

Email archiving survey in United States

This document contains the results of a survey on email archiving among 421 small and medium sized businesses, conducted in the United States in June/July 2008.

Contents

Contents	2
Introduction.....	3
The survey.....	4
Summary of findings.....	5
The results	6
Analysis	11

Introduction

This document contains the findings of a survey carried out in the United States that examined the uptake of email archiving solutions and the use of archiving by small and medium sized businesses. The survey was commissioned to eMediaUSA who were responsible for the collection of the data.

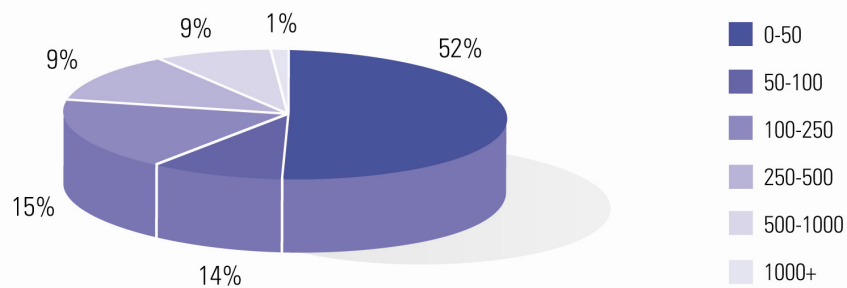
The survey was distributed by eMediaUSA in June and ran for a period of five weeks. A total of 421 companies or organizations replied. The respondents were senior executives or senior IT administrators and they represent the whole spectrum of companies that fall into the SMB sphere, which is defined by GFI as a company having between 5 and 1000 seats. The extent of the company's use of email in business is reflected in the number of mailboxes in use.

The survey

The survey comprised 10 questions that covered the more important aspects of email archiving: reasons why companies implemented archiving; why they do not; how they use email archiving and the ease with which they are able to source and collect old or deleted emails.

A total of 421 respondents completed the questionnaire. The majority of respondents (52%) are companies with 0-50 mailboxes. Thirty-eight percent are representative of companies having between 51 and 500 mailboxes. The remainder (10%) covers companies with 501+ mailboxes.

How many mailboxes do you manage?



Summary of findings

The following are the salient findings from the survey:

- Just over half US SMBs (53%) do not use email archiving
- Of these who do not use email archiving:
 - a) 26% said they do not have the budget
 - b) 26% said their company is too small to need email archiving
 - d) 7% do not see the need to archive email
 - e) 30% intend to purchase a solution at a future date
- SMBs who have email archiving use it for multiple reasons:
 - a) 39% to retain emails for internal inquiries or investigations
 - b) 28% to archive emails for compliance purposes
 - c) 31% to retain emails for backup purposes
 - d) 27% to reduce load and mailbox quotas on Exchange Server

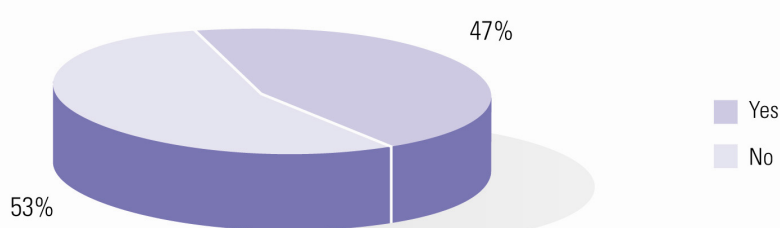
Other findings:

- A combined 62% consider email archiving to be very important or important
- 25% of respondents retain emails indefinitely while 19% do not have a retention policy
- 35% said they are using a software solution while 8% use a managed service or SaaS
- 35% rely on end-users to maintain their own email archive
- 13% are asked to look for emails on a weekly basis
- 29% said it takes the less than 1 hour to trace emails going back 15 months; 4% said it would take them more than a week.
- Only 1% described their experiences using email archiving as negative
- A combined 76% said they are not sufficiently informed or not informed about compliance and archiving

The results

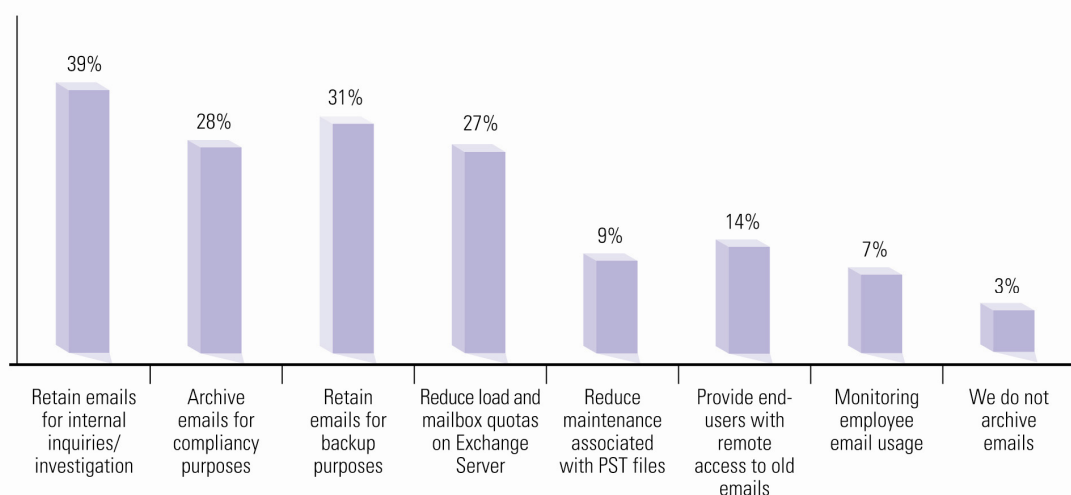
Question 1

Have you implemented email archiving in your organisation?

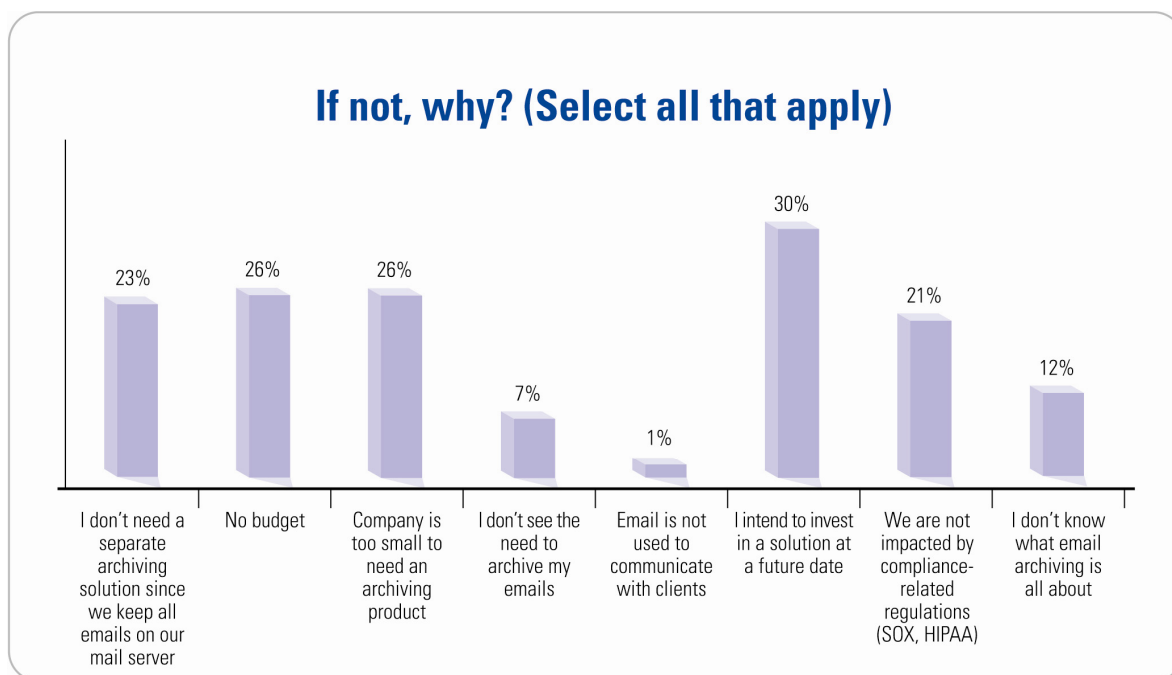


Question 2

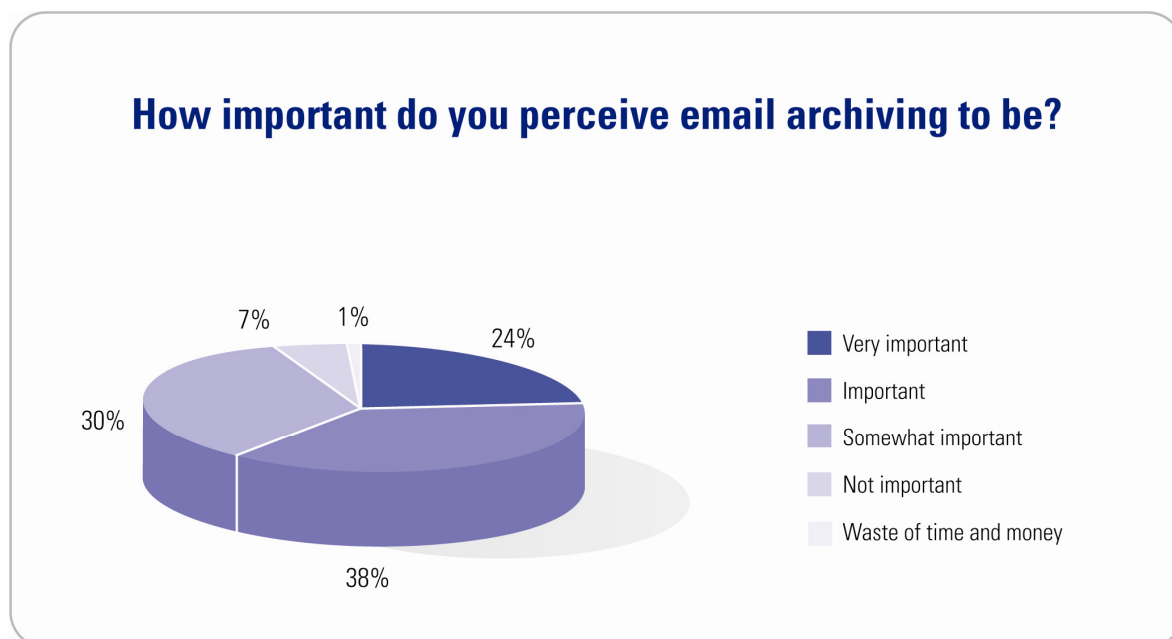
If, yes, or considering to implement, what are the primary reasons for your company to archive emails? (Select all that apply)



Question 3

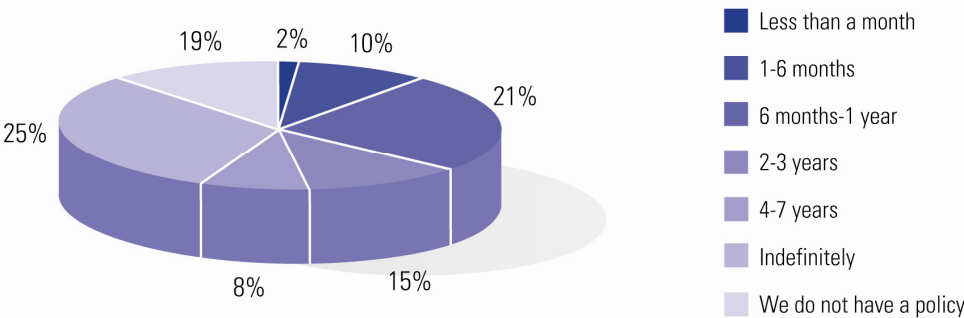


Question 4



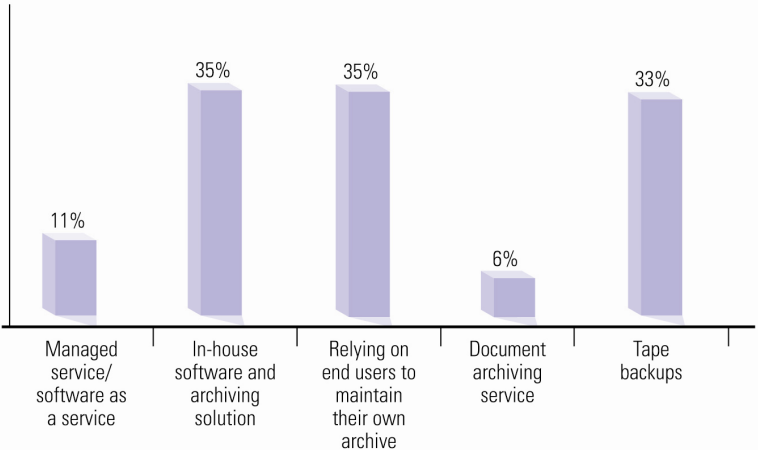
Question 5

Typically, for how long do you keep email messages?



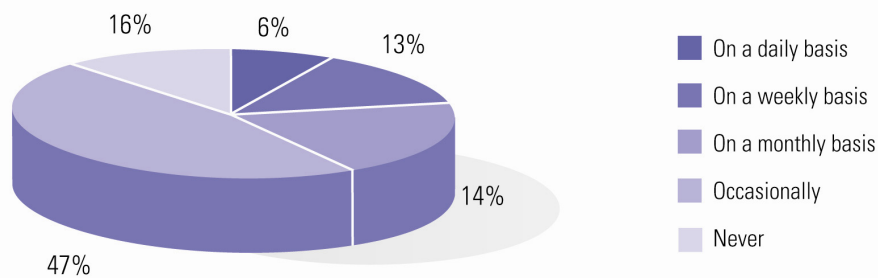
Question 6

If you are currently using an email archiving solution, what is it? (Select all that apply)



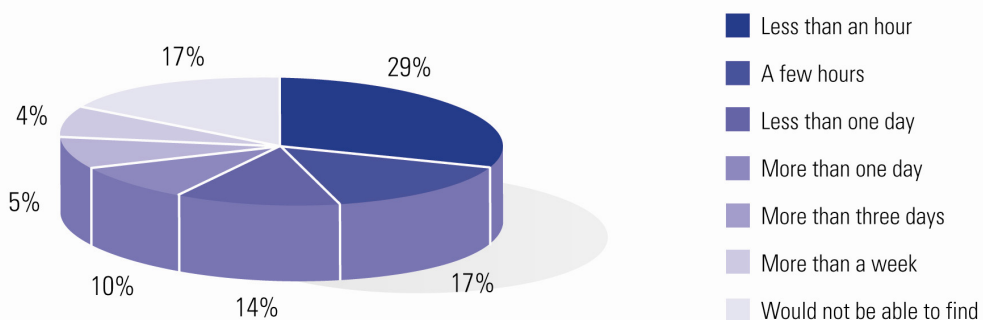
Question 7

How often have you been required to search for old or deleted emails because of: requests from employees; the need to meet compliance requirements; the need to provide copies of correspondence for a lawsuit or audit; any other requirements?

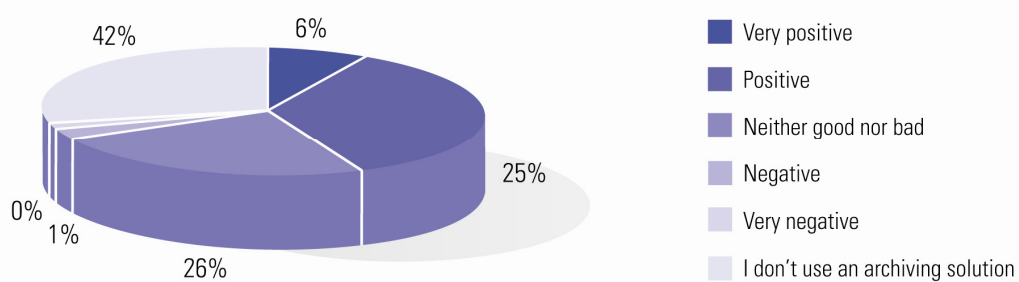


Question 8

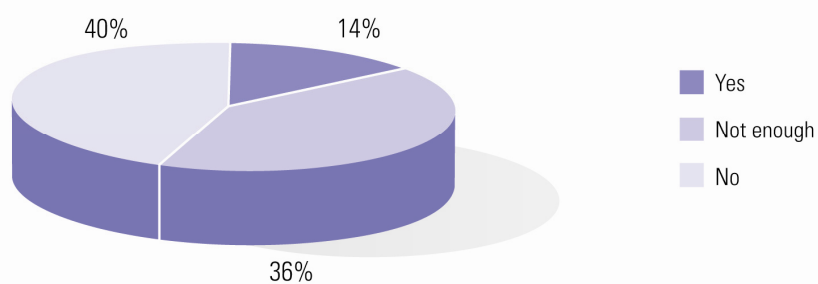
How long would it take you to find all emails relating to a business transaction that occurred 15 months ago?



Question 9

How would you describe your experience using an email archiving solution?

Question 10

Do you feel sufficiently informed about compliance/archiving?

Analysis

Overview

Osterman Research recently suggested that the email archiving market is growing by an average of 35% every year as more and more companies and organizations acknowledge the importance of email as a tool to do businesses and its importance in terms of the data contained in corporate email communications.

This research by GFI set out to establish the current market sentiment for archiving solutions among small and medium sized businesses and the findings show that this tool is proving effective and important to businesses.

The uptake of email archiving is below the 50% mark among the 421 small and medium sized businesses in the US surveyed, and the research highlights the need for more education to curb scepticism as to its necessity or appropriateness.

The results confirm other independent research findings that email archiving is proving its worth both with regard to its penetration into businesses and it is encouraging to note that only 1% of the people surveyed by GFI reported any negative experiences or attitudes towards email compliance.

While the lack of appreciation of its utility is concerning, what is perhaps more alarming is the relatively widespread assumption that email archiving is not important or necessary to the business (7%) and that 23% still rely heavily on their email server as the primary storage mechanism.

This may indicate a lack of awareness or misplaced confidence in their existing set up. That 21% said they are not impacted by compliance-related regulations indicates a clear lack of knowledge of the legal requirements imposed on businesses in the US; these respondents may also not be aware that email archiving is not used for compliance purposes alone; albeit this is a primary consideration for US SMBs.

It is, however, encouraging in terms of this research that of those who at present are not using an email archiving solution, 3 in 10 are considering purchasing a software solution or service at a later date.

Why businesses use email archiving

Forty-seven percent of 421 respondents to the survey have fully implemented email archiving in their organisations and the majority use archiving for compliance and to retain emails for internal inquiries and investigations.

A total of 31% use an email archiving solution to back up corporate email correspondence and 27% to reduce the load and mailbox quotes on their Exchange mail servers, while only 9% use email archiving to reduce maintenance associated with PST files on users' workstations. Fourteen percent of respondents also use email archiving to give employees remote access to old and deleted emails.

Why they do not use email archiving

The reasons given for not using email archiving are to be expected – no budget (26%) or the company is too small to need an email archiving solution (26%) – but it is of concern that 23% rely heavily on their email server to keep a store of all email correspondence especially if these businesses are dependent on email to conduct everyday business. It is also of concern that 7% see no need to archive their email at all. In reply to a separate question, 7% said email archiving was not important.

However, the majority of respondents to the survey (62%) acknowledge or perceive email archiving to be important and a combined 31% said their experience using an email archiving solution was positive or very positive. Twenty-six percent described their experiences as neither good nor bad.

Awareness of the benefits of email archiving and/ or the legal /compliance issues is still not very high among small and medium sized businesses with 40% saying they are not informed and 36% saying they are not sufficiently informed about email archiving and compliance.

Storage and retrieval of email

A total of 33% of respondents said they are still using tape backups to store emails. While this traditional method is a necessity, especially if a server needs to be rebuilt following an outage or hardware failure, it is not the best approach to storing emails because of the difficulties encountered to search and retrieve emails or email threads.

Thirty-five percent of respondents said they used in-house software or a third-party archiving solution. A total of 11% are using a managed service or Software as a Service (SaaS).

That 35% of respondents allow their employees to maintain their own email archive indicates a lack of awareness of email archiving, its benefits and the problems associated with email storage in PST files which reside on the user's workstation or on a network share. This approach to email record-keeping is fraught with problems and makes it extremely difficult for that company to source emails if these are requested.

Email archiving greatly facilitates a fast recovery of emails and email threads. The results show that 13% are asked to look for old or deleted emails on a weekly basis while 47% said this happens occasionally.

The time to retrieve an email also varies with 29% of email archiving users requiring under an hour. Another 31% said that it would take them a few hours but less than one day to find all emails relating to a business transaction that occurred 15 months ago. Only 4% said it would take them more than a week. 17% said they would not be able to find those emails.

Ends.