# REDUCE ARCHIVING COSTS WITH EMAIL LABELLING

INTRODUCTION ▶▶

There are many business drivers for organisational email archiving including server performance, regulatory compliance, security and disaster recovery. IT administrators often find that these business drivers have conflicting technical requirements. For example, a secure archive may be located off-site whilst requiring on-line access.

Most archiving software solutions on the market today enable organisations to implement multiple policies, allowing administrators to tailor archives to meet their business needs. Many archiving solutions also provide tools that automatically select the archive policy for email messages and some have a client interface that lets the end-user choose the policy for each email message.

However, automated policy selection is prone to error because decision algorithms are based on keywords or sender/recipient properties. Solutions that use a client interface (for example, specific archive folders) are usually implemented from the perspective of the archive policy, rather than from the business process, and their success is dependent upon the end-user knowing, understanding and following that policy.
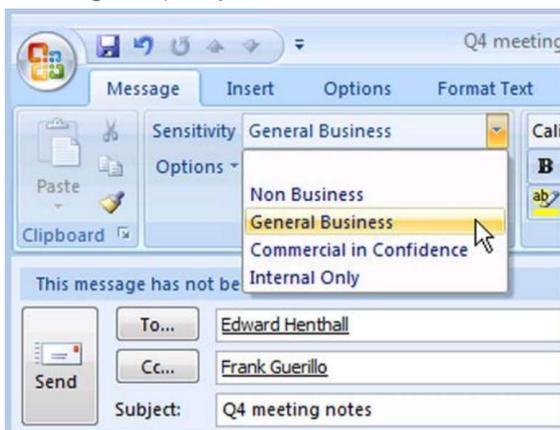
LABELLING FOR BUSINESS ▶▶

Email message labelling technology offers an alternative approach to archive policy selection. Labelling removes the need for end-users to understand archiving and allows them instead to apply labels to each email message. Labels are easy-to-understand and written in straightforward business language to ensure ease of use. For example labels that describe the business value of email messages could be, "sensitive", "commercial in confidence", or "non-business". The business value of the email message automatically drives the archiving solution to apply the correct policy. This method leaves the decision to the content creator, but uses terms that end-users can easily understand and apply.

BOLDON JAMES EMAIL CLASSIFIER

Email Classifier provides a selection tool that is fully integrated into Microsoft Outlook. This allows users to choose a label that describe the business value of each email message. The label is stored in the message metadata, and used by the archive software to drive the correct archive policy.

LABELLING SIGNIFICANTLY REDUCES YOUR EMAIL ARCHIVING COSTS

How much of your archive storage is being consumed by email messages that are not necessary for you to keep? Are the email messages stored in archives that provide the appropriate access and security features? And how would you know?

Labelled email messages ensure the appropriate archive policy is enforced and adopted, so that messages are stored in the correct archive for the requisite time and no longer.

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THE RIGHT AMOUNT OF STORAGE ▶▶

The example below is based on one of our customers (organisation A) and whilst no doubt the numbers differ from those in your own organisation, the benefits are saleable. Organisation A has 10,000 end-users, each of whom send a daily average of 30 email messages at around 100KB each, including attachments. The archive policy in place stores all user messages indefinitely and, over a 7 year period, these emails amount to 43TB of data. The cost of archiving this data not only includes the storage devices, but also power costs and IT administration.

To reduce storage size and its associated costs, Organisation A followed this simple three step process:

1. Define an archive policy with appropriate retention times for each type of message

2. Implement labelling that allows end-users to assign business value to each message

3. Associate the business value labels to the appropriate archive policies

DETERMINING RETENTION PERIODS

After reviewing their business requirements, Organisation A determined that they needed six retention periods for their email messages:

30 days, 90 days, 1 year, 2 years, 7 years and permanent.

INCORPORATING BUSINESS SPECIFIC IDENTIFIERS

Company A also decided on a list of business value labels for their end-users:

• Non-Business, General Business, Customer, HR, Financial, and Contracts.

The business labels were then mapped to the archive policies and then, by approximating the percentage of messages assigned to each label, storage savings were compared with their current archive policy.

Utilising this approach the storage requirements were recalculated and showed that, at the end of seven years, the storage requirements would be significantly reduced, and the growth rate for storage lowered from just over 6TB/year to under 1TB/year. A 500% saving on power (and associated CO_2 emissions), energy and time.

Business Label	Archive Policy	%	Storage Requirement (TB)						
			Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7
Non Business	30 day	5	0.04	0.04	0.04	0.04	0.04	0.04	0.04
General Business	90 days	70	1.76	1.76	1.76	1.76	1.76	1.76	1.76
Customer	1 year	10	0.62	0.62	0.62	0.62	0.62	0.62	0.62
HR	2 years	5	0.31	0.62	0.62	0.62	0.62	0.62	0.62
Financial	7 years	5	0.31	0.62	0.93	1.24	1.55	1.86	2.15
Contracts	Perm	5	0.31	0.62	0.93	1.24	1.55	1.86	2.15
All Messages		100	3.35	4.28	4.90	5.52	6.14	6.76	7.34

CONFIDENTIALITY, SECURITY & ORGANISATION ▶▶

Organisation B is a government agency that needs to protect personal privacy and client information found in email messages. By examining business processes, four basic kinds of data in their email message system were identified: employee-human resources details, personal client line of business content, departmental financial information, and employee personal information.

Each of these types of information is protected from disclosure by law, or by organisational policy. Additionally, Organisation B has instituted a policy of "need to know" that restricts client information to those employees that require it to perform their duties.

PROTECT & MANAGE

By adding labels to identify the type of information an email message contains, Organisation B can not only provide better protection for that information, but also improve their information management systems.

The archiving policy can now be tailored so that the storage requirements of each type of data can be applied to each email message. For example, storage type, location and access control requirements for financial data are different from the requirements for client information. Putting the right data in the right storage archive allows Organisation B to confident that they are not over spending their IT infrastructure budget.

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JOB FUNCTION CONTROL BENEFITS

An additional benefit of identifying the email messages comes when an employee assumes the responsibilities of an existing resource. As an employee leaves an organisation, the person who fills the role will require access to information to perform job. But not all of the email messages in the original email box are business related. Email messages that are personal or HR related are not required by a new employee. Providing these messages to a new employee could be viewed as a personal privacy violation issue.

Rather than provide the entire history of the original employee's email box, Organisation B can easily identify and deliver only the email messages that are appropriate for the new employee's role.

CONFIDENTIALITY, SECURITY & ORGANISATION ▶▶

Archiving of information in business is a necessity for legislative, continuity and operational management. Instead of creating an overhead to the business in time, energy and effort, managed correctly, archiving can add benefits. Ease of job movement, adhering easily and simply to corporate and customer security and confidentiality requirements and reducing IT management and resources. Effective archiving can ensure a more productive business environment.

DETERMINE YOUR ARCHIVING ROI ▶▶

How many users are there? (Be sure to include all employees, contractors and role-based mail boxes.) Average number of emails added to archive over given time period? (Take a sample from different work groups in your organisation.)

What is the average size of an email and attachments?

What is the true cost (say per 100MB) of storage? (Be sure to include administrators and facilities costs.)

What is the percentage of emails that are internally generated?

What is the organisations current retention policy?

What are the different retention requirements for your types of data?

What new policies can be implemented based on these requirements?

ABOUT BOLDON JAMES

For 30 years, Boldon James has been a leader in data classification and secure messaging solutions, helping organisations of all sizes manage sensitive information securely and in compliance with legislation and standards, in some of the most demanding messaging environments in the world.

Our Classifier product range extends the capabilities of Microsoft products and other solutions to allow users to apply relevant visual & metadata labels (protective markings) to messages and documents in order to enforce information assurance policies, raise user awareness of security policies and orchestrate multiple security technologies, such as DLP and Rights Management.