



i n v e n t

email data
management

business problem
&
solution considerations

Shannah Ainsworth
Hewlett-Packard Company
Network Storage
Solutions Organization

700 71st Ave Greeley, CO 80634
970-350-5600
shannah_ainsworth@hp.com

1. the challenge

2. the business need

3. considerations for email management

4. the solution for SAP®

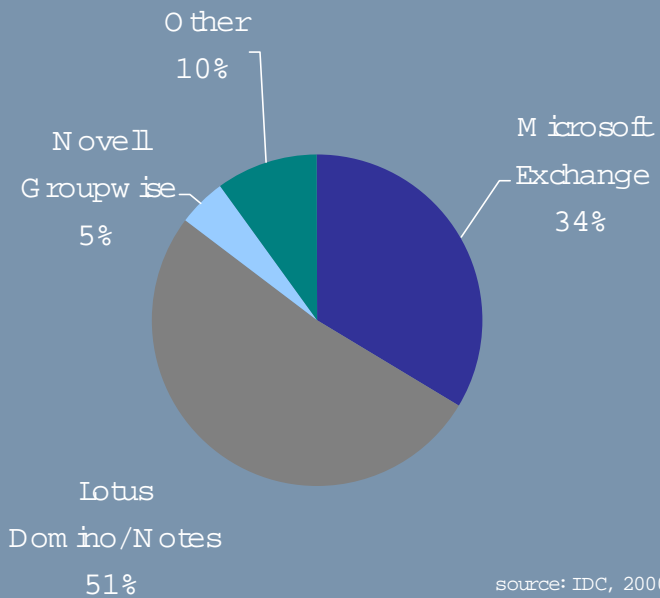
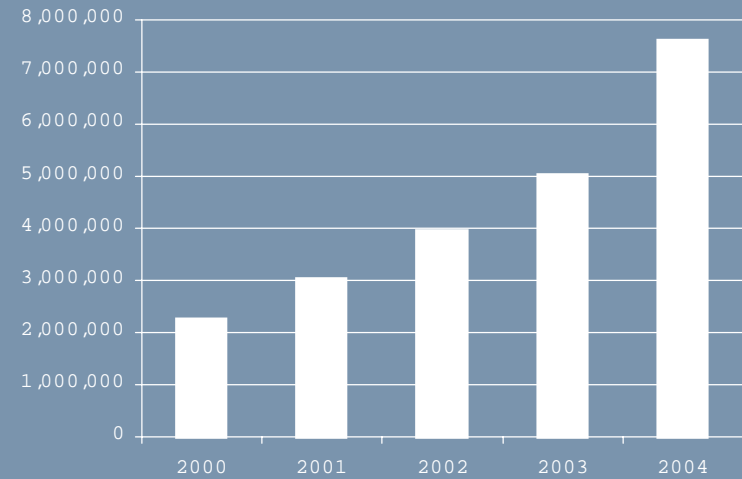
5. planning for the future

"Microsoft processes more than 3 million email messages a day."

—Windows Magazine, 1999

email...
the numbers keep growing!

email server market



source: IDC, 2000



why manage email?

- pervasiveness & volume
- manageability issues
- legality & retention
- impact & cost

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"...It's so easy to send information with email. This includes, of course, information that a company may not want sent anywhere, such as strategic plans. The ease of forwarding messages and using mailing lists means that employees may inadvertently send sensitive information outside of the company. Email can be sent without a lot of reflection. Most employees don't really think of the fact that when you send an email there will be a copy on your computer, the network backup tape, etc. It's frequently harder to get rid of email than any other written document"

—Michael Overly, quoted in Info World, 1999



the business need

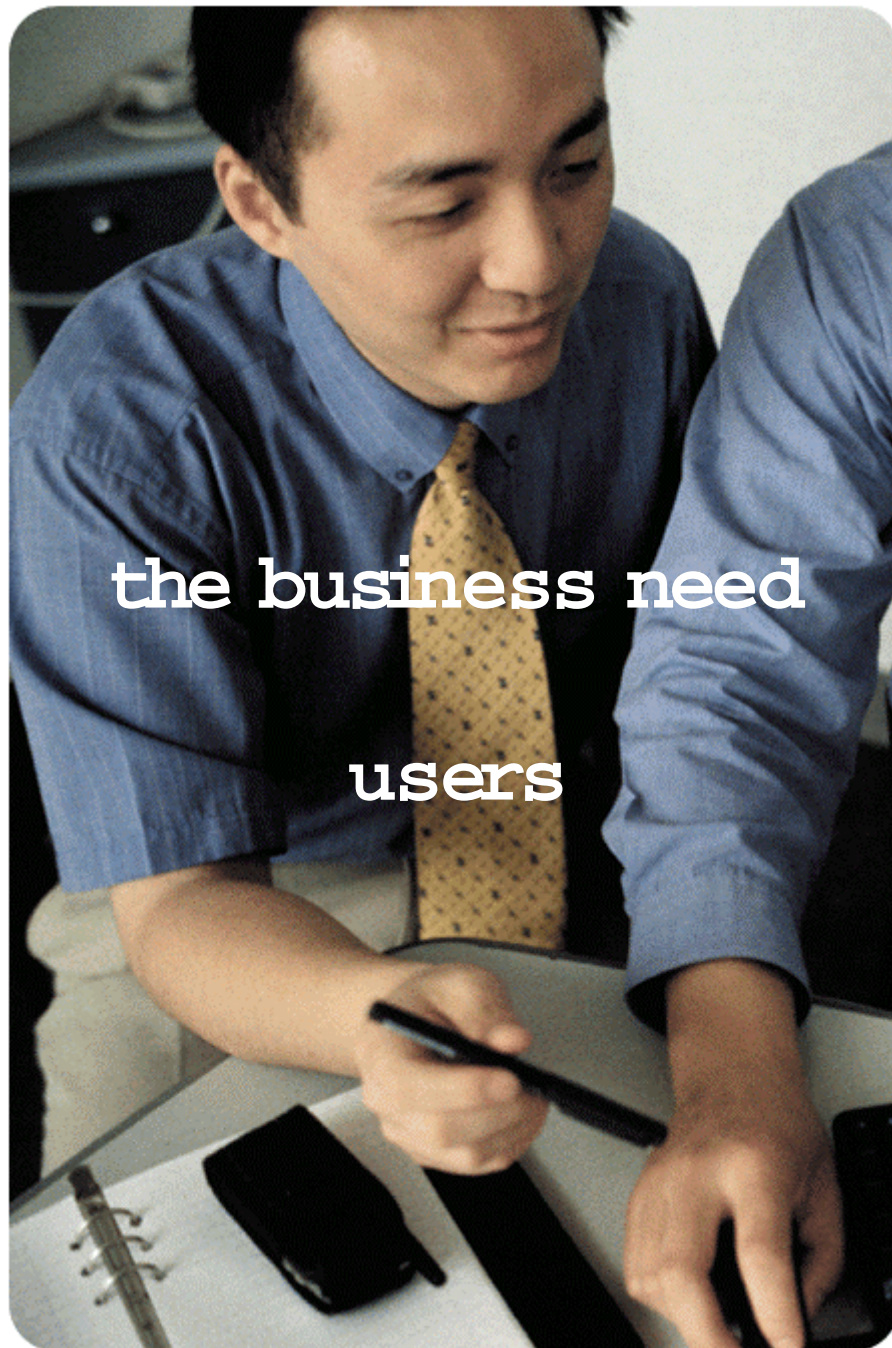
IT administrators

- must provide adequate storage for system users
- must insure continuous availability of email server
- must protect against virus attacks
- must maintain record management procedures
- must comply with legal and regulatory requirements



**the business need
management**

- must protect corporate assets and intellectual property
 - loss
 - theft
 - inappropriate disclosure
- must develop guidelines & policies regarding use of email and internet systems
 - maintain employee productivity
 - protect against
 - junk, spam & chain mail
 - inappropriate/harassing content



the business need

users

- receives average of 70 email messages a day
- must manage their own email archives
 - approx 49 min/day
- must maintain work productivity
- must be treated like any other corporate document
- must keep email inbox below IT size limit



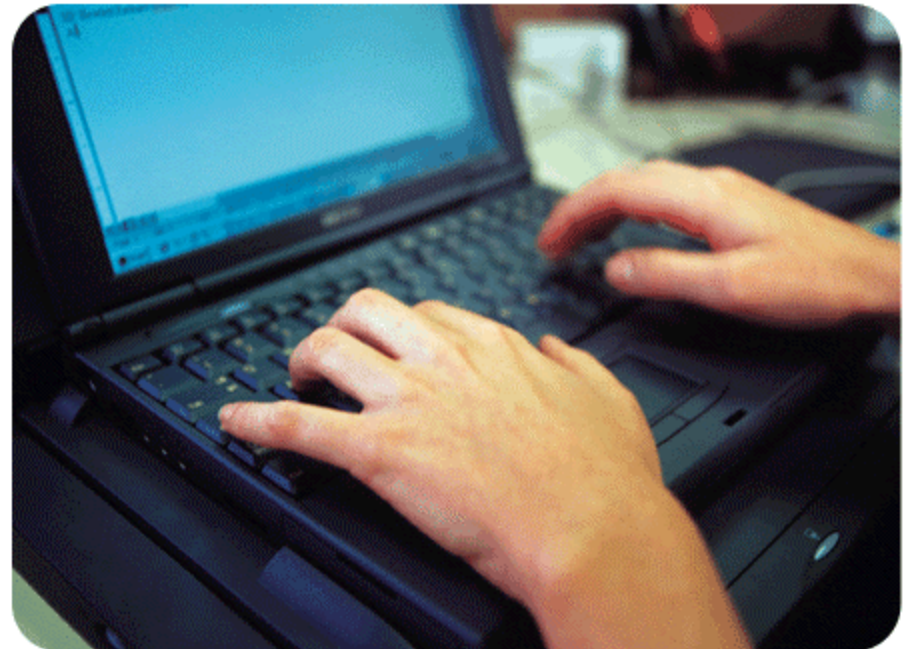
"Although email is becoming more mission-critical for enterprises, it also has the ability to hurt a company in times of trouble, because records of email messages remain in the company systems after deletion—a feature highlighted during the Microsoft anti-trust trial. The case has featured critical testimony derived from old Microsoft email messages."

—Info World, 1999

"If a company is sued, it is routine for the other party to ask the company to produce all their records, including email. Email is a really juicy target because it can be searched by keyword. There's no reason not to routinely delete email. However, an email-deletion system must preserve any documents that the company is legally required to keep."

—Jim Bruce, Wiley Rein & Fielding

Info World, 1999



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*"Today, companies' email management can be
described as haphazard."*

-Randolph Kahn, Esq.

Managing Email is Essential in Today's
Business Environment, 2001

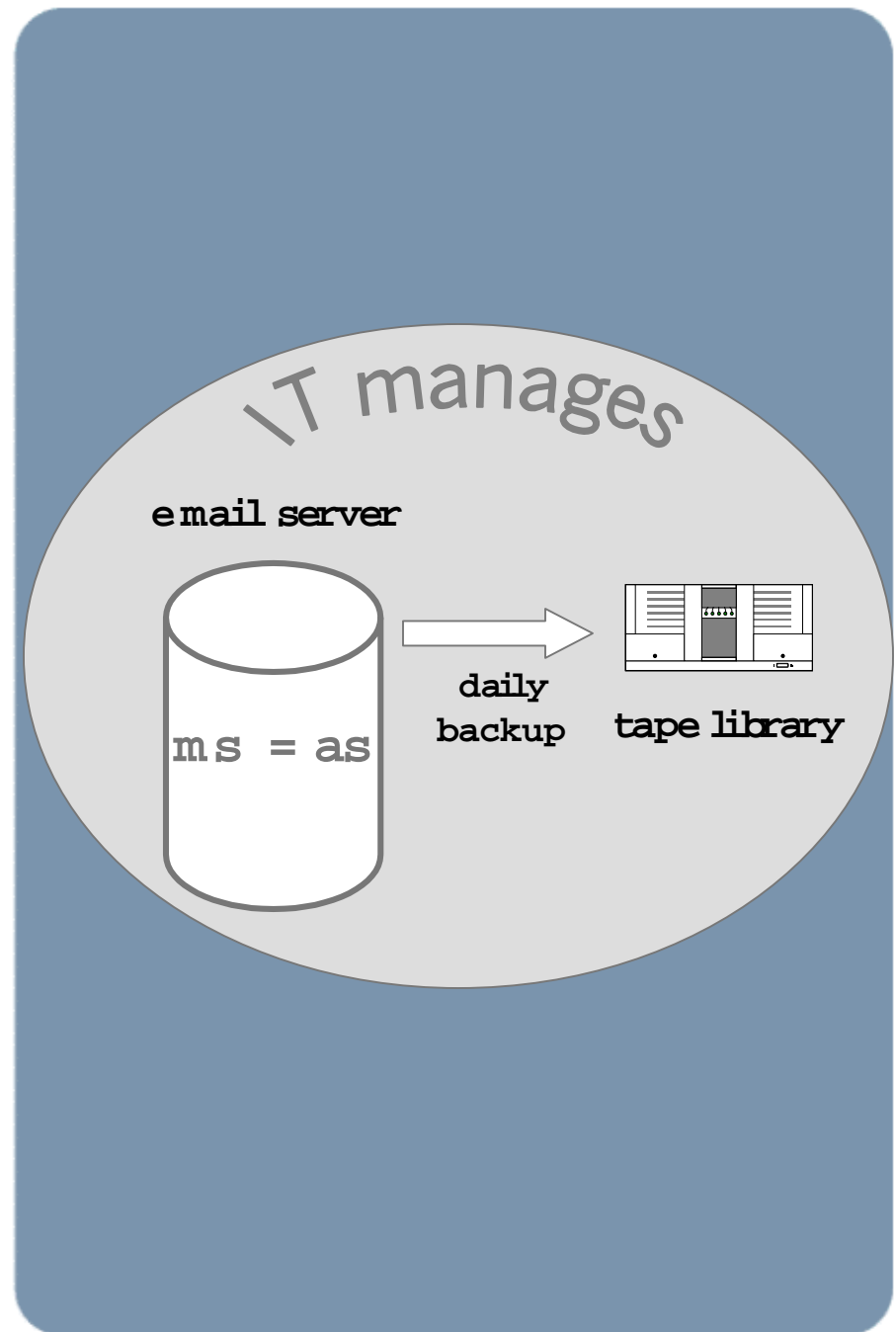
the cost of
not implementing an
email data
management solution

- large company spends an average of \$193 per user, per year to retrieve messages from Exchange archives¹
- 5000 person organization spends approximately \$7.15 million annually to store, manage and access the information contained within an email system¹

scenario one

rely exclusively on message store for archive storage

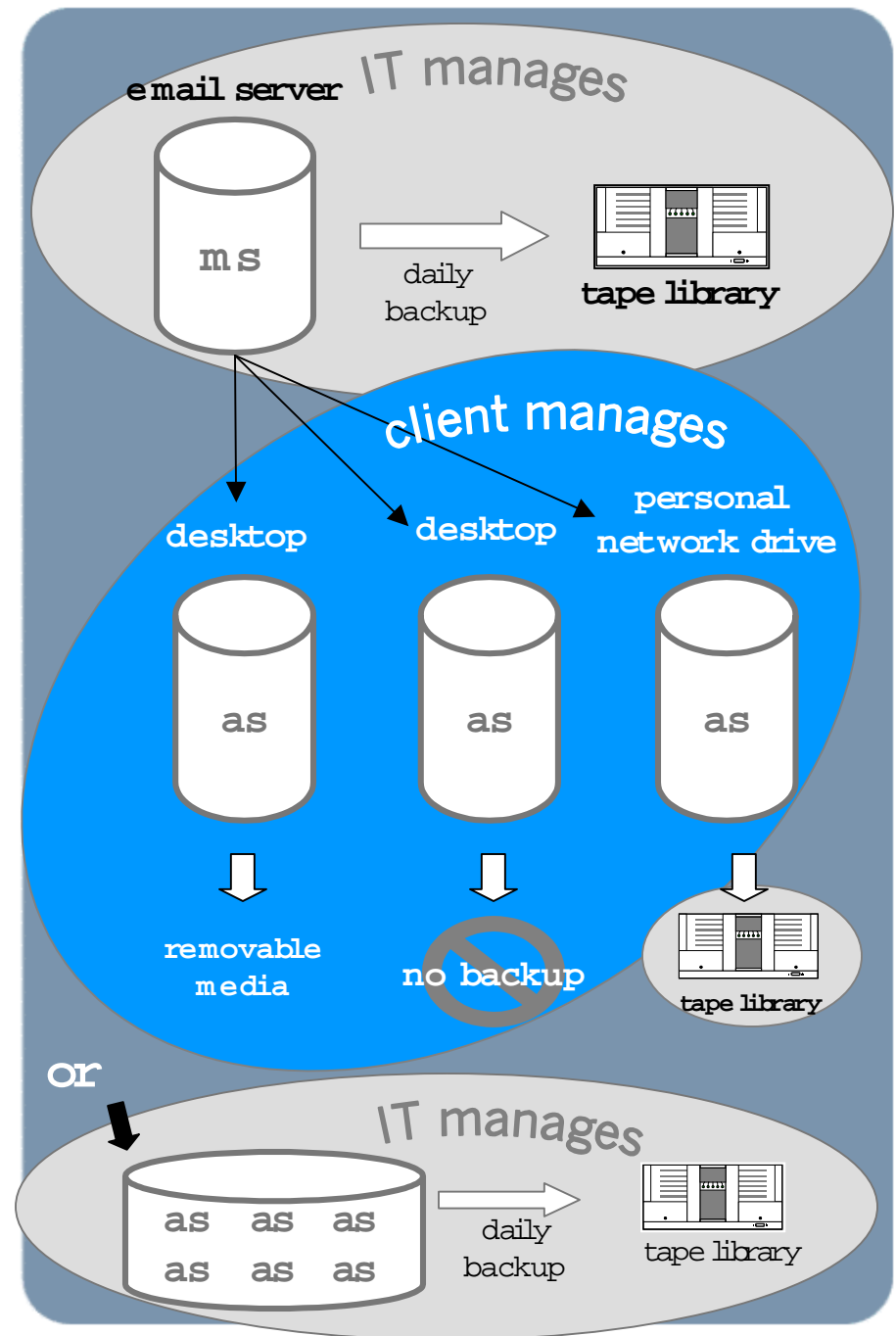
- IT maintains responsibility for performance and availability
- clients archive at own discretion
- full backups on daily or weekly basis



scenario two

IT manages message store
client manages archival store

- message store is kept smaller because archives are stored off email server
- full backup of message store
- user maintains control of archive store and whether it is backed-up
- another scenario is archival stores are kept in central storage repository

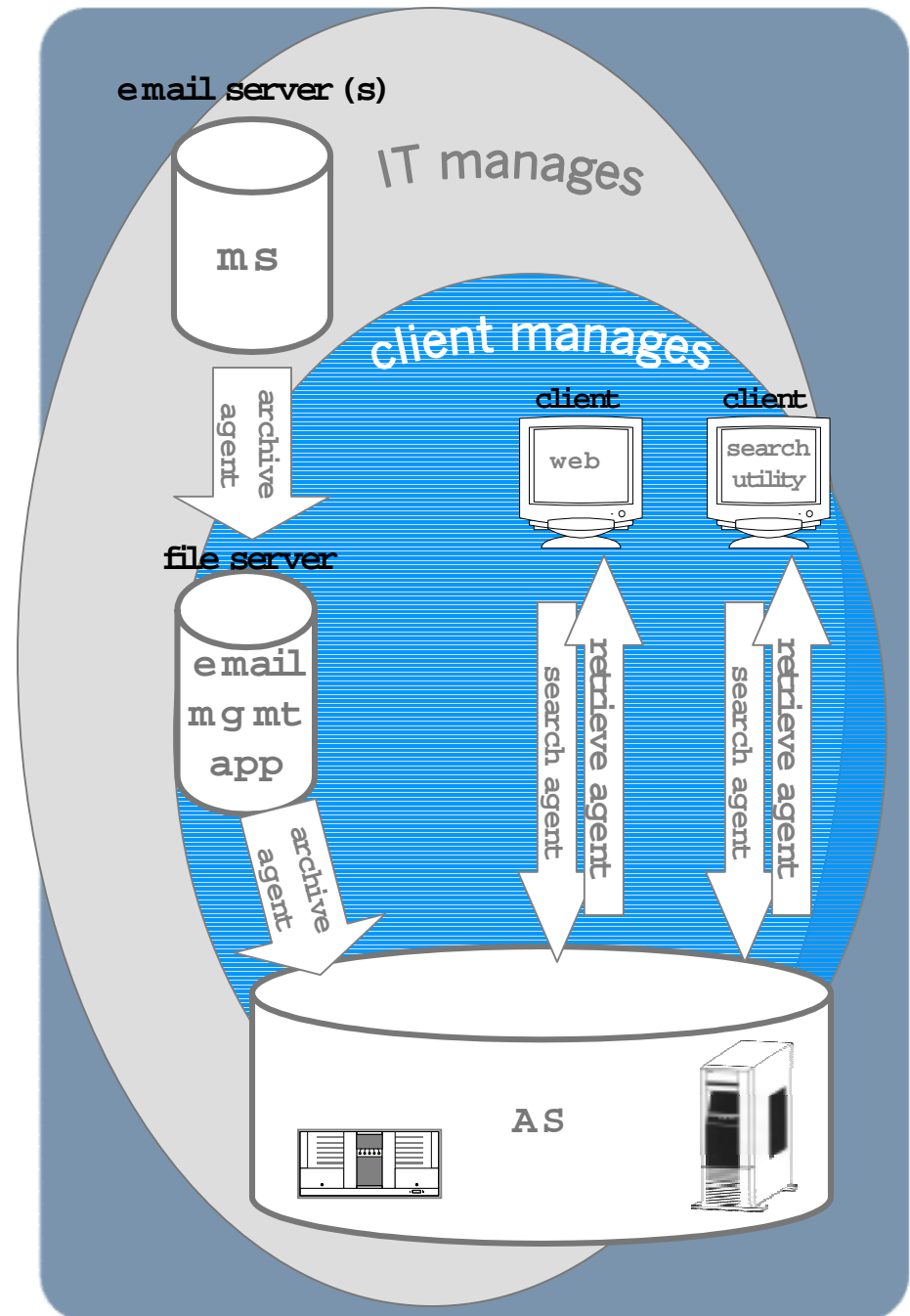


scenario three

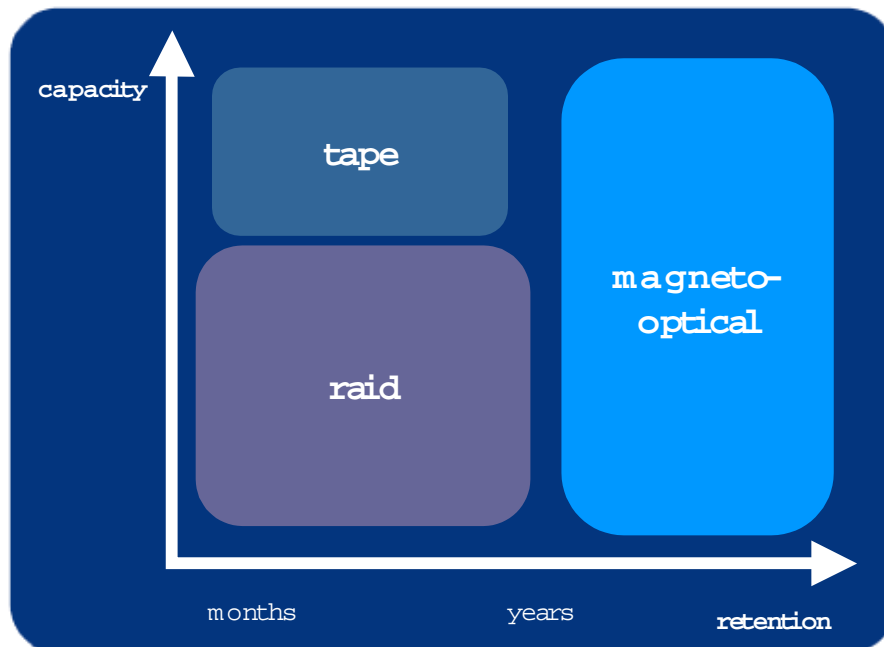
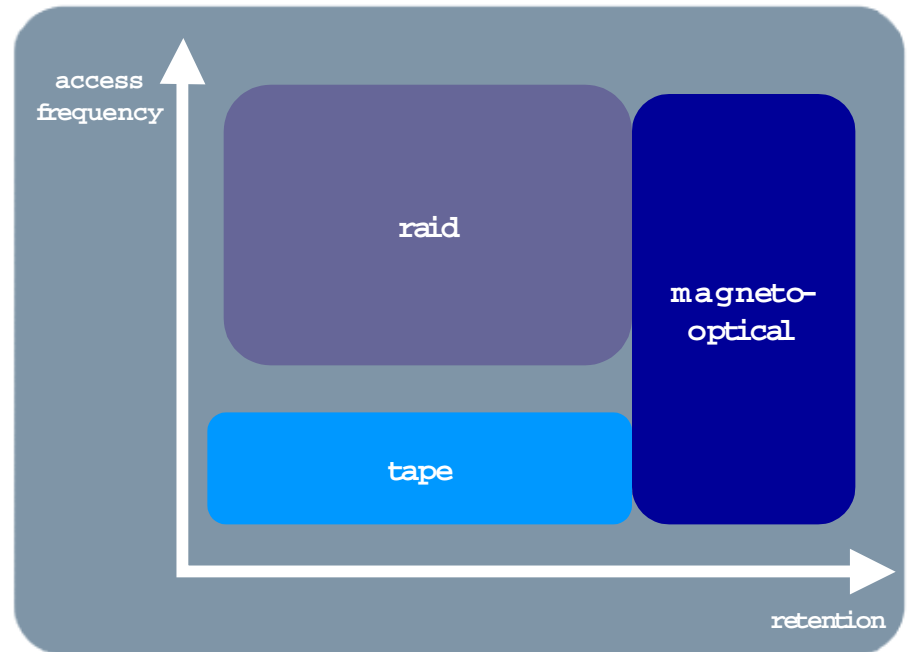
email data management

IT manages message store
client and IT jointly manage
archival store

- message store is kept smaller because entire message is automatically captured and moved to archival store
- users can also select messages to be archived
- users can search through individual archival store to locate message & attachment
- IT can search through entire archival store
- IT sets retention rules based on company policy
- lets IT maintain control of corporate assets, while allowing end user to access them



the role of storage in email data management



storage media considerations

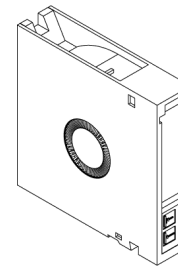
data security
vs
re-use attributes

rewritable storage

- design intent:
 promote alterations
- excellent for media re-use
- not optimal for "Good Evidence"

WORM optical storage (write once read many)

- design intent:
 no overwrite once stored
- cannot re-use media
- excellent for "Good Evidence"
- excellent for e-records



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*"Eliminating Mailbox and Server
Overload at SAP®"*

-IXOS SOFTWARE AG.

case study:

SAP AG

- \$5 billion in sales
- 3rd largest software company in the world
- over 24,000 employees



- 50 Microsoft Exchange servers worldwide
- potential email server downtime forced mailbox size limits of 80 MB
- mailbox & server overload became a constant issue

potential solutions:

- additional hard disks
- additional servers
- additional RAID systems

- permanent increase in administrative costs
- increased back-up & recovery times

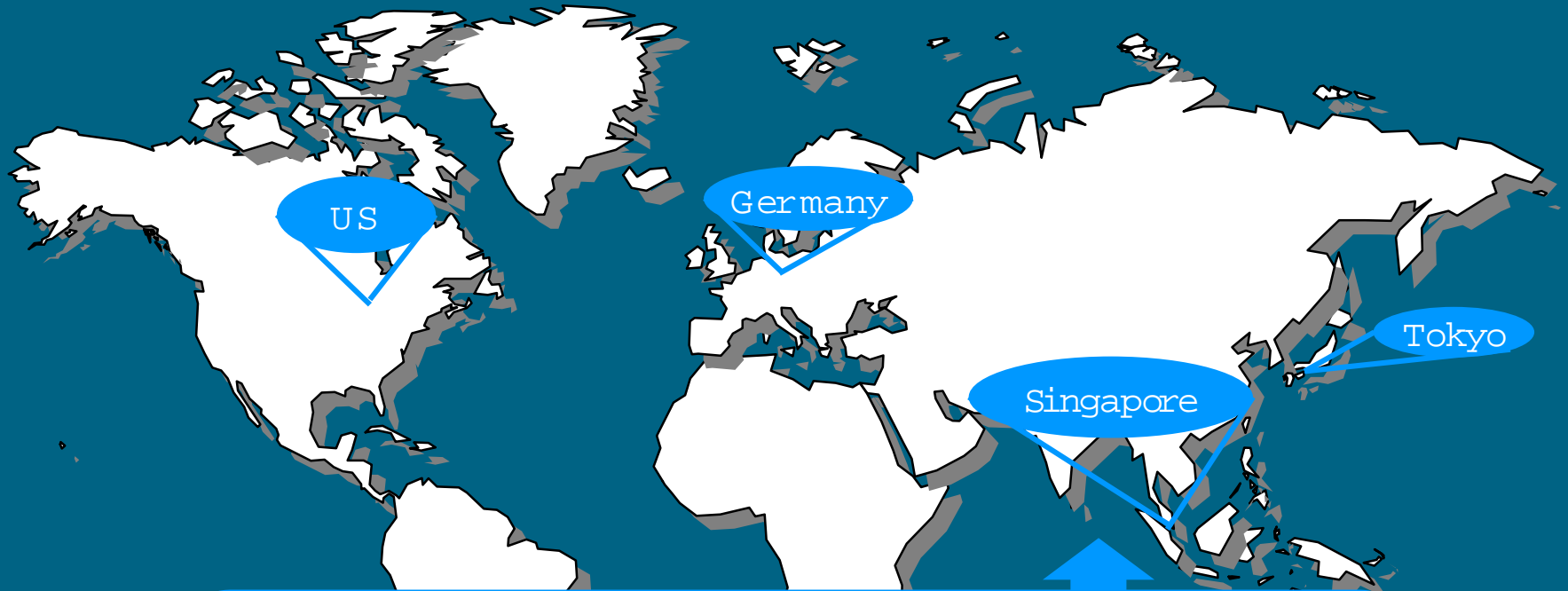
SAP's choice



IXOS-ExchangeARCHIVE

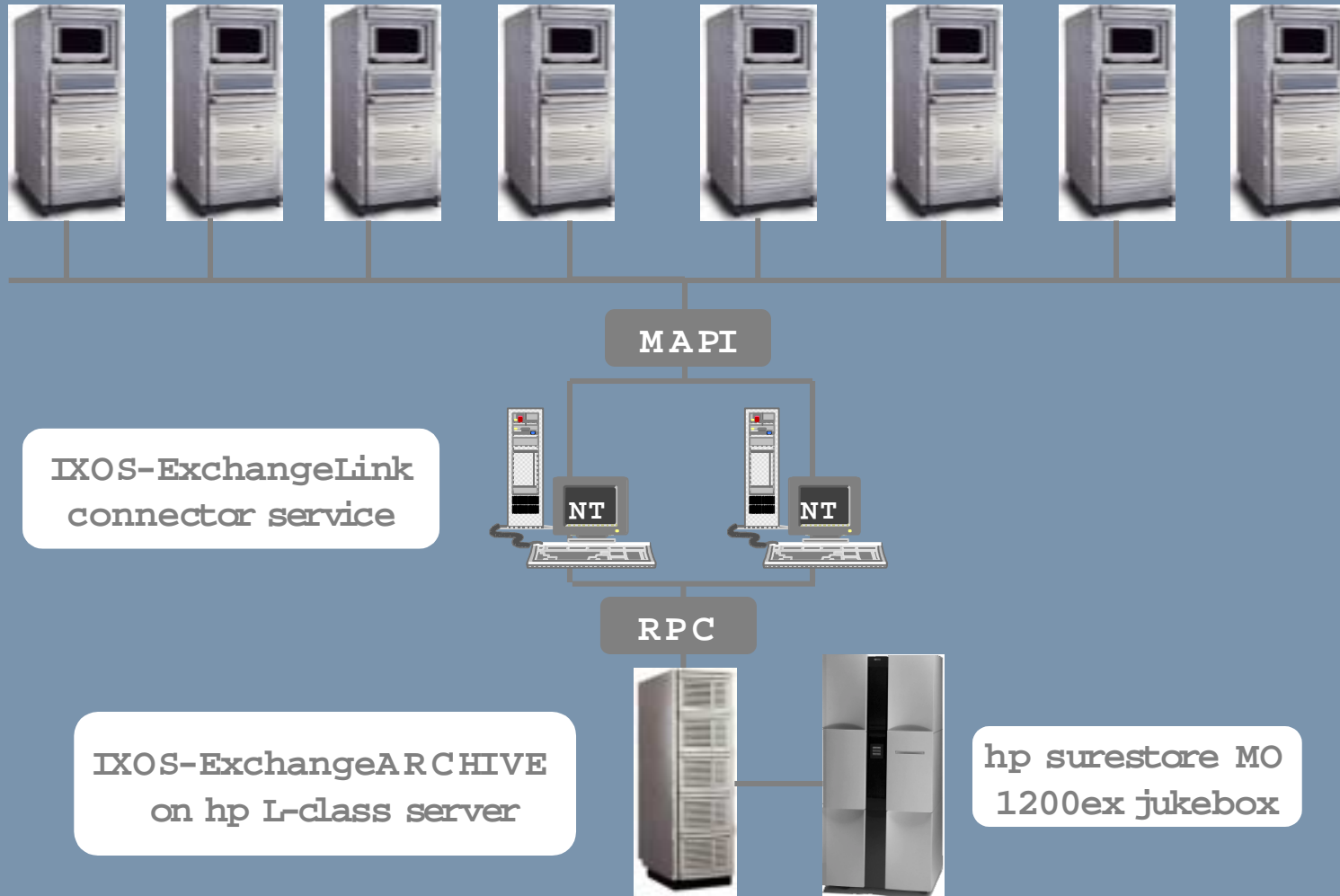
- reduced email server volume
- drag-and-drop archiving
- automatic archiving
- secondary storage support
- data can be searched and accessed in seconds

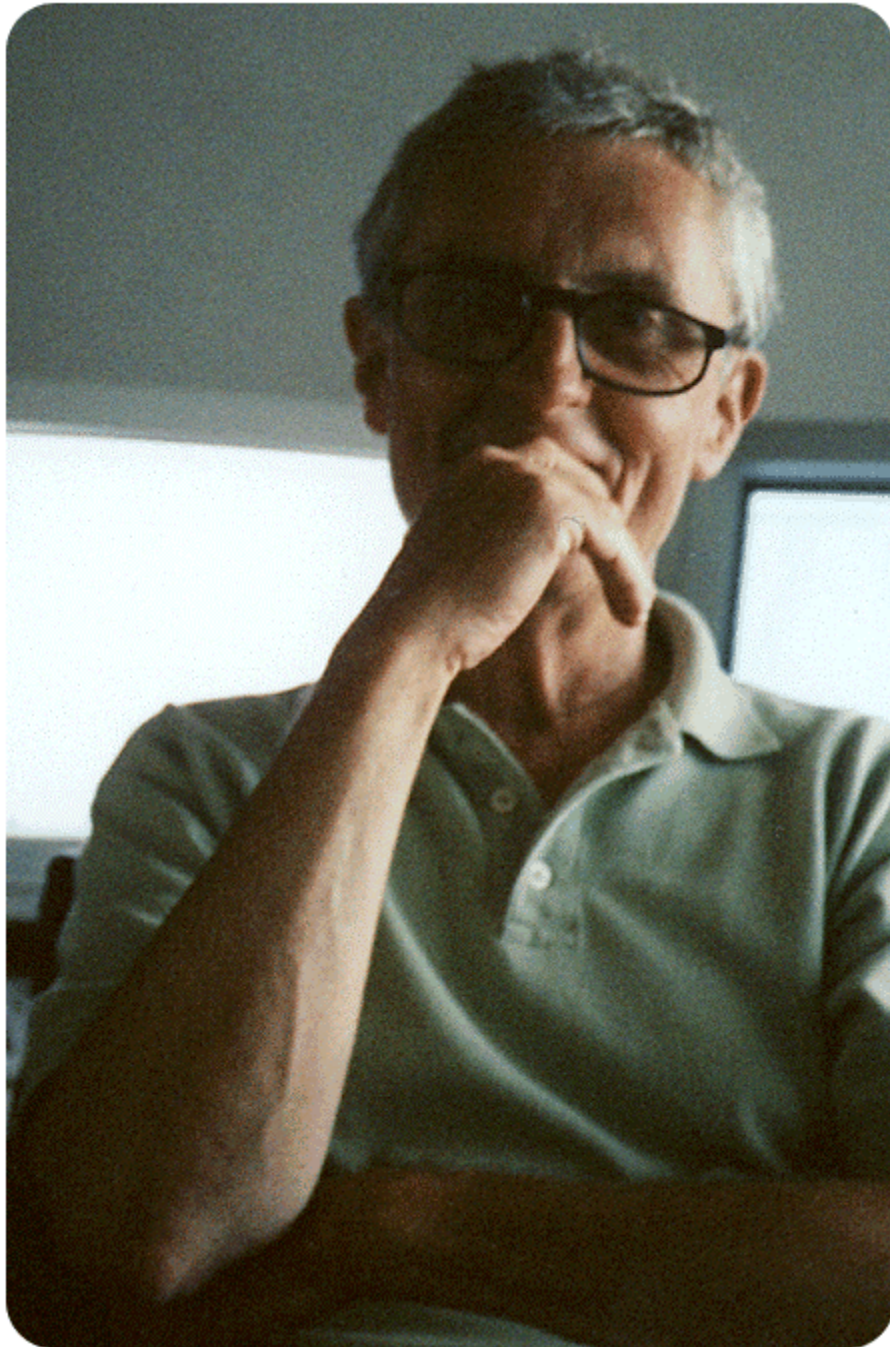
installations worldwide



over 23,000 users worldwide

US architecture





the benefits to SAP®

- improved server performance up to 90%
- saved cost of purchasing 5-10 new Exchange servers
- employee productivity increased
- no software on Exchange client or server- forms based
- lower administration costs
- quick access to older e mail

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"...HP's mission is to invent useful customer solutions at the intersection of e-services, information appliances and an always-on Internet infrastructure."

-Carly Fiorina,
Networld & Interop Address
September 26, 2000



in summary

- e mail use & associated problems will only continue to grow
- e mail data management solutions
 - lower costs
 - improve email server performance
 - increase productivity
 - reduce legal liability



- the solution is three-fold
 - policy
 - process
 - technology
- companies need to be thinking about this problem TODAY
- it's not a matter of IF
 - it's a matter of WHEN



hp world 2001

questions?