

# Tech Data Delivers IBM's Email Archiving Solution



Email is growing at an incredibly fast rate. Gartner is estimating the 2007 market opportunity for email archiving to be well over \$450 million, with 15% of the total market opportunity estimated to be in SMB companies.

Tech Data has configured and preloaded AMD-powered IBM XSeries servers with IBM Content Manager and IBM Commonstore, enabling you to spend less time installing, and more time solving your customer's needs.

## Why Is Backing-up Not Good Enough?

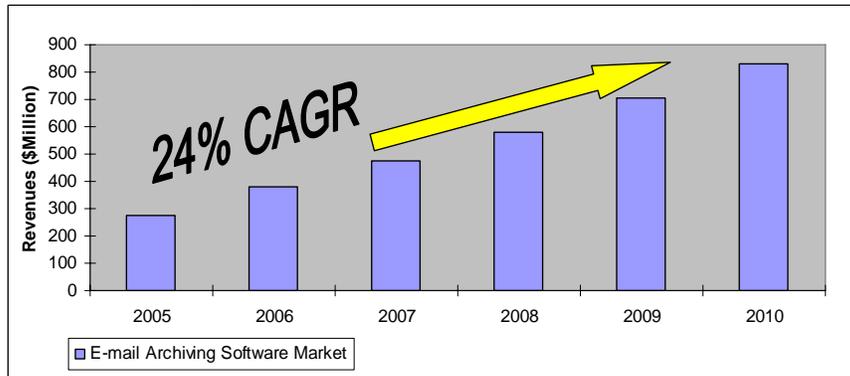
Companies today use email for billing and payment purposes, customer sales or supplier purchases, contract negotiations, and day-to-day business communications. However, email systems were not designed to store vast amounts of email messages and their corresponding attachments for extended periods of time, which impacts system performance.

Back-up systems are only able to restore data as it was originally backed-up; they do not protect the original data from being edited or deleted, nor do they enable customers to easily search for and find specific information in response to discovery orders or for compliance audits.

IBM's **email archiving solution** protects original data and provides the advanced search capabilities to find exactly what you need, when you need it.



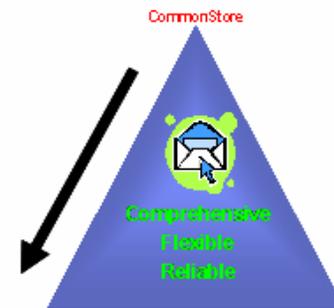
## Email Archiving Market Forecast



NOTE: Preliminary market estimates from a combination of Industry Analysts and IBM.

## The 3 categories of IBM email archiving

### 1 Mailbox Management



### 2 Discovery

eMail Search for CommonStore

### 3 Compliance

Records Manager & Email Supervision

## The Email Challenge

Companies are challenged to manage and store ever increasing amounts of email, including both text and attachments. Current estimates indicate that only **25% of email storage is text, while 75% of email storage is attachments** (such as spreadsheets, documents, presentations, multimedia files, etc.).

Implementing mailbox size limits is not the answer – employees keep local copies that may be discoverable, creating a compliance and legal nightmare.

Backup/restore times take longer.

Compliance requires email to be retained more stringently for long period of time – adding to the email storage problem.

## Risks and Costs of (Non)Compliance

Gartner® studies indicate that large corporations are involved in an average of 86 lawsuits, with an average cost of over \$1 million. Even one lawsuit could wipe out a small to medium sized business, as the discovery process alone can cost over \$150,000. The SEC also requires that defendants produce the requested information "in a timely manner" which can mean days not weeks.

Having a robust **email archiving solution** in place can significantly reduce the amount of time and amount of resources needed to produce the information requested, saving the firm potentially hundreds of thousands of dollars, and reducing the risk of penalty for non-compliance with discovery orders.

**Email archiving solution** also enables customers to manage the life-cycle of their documents, allowing them to automatically delete those messages that have reached the end of the required retention period, better managing corporate risk.

# Identifying Email Archiving Customer Opportunities



**Email Administrator:** "My e-mail users are complaining about poor response time" "Backups and restores take too long." "I need to keep adding more disk storage because of the growth in e-mail volume and large attachments." "Retrieving old e-mails from tape storage for litigation cases is time consuming"

**CIO:** "People send the same email and attachments to multiple people and we store the same information multiple times" "The business units are all over me about the mail box size restrictions we impose."

**Line of Business Executive:** "We need a standard policy about which e-mails should be saved and which should be destroyed." "It would be great if we could search a repository for specific words, terms or names to research the e-mails our customers are sending"

**Corporate Attorneys:** "We must treat e-mail like any other business document – protect it, control it, retain it!" "IT has automated deletion programs and is deleting important e-mail concerning commitments our employees have made."

## Archiving Email for Mailbox Management

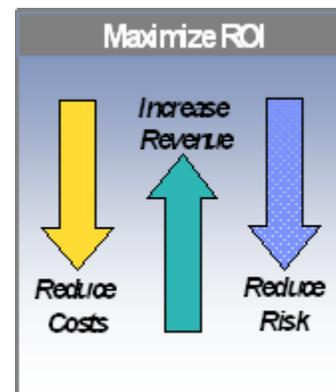
- ✓ Improve & control e-mail server performance by off-loading e-mail and attachments to a central archive repository.
- ✓ Increase productivity with Full Text Index search and retrieval through native Notes or Outlook client.
- ✓ Select and adopt the most appropriate policy-driven and end-user driven archive management.
- ✓ Shorten the backup/restore window and virtually eliminate online e-mail storage.

## Archiving E-mail for Discovery and Compliance

- ✓ Protect and retain authentic e-mail in a centralized repository for compliance and discovery.
- ✓ Virtually eliminate the perceived need and risk for local e-mail archives (.pst and/or .nsf files).
- ✓ Offload and reduce the risk of managing and searching e-mail backup tapes.
- ✓ Manage disposition at the end of their lifecycle after the set retention period and any pending compliance and/or legal needs.

## The Email Archiving and Compliance benefits for your clients:

- **Reduced costs** from bundled and pre-tested IBM solutions, faster and easier discovery, less storage, reduced administrative costs, shorter backup / restore time, faster server upgrades, no need to mount and search backup tapes for discovery response
- **Increased revenue** from more productive users, better e-mail response time, simple and fast retrieval, unlimited e-mail archive
- **Reduced risk** from consistent archiving and central repository, demonstrate compliance, eliminate perceived need of local .pst / .nsf files



## Your Revenue and Margin advantages selling email archiving:

- **Reduced costs** from bundled and pre-tested solutions; marketing to drive leads in a hot e-mail market; natural up-sell/cross-sell to Domino / Exchange customers; easier, faster & more predictable installations;
- **Reduced risk** from pre-tested solutions; IBM Solutions Builder Express and Solution Starting Points resources; VAD support;
- **Increased revenue and margins** from bundled hardware, software **and services**; deeper customer penetration and increased presence; high drag potential for additional e-mail, archiving and compliance solutions / services.

<b>Number of Users</b>	<b>100 - 1000</b>
<b>Est. Preload Cost</b>	<b>\$20,000 to \$67,000+</b>
<b>Est. Services Revenue</b>	<b>\$4,800 to \$20,000+</b>

Please contact the **Tech Data IBM One Team** at 800.237.8931, Ext. 66598 Option 1, or email [ibmsoftware@techdata.com](mailto:ibmsoftware@techdata.com) for more information on the Email Archiving Solution!