes a number of penalties for altering or destroying corporate data. Other regulations applying to “all organizations” include the Electronic Signature Act, the FRCP Rules 26 to 35, the SOX section 302, SOX section 304, SOX section 802 and SOX section 103(a) & 801(a).

STREAMLINING EDISCOVERY

eDiscovery requirements are a huge driver to upgrade and integrate a cloud-based email archiving solution into IT strategies. To comply with eDiscovery requirements, when directed, an organization has to be able to produce all pertinent data for litigation. In case of litigation, the requesting party is allowed to specify the form or format of data production. Regardless of whether it’s an email, IM, SMS message or voicemail, the organization must produce the required data within the given timeframe. Failure to meet these eDiscovery requirements and deadlines can result in expensive consequences. In fact, these penalties are more expensive than installing an archiving system, which is why cloud-based services are extremely beneficial to all businesses of all sizes.

Without cloud-based email archiving, data is not readily retrievable and may not be accessible. In most cases, a company has their data stored in an on-premise location where it is offline. If the company tries to retrieve data during downtime, they can’t access the information. Companies should also be aware that without a cloud-based archive, they would have to look through PST files, and due to the lack of indexing or advanced search features, this is very time consuming and monopolizes IT staff. In most instances, IT personnel have to sift through terabytes of cluttered archives, which don’t even allow for full data retention.

DRIVING IT COST SAVINGS

In 2009, ESG highlighted a lack of IT resources as the primary reason why medium-size businesses should evaluate SaaS [Cloud] email archiving...
solutions. These offerings do not require any installation or ongoing maintenance of hardware and software. More recent ESG research confirms that this driver is still pervasive. Nearly 40% of respondents from companies of all sizes indicate that they either have a skill shortage or need staff augmentation when it comes to executing e-mail administration tasks. Every day, new emails are being created, regulations are increasing, and the amount of time IT departments are given to manage and store this critical data is decreasing. As the amount of emails increase, there is a higher demand for a newer and better design to store the data, leaving IT personnel with an overload of work and barely any time to deal with it.

With Intermedia’s cloud-powered email archiving, storage capacity automatically increases on a per customer basis, at no cost. Regardless of how much email you add, you will never run out of storage, or be charged additional fees.

Our cloud-based storage allows for continuous uninterrupted data growth without the cost and capacity issues that plague traditional storage architectures.