

Solutions Overview for Exchange Archive Link for Alchemy

Overview

"Today's businesses are wrestling with two related email issues. The first is the growing need to manage email and messages as records in accordance with archival and compliance mandates. The second is for IT organizations to effectively combat the costs associated with the management and degradation of email system performance due to the explosive volume of email.

While compliance mandates appear to be concentrated on specific industries such as healthcare and financial services, public companies across all industries are finding themselves subject to records retention regulations. As email and Instant Messaging gain momentum as the communication tools of choice in companies worldwide, CIOs and IT organizations must be knowledgeable of the regulations and aware of the solutions available to help meet these requirements," said Charles Brett, senior program director with META Group.

Exchange Archive Link is devoted to solving the email archive and records management issue that is becoming prevalent in just about every corporation, whether or not they are regulated.

WHAT'S THE DIFFERENCE?

The primary difference with email management and email archival solutions revolves around email accessibility. Whereas an email management solution will provide a host of end-user access and email migration capabilities, email archival solutions will concentrate on long-term storage, full email indexing, fast searching and limited access to only qualified personnel that does not require Microsoft Exchange or Outlook.

WHAT EXCHANGE ARCHIVE LINK FOR ALCHEMY IS NOT

Exchange Archive Link is not an enterprise email storage management solution. The specific storage capability that Exchange Archive Link lacks is the ability to provide single-instance storage of messages and integrated end-user access within Outlook.

Competitive Advantages

Content-intensive applications

Wherever "content search" or "content analysis" is important, Alchemy has a technical advantage over the competition because of the power and performance, full-text indexing and retrieval engine offered by Alchemy.

- First, storage is a huge issue in this application space. Customers are impressed with efficient storage solutions. Our competitors use text engines (Verity, ISYS or Index Server) that produce an additional 25 to 50 percent storage requirement for their full-text indices. Compare to the tightly compressed Alchemy index, which is typically less than 5 percent.
- Second, the solution can be installed on one server. Alchemy can process up to 1 GB of text per hour without requiring another dedicated server box. This performance is comparable to an Oracle text indexing server, at a fraction of the cost. Competitors using Verity, ISYS or Index Server require a dedicated text server.
- Third, Alchemy offers the best retrieval performance on the lowest-cost platform. Because the text index is so tightly coupled with the archive file container, we should be able to out-perform any other system when it comes to producing retrieval results (given the same hardware and bandwidth metrics).

Portability of the message archive

SEC Rule 17 requires that an exact replica of the mail archive be stored off-site on WORM. The data containers can very easily be replicated or moved to an archive medium such as CD or DVD, along with an exact replica of the entire database and indexes. Captaris Alchemy remains the leader in this application.

Rules-based Capture

Most solutions archive every message going into or out of the Microsoft Exchange Server. What many companies actually want is the ability to determine which messages go to the archive and group them accordingly. Exchange Archive Link provides a very robust rules engine that allows administrators to create rules that enforce email archive policies that make sense to their organization.

How to Sell Exchange Archive Link to Records and Compliance Managers

There is no doubt that managers in charge of looking after a company's legal documents are looking for email archive solutions. But selling to them presents special problems because they typically do not manage a company's IT resources and have concerns of their own. The good news is we can sell around their objections. What are their typical objections, and how can you address them?

RECORDS MANAGER OBJECTION ANSWER

IT won't let us install any software on the mail server.

Exchange Archive Link can be set up completely apart from the mail server. The Archive Services can be configured so that it captures messages that are forwarded to a designated mailbox. (This involves some special configuration, but we have already done it for a customer.)

Destruction of email records is more important than archiving.

All Exchange Archive Link installations include an administrative program for basic records management. Emails can be deleted by date, by subject, by mailbox, etc. For more advanced records management needs, Exchange Archive Link can be coupled with Alchemy Records Manager to provide extensive file plan and retention management of records.

We can't afford to buy more storage for this, and IT won't let us use their archive storage systems.

You can take control of this. Exchange Archive Link archives can be sent to an inexpensive CD or DVD drive located on the RM's own PC. The discs can also be configured as standalone archives that can be read in another CD/DVD reader.

We'd like to use CD-R or DVD-R instead of microfilm or tape, but how do we delete records?

We can show you how to setup an archiving process that places one time period on each CD/DVD. When the retention period expires, you simply destroy the CD/DVD. And before destruction, you could retrieve selected emails that you wish to keep.

We don't control the budget.

In many companies, compliance or records management staff reports to administration (who controls the budget!). Sell up to the CFO, CEO or operations manager. They will appreciate the benefits of Exchange Archive Link (lower risk, higher productivity).

The Bottom Line: You can sell Exchange Archive Link to records and compliance managers.

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