

A man in a dark suit and patterned tie is holding a tablet. A glowing white cloud is positioned above the tablet, with a network of blue nodes and lines extending from it. The nodes contain icons for a laptop, a smartphone, a server rack, and a cloud. The man's right hand is touching the tablet, and a bright blue light emanates from the point of contact. The background is dark and out of focus.

White Paper

A horizontal bar with five colored segments: yellow, light blue, green, orange, and black.

Email ARCHIVING Solutions:  
**Public Cloud vs Intradyn Appliances**  
for Small- to Mid-Sized Organizations

## About Intradyn™

Founded in 2001, Intradyn is a recognized leader in the eDiscovery and archiving markets, producing leading edge products for small and mid-sized businesses, organizations, and governments.

Intradyn is headquartered in Mendota Heights, Minnesota, with partners throughout North America, Europe and Asia.

This whitepaper will outline the difference between public-cloud based email archiving and the archiving appliance solutions available from Intradyn.

# CONTENT

<i><u>Archive Avenues Available</u></i>	<i>01</i>
<i><u>Why Archive eMail</u></i>	<i>01</i>
<i><u>Public cloud archiving</u></i>	<i>02</i>
- Backup-As-A-Service	
- Per-User Cost	
- Outside Your Firewall	
<i><u>In-House Archiving</u></i>	<i>03</i>
- Improved Mailserver Efficiency	
- eDiscovery and legal holds	
- Searching Made Simple	
- Rights And Accesses	
- Service Contracts	
- RazorSafe Appliances	
- Orca Virtual Machine	
- Save The Day With Intradyn	
<i><u>Those Affected by email compliance rules</u></i>	<i>06</i>

## Archive Avenues Available

Email archiving is an imperative business process that spans an organization:

- Recovery of Disasters
- Accumulation of Big Data
- Organized Mail Store
- Efficiency of Mail Server(s)
- eDiscovery Support
- Facilitating Human Resources
- Supporting Legal Holds
- Permanence and Security of Data
- Ease the Audit Process

... to name a few.

The two most popular options for email archiving are either based *in the public cloud* or reside in-house. Public-cloud solutions exist outside of your firewall. A third-party company collecting your data onto its systems typically manages cloud-based solutions. An in-house solution exists within your organization's firewall.

In-house solutions are typically managed by an organization's IT department. For the purposes of this white paper, the in-house section will specifically define the Intradyn appliance-based or virtual-machine solutions.



## Why Archive eMail?

As other digital forms of communication develop, email remains the true “killer app” that companies rely upon: not only daily but minute-by-minute. Due to email's ubiquity, more than 70% of an organization's data and Intellectual Property (IP) resides within the “sent” or “saved” folders of its employees. In some cases, due to compliance and eDiscovery regulations, email messages and attachments must be stored for seven years or longer.

Email archiving is more than just data storage. The most effective email archiving solution not only stores your emails, attachments, and other digital communications, but also reduces strain on your mailserver. Additionally, a true email archiver provides the confidence that you will quickly find that one message within millions, whenever necessary, and save the day.

- Reduce mailserver strain
- Remain compliant with laws and regulations
- Retrieve necessary messages in a snap

To those ends, an email archiving solution is imperative: not only for peace of mind, but competitive advantage in business, mediation, and in the courtroom.



## Public Cloud Archiving

Public cloud email archiving is becoming a darling of small- to mid-sized businesses. There's a lot to like about it:

1. Someone else manages it.
2. You don't need to have—or be—an IT person.
3. The costs are clearly outlined.

No surprises. Right? Sure... so long as you know the best questions to ask[and own a crystal ball].

### *Backup-as-a-Service*

The first underlying reason for saving email and attachments was simple: disaster recovery. A prudent course of action, certainly. IDC Research states, "More than 70% of companies surveyed experienced up to 10 hours of unplanned downtime over the past 12 months. About 27% of these companies estimate their cost of downtime to be between \$10,000 and \$99,000 per hour" (IDC Technology Spotlight, sponsored by Zerto, Disaster Recovery for Virtualized Environments: A DR Approach to Fit the New Datacenter, March 2013).

A public cloud Backup-as-a-Service, however, is not the same as an email archive.

While saving email and other eCommunications, it's important you don't just look at your service as a disaster recovery mail store, because saving and cataloging your backups of email and attachments are only one part of the archive process.

A worth-the-time email archiving solution will also offer myriad options not only for searching but for preserving Legal Holds and summoning eDiscovery materials. Adequate search capabilities save hours of time when someone needs to look at old emails for regulatory, HR, or other internal and external reasons.

You always want to maximize your IT dollars, particularly when paying per-user fees. A multi-part solution like an email archive is more efficient and cost-effective than a solution that only does backups.

## *Per-User Cost*

Many consumers appreciate cloud-based pricing because there are no surprises when everything is spelled out. At first glance this appears to be true; there might be a significant increase in cost-per-user in year 2 or year 3, but even that is clearly stated on the service's Web site.

What about the users you can't account for, though? If your business experiences the typical 2-3% (or greater) employee churn, you remain responsible for archiving those legacy accounts long after the employees have left your building. If you're archiving email for seven years, at the end of that period you could be paying an additional 63 percent in archive fees for accounts belonging to the people that are no longer employed by your organization.

## *Outside Your Firewall*

Public cloud-based archives are available from anywhere. Companies tout this as convenience but ultimately, it provides a greater number of exploitable security holes. The more customers a cloud archiving provider serves, the more opportunities there are for hackers to infiltrate the system.

Think about the types of attachments and digital faxes you send. What happens if Anonymous gets ahold of them? Do you want them co-mingled with another subscriber's email messages?

And, once your cloud-based license has expired (worse yet, if your provider goes out of business), how will you port your data from their service to somewhere else?

Ultimately, your data is safer within your firewall, where you know everything about your network security protocols: no variables.



## In-House Archiving

Intradyn's appliance-based archiving has influence throughout your business, from IT to HR and Legal, extending to every employee who receives email through your organization.

### **Improved Mailserver Efficiency**

When an organization purchases an Intradyn appliance, either physical or virtual, they receive savings in one very critical area: storage space. The deduplication and compression protocols utilized by RazorSafe and Orca typically reduce the size of a mail store by 40 percent or more.

Corporations who upgraded their mailserver from Exchange 2007® to Exchange 2010® saw their mail store size increase in by 40 percent. This is because Exchange 2010 no longer supports single-instance storage.

Intradyn's email archive solutions not only support single-instance storage, but also actively deduplicate multiple instances of the same message body or attachments.

"You wouldn't expect the US Mail to have the Library of Congress for mail. They deliver email and then they're done with it," said Mike Kieffer, Director of Sales Engineering for Intradyn. "RazorSafe is built for that long-term storage, allowing mailservers to do what they are supposed to do: send and receive."

*More than 70% of an organization's Intellectual Property resides in its stores of email. The simplified Boolean searches allow non-techies to produce search results that dazzle in granularity and scope. Which of your products are being talked about more? What's the hot time for sales? The answers are likely hiding in plain sight in your company's email.*

## *eDiscovery and Legal Holds*

If you so much as hear a rumor that a subpoena is coming, you are responsible for making sure the data related to that subpoena is preserved and protected.

Intradyn customers report that some legacy systems make it difficult to capture messages for regulatory or legal requests.

“I’ve got legal holds running weekly [on a couple of topic keywords], so if they make the call, I can run it right now, or I can give it to them from last Thursday. That’s the beauty of it,” said Randy Johnson, Director of IT for Goodhue County, MN.

### *Searching Made Simple*

“I’ll tell you,” Johnson said, “doing searches through Microsoft Exchange® and Outlook® is almost impossible. You’d be spending the rest of your working days trying to find stuff.”

With RazorSafe and Orca, customers can do Boolean searches without knowing how. Users enter search terms, strung together with pull-down menu options of:

- All of the words
- One of the words
- Exact phrase

All parts of an email message are searchable either independently or as a whole.

### *Rights and Accesses*

When you are opening parts of the system to non-IT employees, you will want searching to be as easy as possible. Let HR search for header information. Allow mailbox users to search and restore their own archives. Ease the administration burden company-wide by granting partial rights to employees when it’s sensible to do so. Intradyn protects private email messages from prying eyes.

### *Service Contracts*

Your uptime matters to us. Service contracts can make the difference between smooth sailing and costly downtime. That’s why Intradyn offers only one service contract, which combines software and hardware support. Then, it exceeds that agreement.

“A lot of companies will charge for professional services, to port mail into the new solution,” Kieffer said. Intradyn took care of Goodhue County’s migration for free because, “that’s just what we do.”

“Our Intradyn email archiving appliance saves us a whole bunch of work.”

— Randy Johnson,  
Director of IT, Goodhue County, MN

- Service Contract pricing as percent of MSRP, annually
- Competitor’s Software Service Contract: 28%
- Competitor’s Hardware + Software Service Contract: 45-51%
- Intradyn’s Hardware + Software Service Contract: 20-22%

All of Intradyn’s customer support is trained and based in the United States.

### *RazorSafe Appliance*

The first set-it-and-forget-it email archiving appliance on the market, Intradyn’s RazorSafe has foreseen the future and its requirements for daily communication and its regulations. With robust storage, 99.999% uptime, and a bulletproof security kernel, RazorSafe appliance solutions will handle your email for seven years and beyond.

“With an option like RazorSafe, it’s easy,” said Randy Johnson.

### *Orca Virtual Machine*

Orca is a virtual appliance that runs on VMware®, Citrix®, and Hyper-V®. Capitalize upon your powerful network infrastructure and hardware stack to collect your email. Messages are pulled through the archive to the mailserver in a process called “fetching.” Built with the same aforementioned RazorSafe features, Orca gets it done.

### *Save the Day with Intradyn*

Founded in 2001, Intradyn provides safe and sensible email archiving solutions for small to mid-sized businesses, organizations, and governments. First developed in 2004, Gartner named RazorSafe the number-one email appliance in 2009. Since then, we’ve consistently introduced new releases and developed new features (often on the suggestion of our customers), evolving as the needs of in-house and cloud-based mail archives have surged.





