



## The 5 Key Drivers for Mobile Archiving

### Archiving Means More Than Just Archiving Email

Email systems are the primary starting point for archiving electronic communication. Not only is it required by regulations, it is a business best practice. However, email systems are actually not the most common location of electronic content in most organizations.

All Electronic communication is considered discoverable content and must be stored. This includes data from mobile devices like cell phones, social media, instant messaging, file systems, SharePoint, various collaboration tools, voicemail systems, as well as any other repository of electronic communication.

### Why Should I Archive Mobile Device Data?

The four main drivers of mobile archiving are

- ▶ **Risk of Litigation**
- ▶ **Regulatory Compliance**
- ▶ **Knowledge Management**
- ▶ **End User & IT Productivity**

Those four driver are based on the following criteria many organizations must consider:

- The legal risks an organization may face.
- The legal risk a decision maker is willing to accept.
- Whether an organization operates within an industry that is highly regulated.
- The willingness of IT to implement user-focused capabilities for recovering electronic communications and data.

[These key drivers will help provide guidelines for you and your organization to consider when looking for an archiving solution.](#)

### Why Should I Archive? **Potential Risk of Litigation**

According to a recent Osterman Research study and survey of small to large scale enterprises, the top driver to implement a mobile archiving solution is avoiding the potential risk of litigation.

- ▶ **Early Case Assessment** — This process gives legal an opportunity to conduct a review of their data and any electronic communication, to determine the risk they could face in either defending themselves or prosecuting a case. Many times, legal counsel and others may want to review relevant emails and other documents from key employees and managers. This enables legal to determine if the case might be successful or fail.
- ▶ **Legal Holds** — Legal, or litigation holds involve retaining or placing a restricted hold on all relevant content when decision makers reasonably believe that litigation might be forthcoming, even if no formal legal action has yet occurred. For example, all relevant texts and phone call logs must be preserved until the legal action has been settled.
- ▶ **eDiscovery** — Electronic discovery is the formal process of searching for, extracting, producing, and reviewing relevant information from email, social media, mobile devices, or other data stores. This is based on a potential subpoena, court order, and/or other rules established during the process of litigating a case. In addition, all data is required to be delivered within a designated amount of time. Failure to do so results in fines, sanctions, and a potential loss of the case.

### Why Should I Archive? **Regulatory Compliance**

At minimum, all organizations are required to comply with the Federal Rules of Civil Procedure that require organizations to preserve and produce business records. Some industries face strict and sometimes onerous regulations. These industries include the financial services industry, healthcare, pharmaceuticals, and energy, among others. It is important to note that even supposedly “non-regulated” industries like retail and manufacturing face some level of regulatory obligation to protect business records. Consequently, decision makers in all industries must consider regulatory compliance as a reason for implementing an archiving capability.

### Why Should I Archive? **Knowledge Management**

Knowledge management is about preserving content that organizations pay employees to produce. Mobile devices contain records of communications with customers, prospects, partners and others. Furthermore, these devices contain records of appointments and tasks that are generated by a user. In other words, mobile devices contain a record of an organization’s “digital heritage”.

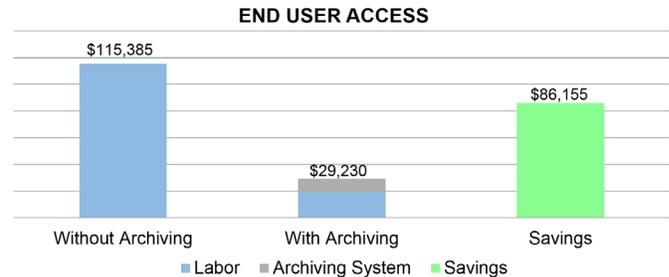
Consequently, an organization must preserve this information in a way that can be indexed, searched, accessed, and exported for future use.

### Why Should I Archive? **End User & IT Productivity**

Archiving improves the productivity of both the end users and the IT department. In many organizations, employees who misplace or delete emails and other content must submit a request to the IT department. This type of data, whether it be a single email or a complete message string, can take from 3 hours to several days to restore. However, organizations that implement archiving and then give their users access to archived content, enable them to recover their own missing, deleted, or older email without having to involve the IT department. This enables individuals to recover their own email quickly and takes the burden off IT.

Not only does the time of data recovery add up, the costs associated with recovery add up as well. If your organization employs 500 people and each of them needs to recover just 1 email per month, and it takes IT 30-minutes to recover each email, that is 3000 hours per year spent looking for deleted email. The total IT cost of email recovery, will be \$115,385 without archiving, the equivalent of 1.44 full-time IT staff members.

By providing end-users access to the archive directly, the time spent per incident is reduced to under five minutes. This reduces the total time spent recovering files to just 500 hours, at a cost around \$19,230 annually. Even factoring in the cost of the archiving solution (an average of \$10,000 per year), the cost savings is considerable at more than \$86,000 saved each year by archiving.



### Does your archiving solution meet the expectations of these key drivers?

Key Questions to Consider:

- ▶ Does your archiving system have an easy case assessment ability for the legal department to quickly assess the viability of a case?
- ▶ Does your system have the ability to place legal holds ranging from a single email to multiple email accounts?
- ▶ What eDiscovery tools are built into the system?
- ▶ Does your archiving system meet regulatory compliance laws, and if so, how does the system comply with those laws?
- ▶ Does your system support single instance storage? What are the average per-seat volumes of storage that your system supports?
- ▶ What forms of electronic data does your archiving solution support? Is it accessible from anywhere? Can you search the entire archive and see the entire message string in context?
- ▶ What type of end user-tools are provided within the user interface? How do you restore, search, access, and export the data?

### What is your Archiving Solution?

Archiving is essential to all organizations for information governance, regulation compliance, increased productivity and to costs savings. It's a fact: organizations must archive all electronic communication data, not just email.

Retain provides unified archiving of all business communication including email, social media, and mobile communication data for case assessment, search, and eDiscovery. It can be deployed on-prem or in the cloud. This includes email archiving for Microsoft Exchange, Office 365, Gmail and Micro Focus GroupWise platforms. Retain Mobile archives mobile device communication data for Android, BlackBerry, and iOS, including SMS/text messages, BBM Messages, BBM Enterprise, phone call logs, and PIN Messages. Retain Social provides monitoring and data insight into message context and tone of all posts for Facebook, Twitter, YouTube, LinkedIn, Instagram, Vimeo, Flickr, Pinterest, and Google+(on and off network).

For more information about Retain Unified Archiving, visit <http://www.gwava.com/mobile-archiving>

Information herein was obtained from the Osterman whitepapers, "Best Practices for Managing Email Archiving" & "Quantifying the Costs and Benefits of Archiving Your Email and Other Electronic Content."