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## Iron Mountain Expands Its E-mail Management Services Portfolio

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**Abstract:** Known for its comprehensive paper records management offerings that many enterprises rely on, Iron Mountain is a trusted brand within the business services market. Over the past 5 years, Iron Mountain has leveraged their brand and trustworthiness to expand into digital information services including off-site data protection, server and PC backup and e-mail archiving. The latter supports several financial services firms' compliance initiatives, as e-mail is now considered a record of their business and must be retained for specified periods of time. Learning from its e-mail management experiences, Iron Mountain has once again expanded its digital services offerings around e-mail - this time delivering a suite of message management tools including security, archiving and mailbox management, and business continuity.

### Overview

E-mail is a mission critical application, and for some it has been THE mission critical application. It does not matter if you are a multinational conglomerate with 20,000 employees or a small family owned business, e-mail is the primary means of communication and collaboration. What does this all mean? More IT challenges. IT is now burdened with a new set of challenges -- storing, protecting, and managing the organization's messaging ecosystem -- and is required to maintain maximum uptime and response time while keeping data well protected and safe from outside eyes. E-mail systems are engineered to efficiently handle daily messaging and calendaring requirements, but have not been designed to handle exploding mailbox and associated storage growth or archiving for compliance and litigation support purposes. Additionally, they are far from being bulletproof from viruses and spam attacks. All of these message management tasks, from security to mailbox management, create unique challenges for IT organizations.

Companies often choose to implement different point solutions to address these different challenges. For example, it is common to see organizations adopt a variety of message management products from several vendors to archive, secure, filter and protect e-mail. While this method of product implementations may resolve individual issues for IT, each technology often requires unique skill sets. The management of these applications can increase operational costs as resources may need to be added to maintain them. While some large enterprises have the capital and human resources to procure, deploy and manage a plethora of message management solutions, others do not have that luxury. As a result, these organizations have a choice: utilize message management solutions delivered by a service provider or leave e-mail unprotected, letting mailboxes grow out of control and exposing messaging applications to viruses and unwanted spam.

Currently, Iron Mountain offers e-mail archiving for record retention compliance purposes as a service and has witnessed the other message management challenges faced by organizations that simply do not have the resources to deploy them in-house. Iron Mountain, through its newly launched Total E-Mail Management Suite, combines archiving, business continuity and security into a solution set that enables customers to gain control of their messaging environments. For those customers that need to improve e-mail availability, reduce messaging related storage costs and mitigate external threats, implementing a single message management solution can have many advantages - both operational and financial.

### Iron Mountain's Total Email Management Suite

Iron Mountain's Total Email Management Suite is comprised of three services that enable organizations to address multiple complex e-mail problems with a single integrated solution. With its Active Archiving, Continuity and Security services for e-mail, Iron Mountain is expanding its presence in the digital information

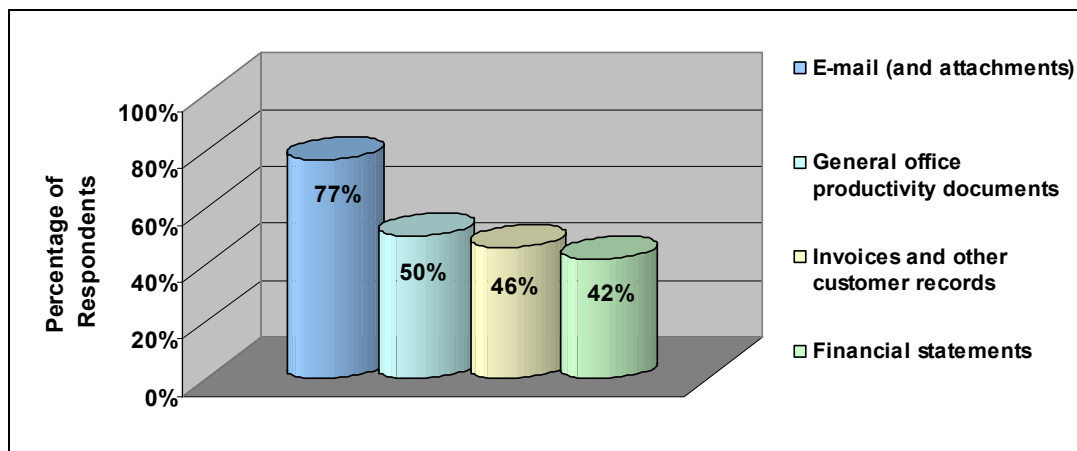
management and protection market with the intent to help customers more efficiently manage their messaging environments.

### Active Archiving Service for Email

Many organizations equate e-mail archiving with regulatory compliance - that is, retaining e-mail as a business record for a specified period of time. However, archiving e-mail has additional storage management benefits as well. Moving inactive e-mail off the primary e-mail application server to a secondary tier of storage frees up valuable tier one storage capacity. Iron Mountain can stub (a link to a message as opposed to the having the entire e-mail) selected e-mail attachments and store them in an archive that remains available for end-user access. Iron Mountain, a well trusted company, provides a solution to store, retain, and search data at a secure offsite location. Granular retention policies determine the length of time an e-mail is stored and deletion policies permanently delete e-mail after the retention period has expired.

With Iron Mountain's Active Archiving Service, customers can also enforce mailbox quotas without deleting messages or forcing an employee to establish personal files for historical messages. Most companies set mailbox quotas to help address the massive data growth which quickly leads to users deleting files to free up space or establishing personal files (in Microsoft Exchange and Outlook environments, these are referred to as .pst files). Forcing message deletion may reduce productivity as employees may need to reference older messages and the creation of personal archive files creates islands of information that becomes burdensome to manage, maintain and secure. Organizations are beginning to prohibit the use of personal files due to the unwieldy process to manage and maintain the disparate files located on local desktops, laptops and various network shares because of the legal risk. As shown in Figure One, e-mail is the primary record type requested during a legal proceeding or regulatory inquiry<sup>1</sup>. In-house counsel can reduce the time it takes to locate e-mails if they are centrally archived as opposed to being stored on PCs, primary message servers and storage systems.

**Figure One - Record Types Requested and Produced to Support a Legal Proceeding or Regulatory Inquiry**



Iron Mountain stores all the archived e-mails in one location, enabling searches, for general business or legal retrieval, to be performed across the entire set of data to quickly discover relevant messages. With information online and searchable, organizations can easily locate, retrieve and produce (in the case of an electronic discovery event) a subset of messages.

Lastly, organizations can utilize this Iron Mountain service to establish retention periods on messages in order to meet record retention regulations such as HIPAA or BASEL II or to adhere with internal policies for corporate governance purposes. Customers can establish retention policies across all users or a portion of employees, depending on specific requirements, and consistently enforce them.

<sup>1</sup> ESG Research Report: *Digital Archiving: End-User Survey & Market Forecast 2006-2010*, March, 2006.

When messages are archived for mailbox management or compliance purposes, employees maintain access to the e-mails. With a stub or pointer replacing the e-mail, the message is retrievable from the tertiary storage system. Employees can search back through a rich archive of e-mail data to find and recover lost files, contact information and e-mail trails. They can quickly recover their e-mail without the assistance of IT and are no longer disrupted from mailbox quota alerts and the necessity to maintain personal files for archival purposes.

### **Continuity Service for Email**

Companies can simply not afford to risk any downtime with their e-mail systems. Physical hardware failures, human error and faulty network connections can all lead to unplanned downtime. Critical business processes rely on e-mail infrastructure to support workflow. For example, sales personnel may depend on e-mail to interact with customers, including corresponding about proposals and new product offerings. When e-mail systems are offline, it is a major disruption to productivity.

Iron Mountain, via its continuity service, helps prevent unplanned and even planned e-mail application downtime. All messages sent to and from a mailbox are copied to a secondary location. If an outage occurs, the service enables a failover to the second messaging system location, allowing employees to continue using e-mail. When the primary site comes back online, all data is re-synchronized back to the primary e-mail application server to ensure that any activity during the outage is replicated back to the primary site. An additional benefit of this service is that all BlackBerry users can still send and receive e-mail during an outage which is not always the case with other e-mail DR solutions.

### **Security Service for Email**

E-mail is a constant target for spam and viruses that not only burden the e-mail infrastructure, but can also result in lost data. Controlling and updating antivirus definitions and spam filters is a full time job in many IT departments. With Iron Mountain's Security Service, IT does not have to maintain in house antivirus and antispam applications as the solution captures potential threats (virus and spam) before they enter the corporate LAN and are ingested into the company's e-mail system. Iron Mountain acts as a "filter" that delivers clean copies of e-mail to end-users.

Iron Mountain helps automatically mitigate the risk and exposure of outside e-mail attacks by implementing a single security policy to enforce maximum e-mail protection across all mailboxes. Spam and virus signature updates are automatic and do not require significant administration.

All the above services provide multiple solutions from a single provider simplifying the management and reducing corporate risk. The solutions offered enable IT administrators to have complete control and flexibility over important and often difficult to implement solutions and free up valuable IT resources to focus back on core business initiatives.

### **The Bottom Line**

E-mail is clearly the most significant business application today, regardless of company size, number of employees or location. Take, for example, eBay Motors. They claim that every 60 seconds someone buys a vehicle and they have sold over 2 million vehicles to date. Each transaction generates multiple messages from bidders, alerts mechanisms, payment processing systems and even shipping systems. The whole process, from listing, bidding, purchasing through delivery, relies on e-mail. While this is an example of a healthy consumer application leveraging e-mail, businesses today have many similar applications and business processes that rely heavily on e-mail as a primary collaboration tool.

IT is faced with the constant challenge and responsibility to manage and secure this mission critical application - and it is not a simple task. Companies have options to help them solve complex management challenges and maintain their e-mail systems. A multitude of products are available that require IT to take responsibility and ownership to archive, secure and protect messaging application information and maintain the e-mail ecosystem. With these products, the burden is on IT when e-mail goes down, viruses and spam slip through the cracks and lawyers knock on the door looking to search through messages. Additionally, these

solutions may consume more IT resources than an organization has, creating a conundrum: neglect some message management tasks or seek alternatives.

Iron Mountain's Total Email Management Suite enables organizations to deploy an integrated solution that transfers the responsibility and overhead away from IT, placing it in the trustworthy hands of a proven service provider. Archiving, business continuity and security can all be addressed from a single managed solution. While its Total Email Management Suite expands its digital services offerings, Iron Mountain must manage two disparate archiving solutions - one for financial services to meet compliance regulations and one as part of the newly announced solution suite. In addition, Iron Mountain must work with customers to help them understand the benefits of message management delivered via a service as opposed to the deployment of several products. As Iron Mountain embarks on this education initiative, customers should also commence assessments of e-mail application availability, security and the impact of compliance, as well as electronic discovery, to determine if Iron Mountain's Total Email Management Suit makes sense for them.