

Dollars and Sense for Your
Exchange Environment: Improve
Operational Efficiency with EMC
SourceOne Email Management

Dollars and Sense: Today's Agenda



Do more with less. The power to reduce costs while improving productivity

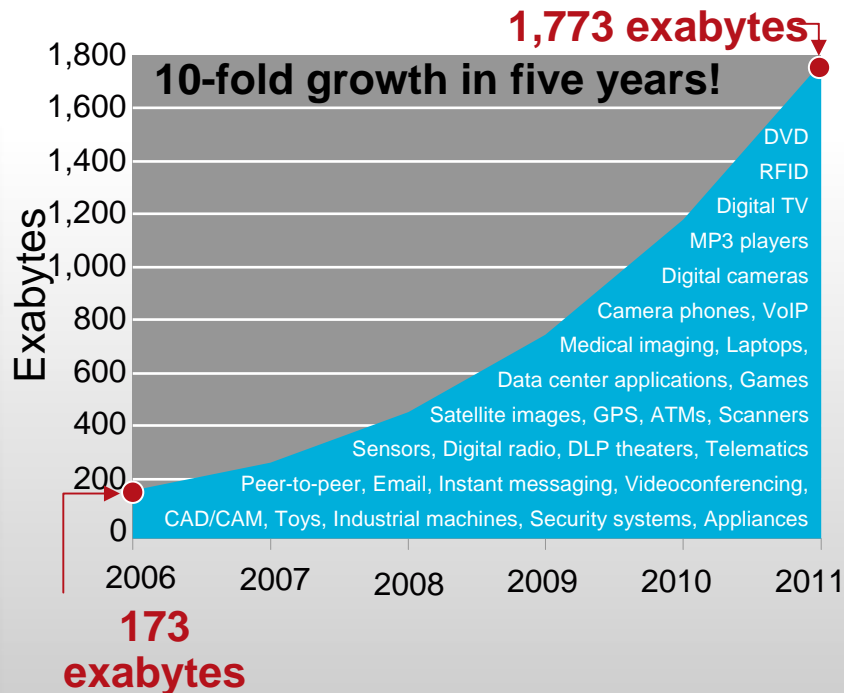
- Trends & Common Approaches
- The EMC SourceOne Email Management Advantage
- The PST Experience (or the truth about PSTs)
- EMC SourceOne Email Management - Dollars and Sense

Trends and Common Approaches

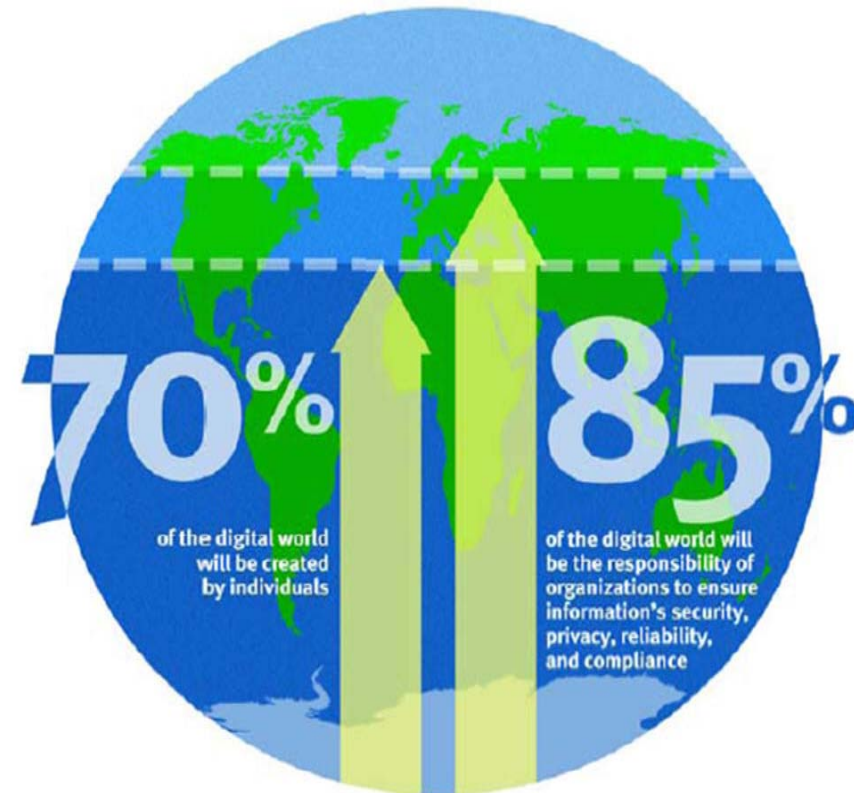
The Burden of the Information Explosion is Yours



Amount of Digital Information Created and Replicated Each Year



The Digital Information World in 2011 The User as Publisher, the Organization as Custodian



For every byte we had in 2006, there will be 10x in 2011!

Source: IDC White Paper, "The Diverse and Exploding Digital Universe," Sponsored by EMC, March 2008

Do You Have These Challenges?



In 2009, as IT Budgets are flat or declining*



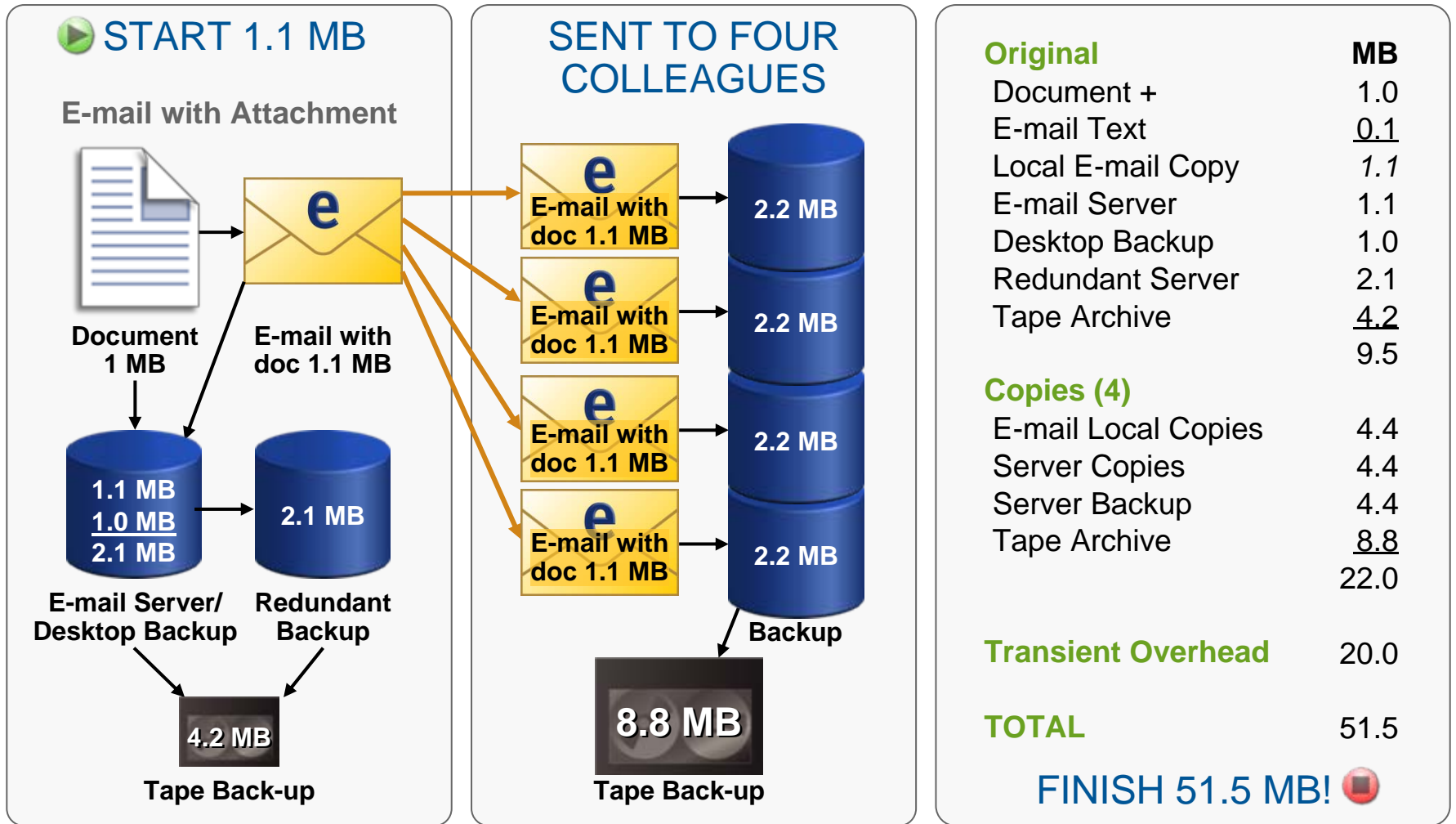
Is your information growing out of control?

Can you be certain that the business has access to information?

Is the lack of management around this information a potential risk to your organization?

*“Global purchases of IT goods and services ... will equal \$1.66 trillion in 2009, declining by 3% after an 8% rise in 2008.” *Global IT Market Outlook: 2009, Forrester Research, 1/12/2009*

How does Email affect Information Growth?



Source: IDC White Paper, "The Diverse and Exploding Digital Universe," Sponsored by EMC, March 2008

You're Not Alone...

Today, most companies have the mail system challenges, such as...



Out of control email growth

Backups and recoveries exceeding allocated timeframes (SLA)

Finding and retrieving messages from backups (easier said than done!)

Personal archives on desktops and file servers

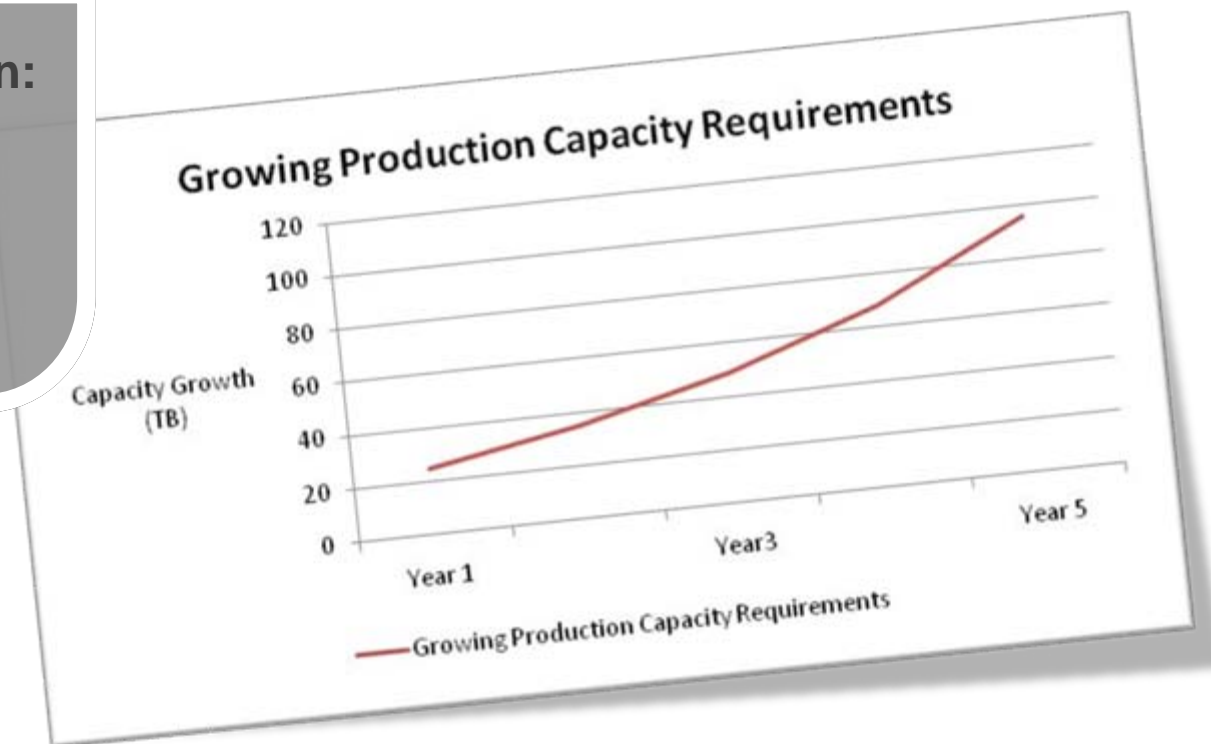
Requirements to build and enforce retention policies

All this while budgets and headcounts are shrinking!

Out of Control Email Growth? Add Production Storage

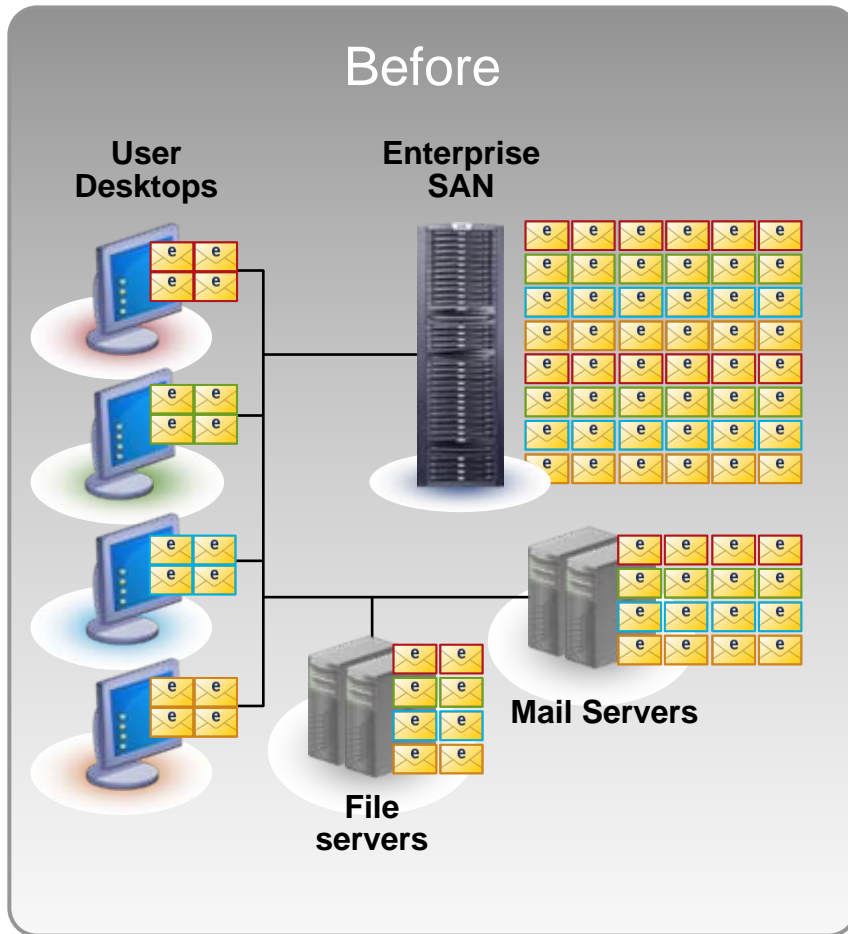
Larger Mailboxes mean:

- Slower performance
- Longer backup windows
- More data to replicate
- Restores take longer
- Duplicate copies



- **Addressing growth by adding capacity is a stop-gap measure**
 - Not sustainable solution for long term email management

Out of Control Email Growth? Set Quotas



And watch .PST files proliferate!

These files are now...

- Unmanaged by corporate retention
- Wasting file server/disk space
- Increasing backup time and dollars
- Creating security risks
- Subject to corruption and data loss

Plus...

- Mobile devices (e.g. Blackberry) users can be locked out when quota is reached – can't send or receive any emails
- Data is unavailable on OWA or mobile devices

There **MUST** be a better way

What if you could...



Reduce storage requirements and lower costs

Improve Exchange backup and recovery operations

Get rid of your PST files once and for all

Allow users to work from mail client of choice without disruption

Enforce retention policies and prepare your organization for
discovery of emails

Find an archival solution meeting the unique needs and budget of
your organization

The EMC SourceOne Email Management Advantage

Introducing EMC SourceOne Email Management



EMC SourceOne Email Management is email archiving software that:

- Proactively manages mailbox sizes
- Eliminates aging attachments and messages in the production environment
- Supports a phased approach to storage management while preserving access to archived content
- Organizes and classifies messages with policy-based address rules to organize and archive with appropriate retention periods
- Migrates content to archival storage to maximize tiered storage infrastructure
- Reduces costs associated with production storage requirements, backup costs

EMC SourceOne Email Management's approach

1. **Message Capture** – Place a copy of a message in the archive
Example: Capture a copy of a message when received
2. **Shortcut** – Truncate the message/attachment on the mail server without affecting the user's access, regardless of their mail client
Example: Content 90 days old
3. **Delete** – Remove message completely from inbox; accessible to users by searching the archive
Example: Content 2 years old

EMC SourceOne's Phased Approach Message Capture



**Exchange
Servers**

Message Capture Options

- Option 1: Real-time as messages are sent and received
- Option 2: Scheduled Archive task/PST & NSF migration
- Option 3: Users Archive Messages as necessary



**EMC SourceOne
Email Management**

Message 1 Jan. 1, 2008

To: Rick Subject: Question



Message 2 Jan. 1, 2008

To: Ron Subject: Update



Message 3 Feb. 1, 2008

To: Bill Subject: Training

User's Inbox

Archive Process

- Collect Message
- Single Instance
- Index
- Compress
- Apply Retention
- Store

Message 1 Jan. 1, 2008

To: Rick Subject: Question



Message 2 Jan. 1, 2008

To: Ron Subject: Update

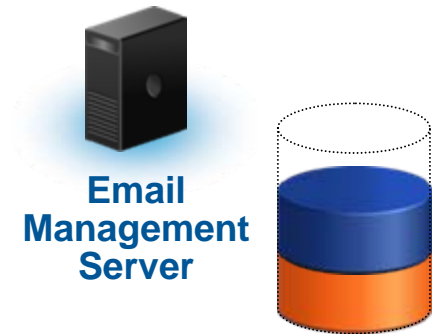
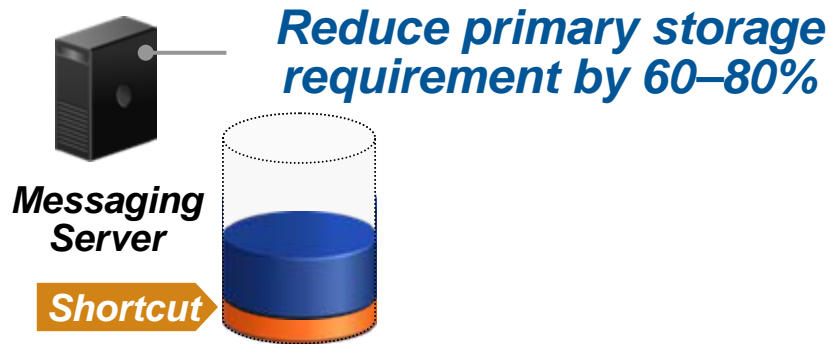





Message 3 Feb. 1, 2008

To: Bill Subject: Training



E-mail Archive

EMC SourceOne's Phased Approach Shortcut



Message 1 Jan. 1, 2009
To: Rick Subject: Question
Attached:   

Shortcut




Message 2 Jan. 1, 2009
To: Ron Subject: Update
Attached:  



Shortcut

Message 3 Feb. 1, 2009
To: Bill Subject: Training

User's Inbox

EMC SourceOne Email Management creates shortcuts to archived messages/attachments and removes the original from the message server

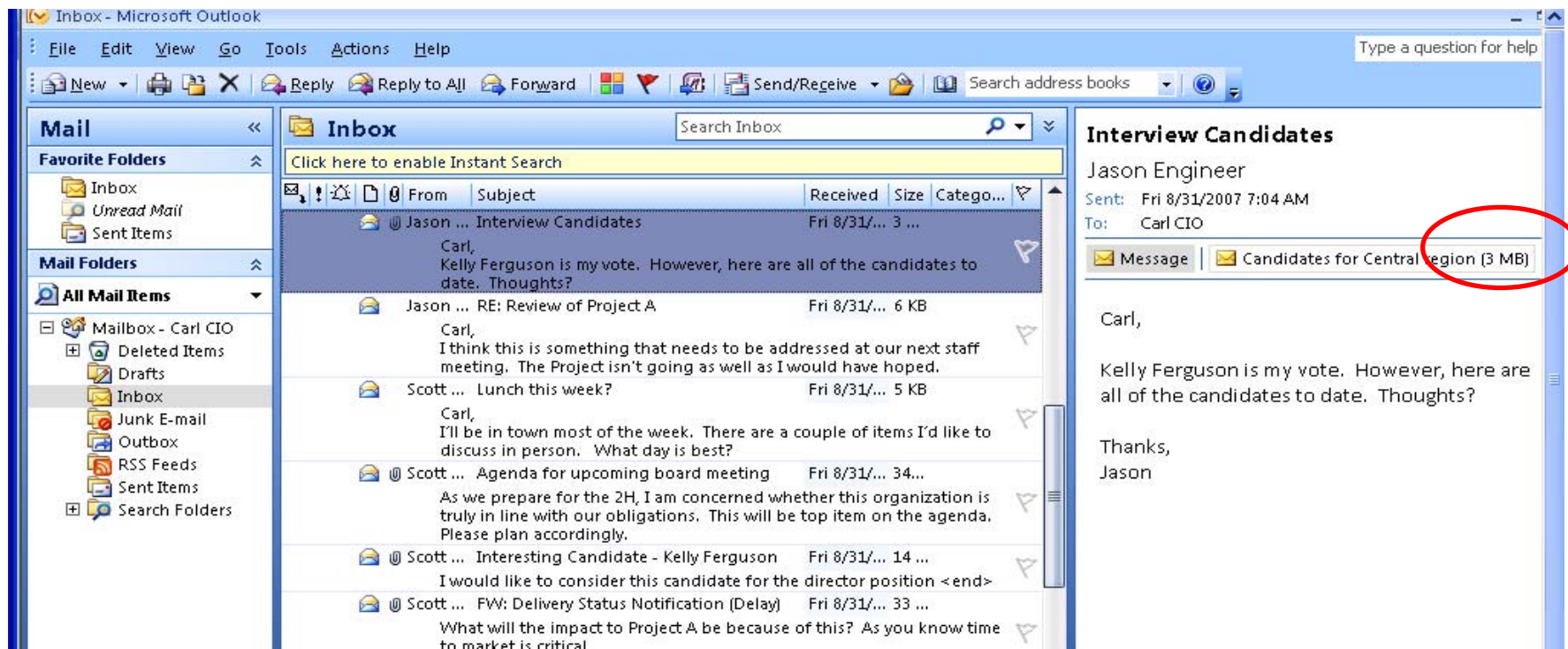
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E-mail Archive

EMC SourceOne's Phased Approach Shortcut - Before



EMC SourceOne's Phased Approach Shortcut - After



The screenshot shows the Microsoft Outlook interface. The main window is titled "Inbox - Microsoft Outlook". The menu bar includes File, Edit, View, Go, Tools, Actions, and Help. The toolbar contains icons for New, Reply, Reply to All, Forward, Send/Receive, and Search address books. The left sidebar shows the "Mail" folder structure, including Favorite Folders (Inbox, Unread Mail, Sent Items) and Mail Folders (All Mail Items, Mailbox - Carl CIO, Deleted Items, Drafts, Inbox, Junk E-mail, Outbox, RSS Feeds, Sent Items, Search Folders). The main pane displays the "Inbox" with a search bar and a list of emails. The selected email is from Jason Engineer, titled "Interview Candidates", with a size of 5 KB. The preview pane on the right shows the email content, including the sender's name, date, and the body text. Two red circles highlight the "Interview Candidates" subject and the "5 KB" size in the inbox list.

From	Subject	Received	Size	Catego...
Jason ...	Interview Candidates	Fri 8/31/...	5 KB	
Jason ...	RE: Review of Project A	Fri 8/31/...	6 KB	
Scott ...	Lunch this week?	Fri 8/31/...	5 KB	
Scott ...	Agenda for upcoming board meeting	Fri 8/31/...	7 KB	
Scott ...	Interesting Candidate - Kelly Ferguson	Fri 8/31/...	6 KB	

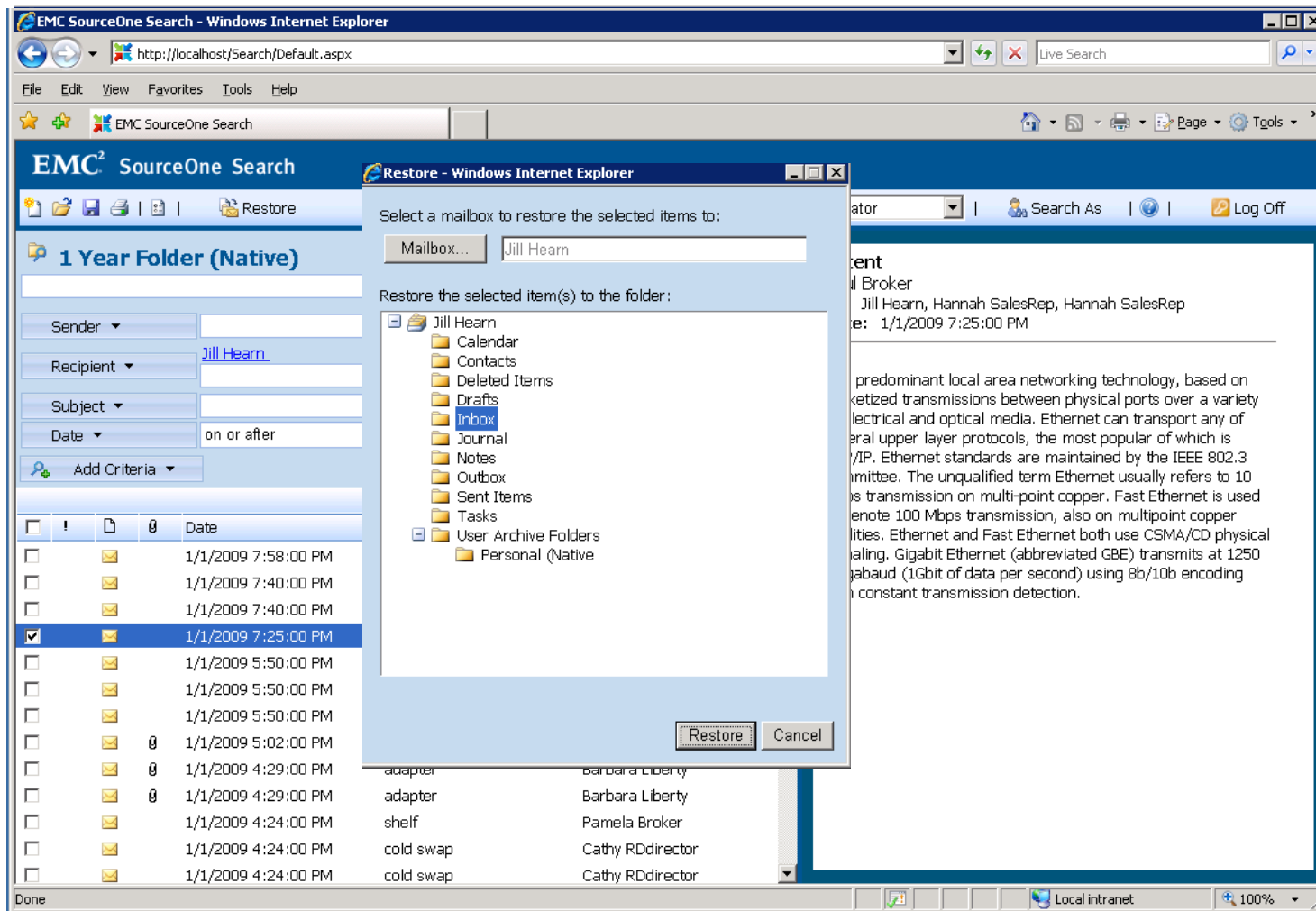
Interview Candidates
Jason Engineer
Sent: Fri 8/31/2007 7:04 AM
To: Carl CIO
Message | Candidates for Central region (3 MB)

Carl,
Kelly Ferguson is my vote. However, here are all of the candidates to date. Thoughts?

Thanks,
Jason

**Preview pane
unchanged**

EMC SourceOne's Phased Approach Delete



User continue to have access. User can “self serve” that message back!

Graphic Design Firm

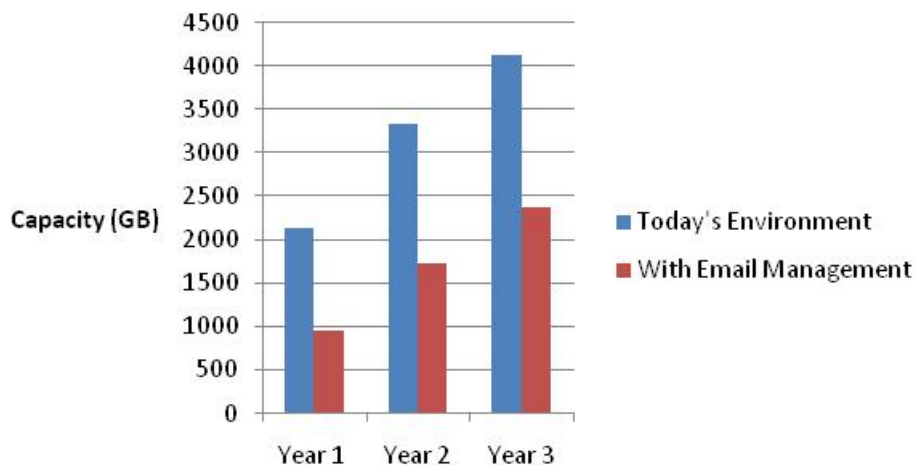
Business Challenges

- Large attachments
- Multiple mail clients
- Running out of Tier 1 storage for Exchange

Decision Criteria

- No special hardware requirements
- Support MAC clients (Entourage)
- Seamless access for all clients

Exchange Capacity Differences



Backup window reduced from 2.5 hours to 30 minutes

Archive Policies

- 100% users archived (real time capture)
- 90-day shortcut policy
- Deletion from inbox after 2 years

Archiving with EMC SourceOne Email Management

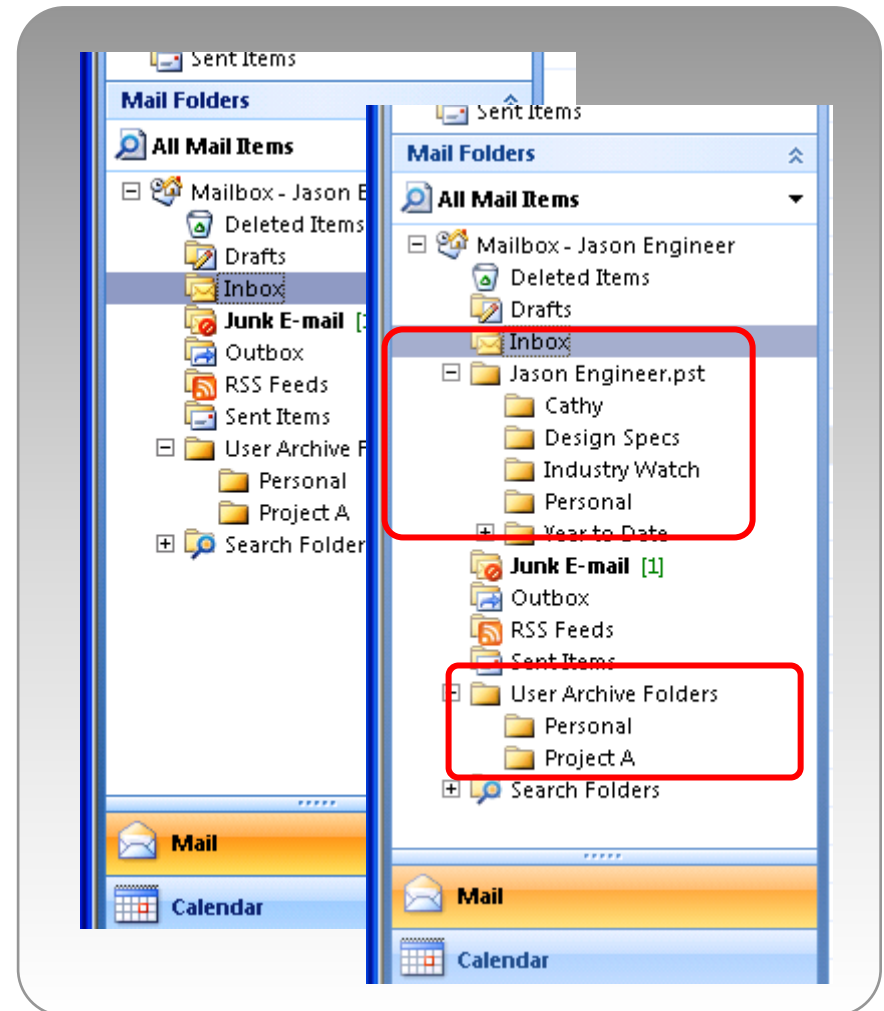


- Reduces storage requirements and lowers costs
- Improves Exchange backup and recovery operations
- Gets rid of PST files
- Provides a seamless user experience
- Enforces retention policies and prepare your organization for discovery of emails

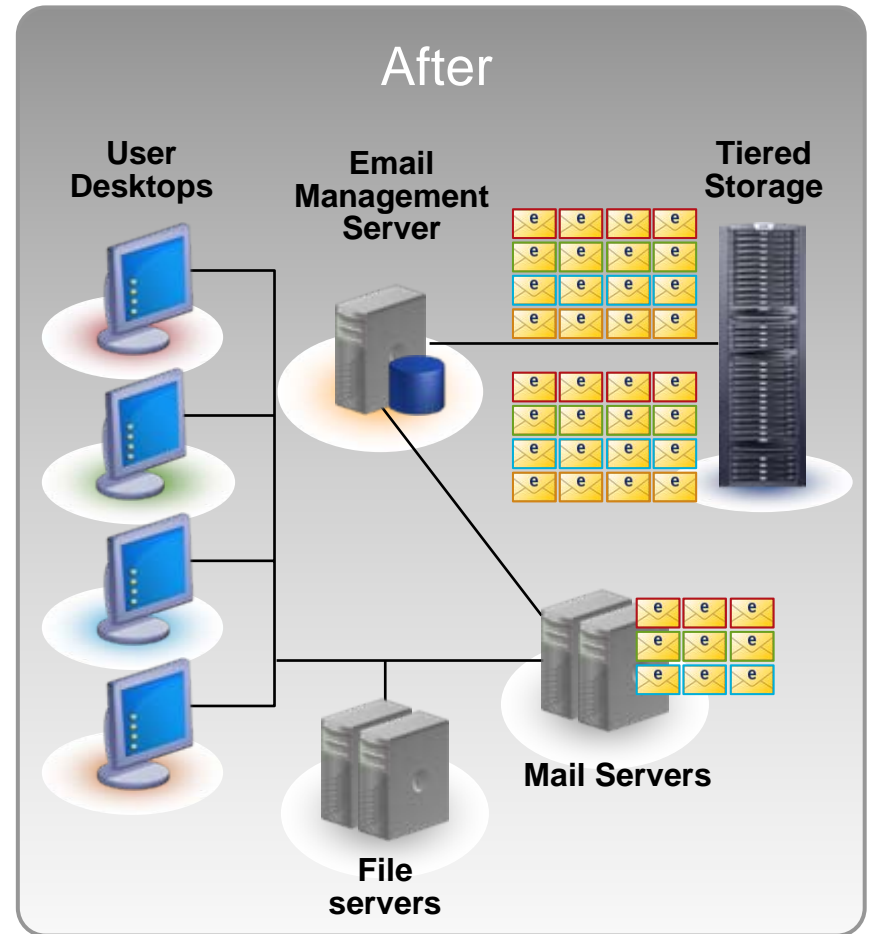
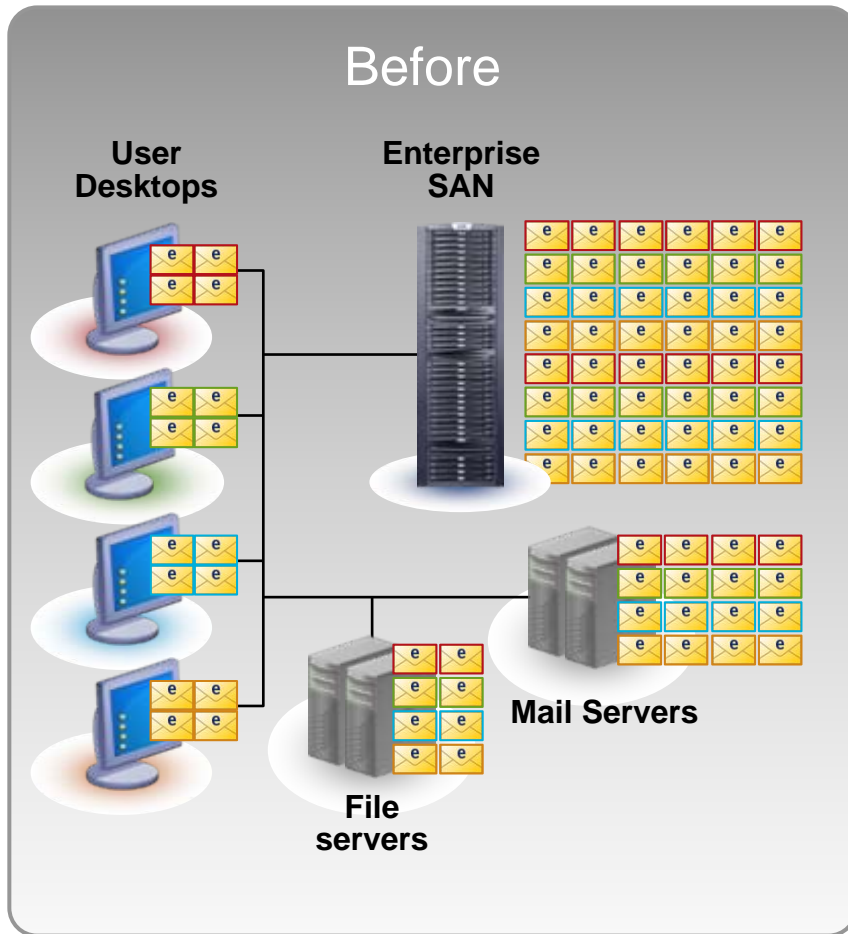
The PST Experience

How EMC SourceOne Deals with the PST Problem

- For now...
 - Find them out on the network
 - Archive, hide, move or delete the PST files
- And going forward...
 - Users can search to locate the messages
 - Quotas are no longer needed, Shortcut instead
 - Allow users to archive to User Directed Archiving folders



Centralize Emails – Eliminate PSTs



A Better Alternative

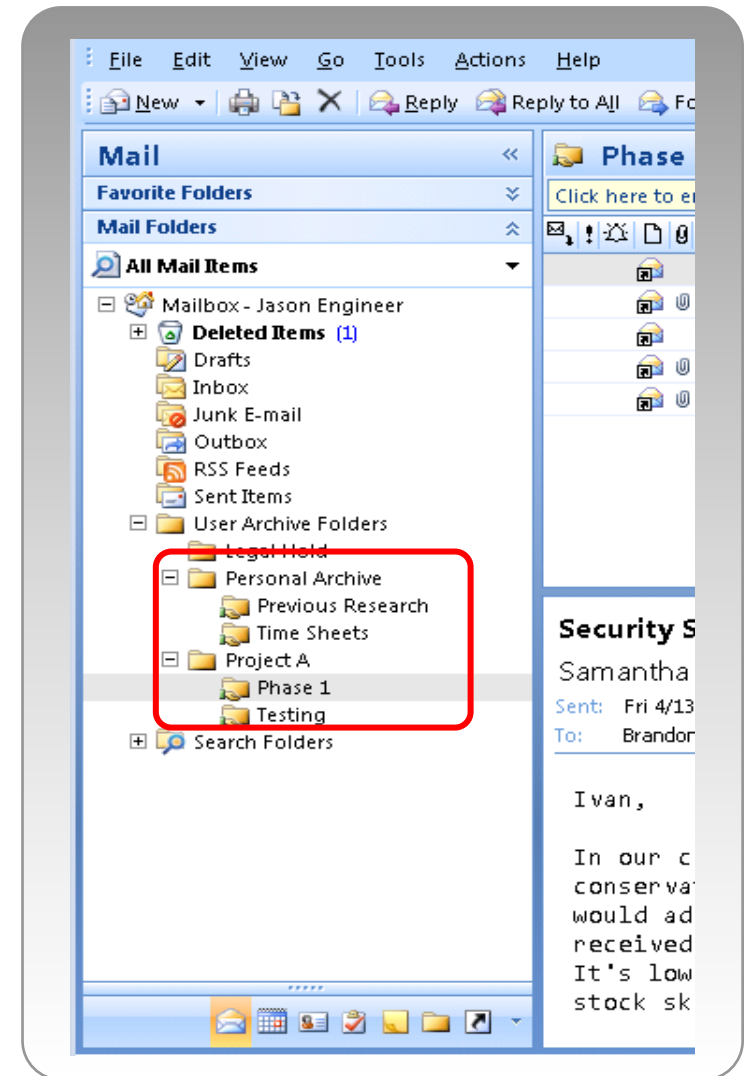
Give the people what they want

Why User Directed Archiving?

Users continue to drag and drop messages they wish to keep

User can now access those messages from OWA and mobile devices

- Similar to Exchange 2007 custom managed folders with additional benefits
 - Messages can be directly archived into a like folder on the archive server
 - Adhere to corporate retention policies
 - Shared folders allow for collaboration

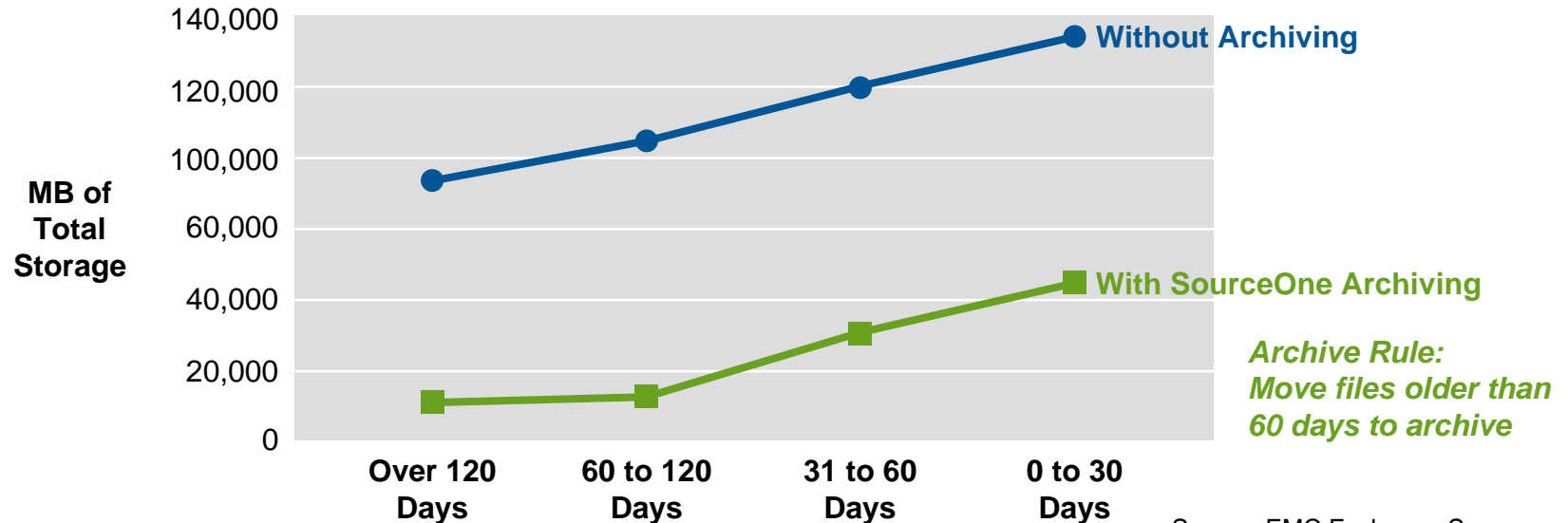


EMC SourceOne Email Management The Results? Dollars and Sense

Archive and Reclaim Production Storage



Dollars and Sense



Source: EMC Exchange Server Assessment output – average results

With EMC SourceOne you can:

- Move that aged data to lower cost storage
- Free up your production storage for your newest content
- Continue to provide your end users with access to their data

Reclaim primary storage! Reduce your hardware and administrative costs!

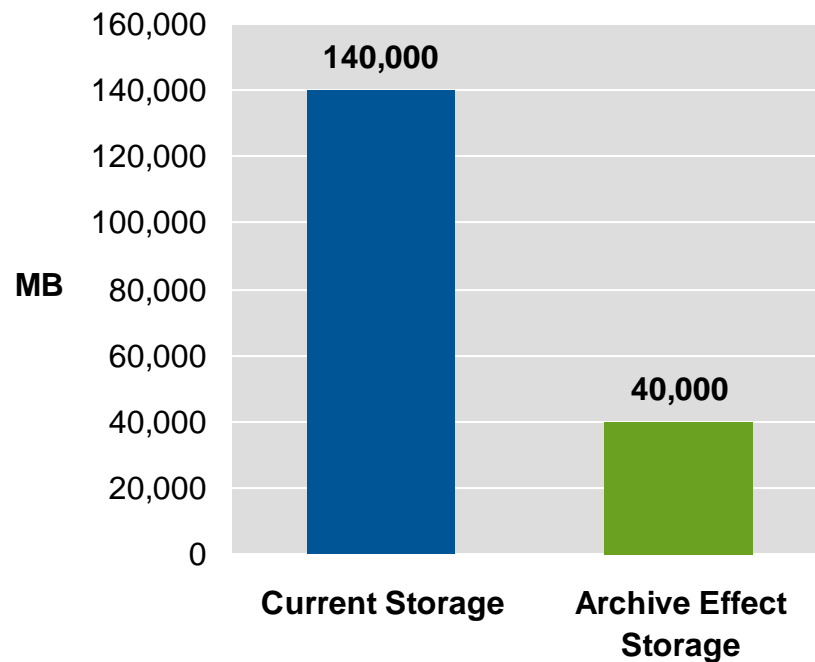
Archive and Improve Backup Operations



Dollars and Sense

- With EMC SourceOne you can:
 - Substantially shorten time required for each full backup by shrinking production environment
 - Equally important: Shorter backups lead to shorter recovery times

Reduce backup costs including tape, offsite vaults and recovery!
Reduce network bandwidth costs for redundant sites

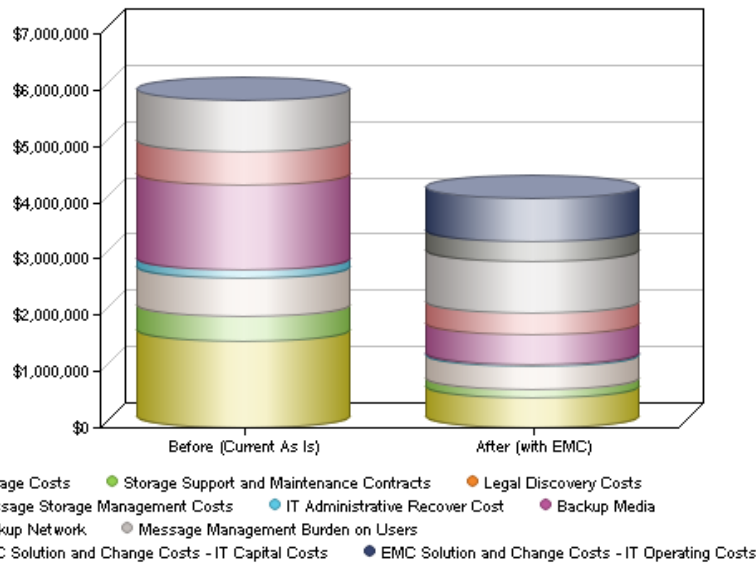


Source: EMC Exchange Server Assessment output – average results

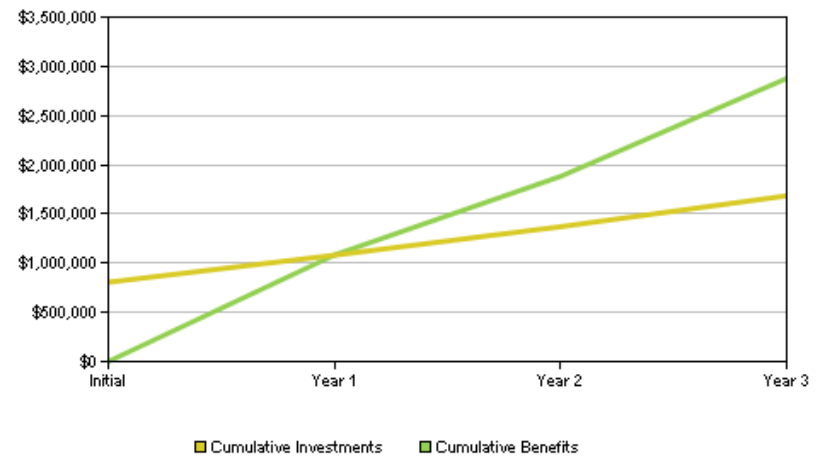
Still Not Convinced?



Total Cost of Ownership A Comparison



Breakeven



*EMC's TCO Analyst Tool factors all costs related to email archiving, including hard and soft dollar costs with and without archiving as well as archiving investment**

Wait! There's More...



The EMC SourceOne Product Family

Archiving

EMC SourceOne Email Management

E-mail and instant messaging archiving to improve IT efficiency

eDiscovery
and
Compliance

EMC SourceOne Discovery Manager

Discovery and legal hold for EMC SourceOne Email Management archives

EMC SourceOne Discovery Collector

Indexing appliance to automate collection throughout the enterprise

Integrated information governance solutions help you do more with less

In Summary



EMC SourceOne Email Management works seamlessly with your Microsoft Exchange environment to help you proactively manage growth, and...



- Improve your operations
- Enable proactive information management, including retention and disposition
- Lower costs
- Mitigate risk associated with industry and other regulations
- Reduce time and costs of discovery

Take the Next Step

- Set up an EMC SourceOne Email Management product demo
- Request an ROI/TCO analysis
- Go to <http://www.emc.com/sourceone>

Archiving with EMC SourceOne
Email Management

It just makes dollars and sense!

EMC²[®]

where information lives[®]