



Competitive Advantages



Foreword

This document provides an overview of the competitive advantages of EMC SourceOne™ Email Management, part of a family of next-generation information governance solutions. EMC SourceOne products enable organizations to proactively manage their information for cost optimization, risk management, and competitive advantage. By leveraging fundamental technologies such as policy-based archiving and retention management, EMC SourceOne products deliver consistent information management across the entire organization. Key competitive advantages include: enterprise architecture and scalability, a rich user experience, flexible deployment, and implementation tools and support.

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Introduction: Competitive advantages

Information governance products need to be more than just another information silo in your organization. The EMC SourceOne family provides an innovative new platform that enables companies to manage the lifecycle of their corporate information with consistent retention policies appropriate for the value of the content to the business.

Designed to scale to meet large enterprise needs, while also providing a simple footprint for mid-sized organizations, the EMC SourceOne family is built on an architecture that is highly scalable, highly available, and provides the flexibility to deploy computing resources to meet specific needs, such as high volumes of historical message archiving or search requests.

The EMC SourceOne family includes three products:

- **EMC SourceOne Email Management:** Provides all core e-mail archiving capabilities for Microsoft Exchange and IBM Lotus Notes/Domino, as well as SMTP and instant messages.
- **EMC SourceOne Discovery Manager:** Enables discovery search and secure legal hold of e-mail found in EMC® EmailXtender® 4.8 SP1 and EMC SourceOne archives.
- **EMC SourceOne Discovery Collector:** Automatically identifies and collects potentially relevant electronically stored information (ESI) and then leverages the EMC infrastructure to place it under litigation hold.

User communities

In this paper, we further describe the competitive advantages of EMC SourceOne Email Management as they apply to three main types of users, which are identified based on the symbols shown here:



Line-of-business user—The line-of-business user may hold many different titles in the organization. Among the most common are: Records Manager, Compliance Officer, General Counsel, or Content Manager. Regardless of title, these individuals are responsible for developing retention and disposition policies for e-mail across the organization. They establish classification rules for messages and metadata, which define the criteria for what must be kept and for how long. They may have concerns about how any new archiving technology fits into the overall records management or enterprise content management (ECM) strategy of the company.



IT manager—IT managers apply the retention and disposition policies across the company's IT infrastructure. IT is responsible for implementing tools to manage information according to corporate policies for e-mail compliance and governance. The IT manager has to maintain the service level agreement (SLA) commitments to the business, and is also responsible for keeping storage costs in control. In addition, the IT manager may also have to respond to discovery requests.



End user—The end user needs to be able to send and receive e-mail from a variety of locations and devices. End users need seamless access to their e-mail regardless of its archive status. Thus, the management of e-mail, archiving, stubbing, and retrieval, should be accomplished behind the scenes to avoid impacting end user productivity.

Some of the functional highlights of EMC SourceOne Email Management include:

For the line-of-business user-

- Consistently apply retention policies based on lifecycle- or time-based triggers
- Manage e-mail within an overall corporate retention plan strategy
- Facilitate the creation of a repeatable eDiscovery process for lower costs and quick ROI
- Prove message authenticity and chain of custody for regulatory compliance and corporate policy mandates

For the IT manager-

- Proactively manage the growth of the archive footprint and reduce the size of the production storage environment
- Control unmanaged PST and NSF files with migration tools
- Improve operational efficiencies of production e-mail and backup systems

For the end user-

- Immediately access archived and shortcut messages
- Easily access messages using a mobile device via an externally available URL
- Intuitively search and retrieve archived messages with a powerful Web search tool

EMC SourceOne Email Management strengths are described in the following section. EMC invites you to inquire about similar functionality and capability in competitive products and reach your own conclusions with respect to how EMC SourceOne products compare to a particular competitive offering in all of these critical areas.

Competitive advantage categories

- Enterprise architecture and scalability
- Rich user experience
- Flexible deployment
- Implementation tools and support



Enterprise architecture and scalability

Many of today's enterprise archives are less a coherent strategy, and more a collection of storage silos built in response to an immediate need. Add to this the fact that as the volume of information continues to grow, the risk of being unable to find the right information, losing information, or simply overlooking the right information also increases. With an architecture designed to grow with your organization, EMC SourceOne Email Management is built on a future-proof design to protect your corporation's investment. The modular design structure allows for co-existence with other EMC SourceOne family products and has the ability to be extended to future data sources and archive providers.

For the IT manager

Easy scalability

EMC SourceOne Email Management scales with far fewer servers than competitive solutions. For example, a server can be used specifically for ingesting high priority historical messages into the archive one day, and then be re-allocated to work on a search task for a legal discovery project the next. EMC SourceOne Email Management presents all physical servers as a single virtual server for easy deployment of additional resources. The solution offers a highly available and scalable archive system configuration, and the modular nature of the architecture allows for dynamic resource allocation to meet peak workloads—such as archiving, indexing, historical data ingestion, and discovery.



Storage optimization balanced with complete user access

EMC SourceOne Email Management offers domain-wide single instance storage to minimize production environment storage. The solution consolidates personal archives such as PST or NSF files into a centrally managed archive, while providing end users with transparent access to archived messages. This means that end users have full access to their archived messages and attachments, so there is no need for IT staff to waste cycles on message restoration.

For the line-of-business user

Enterprise-wide retention policies

The foundation of EMC SourceOne Email Management, the Innovative Archive Architecture is built to support multiple message sources (inputs such as Exchange, Domino, and instant message) and repositories (archives such as EMC SourceOne Native Archive and future 3rd party archives)—which guarantees that the archive can scale with the organization as business requirements or compliance needs change. EMC SourceOne Email Management is strict enough to ensure that retention policies are consistent across the organization, yet flexible enough to allow for either time- or user-based collection actions depending on the nature of the content.



Ensure good corporate governances

A good information governance strategy is necessary to deliver a continuous ROI for all your current and future archiving-related needs. As your business environment changes, EMC SourceOne Email Management will be able to ensure enterprise-wide, repeatable adoption of the processes required, whether they are related to compliance, regulatory or discovery needs. The EMC SourceOne Email Management API provides extensibility to support custom metadata and partner applications, allowing for custom solution integrations, and its modular design allows for new content sources (e.g., files, SharePoint) or other backend repositories as your requirements grow.



Rich user experience

Today, e-mail is a mission critical application. End users will not tolerate being denied access to the content in their mailboxes. EMC SourceOne Email Management provides your end users with transparent access to all their e-mail, while ensuring adherence to corporate retention policies. EMC SourceOne Email Management can control the proliferation of PST or NSF in your e-mail environment, while at the same time enabling complete access for end users via a variety of mobile devices. By leveraging the EMC SourceOne Email Management Web-based search application, users receive convenient search capabilities without the upgrade hassle associated with client-based search tools.

For the end user

Easy access to e-mail offsite or offline

EMC SourceOne Email Management provides your user community with anywhere, anytime access to their messages through offsite support. EMC SourceOne Email Management uses a constantly available URL location for shortcut resolution, so users can leverage any device (Web portal, laptop, or Blackberry) that has access to that location. Web-based search enables users to search, view, and restore to their mailboxes without assistance from IT staff. Searches are performed at the folder level, meaning the user doesn't need to know which repository the messages resides in—the search client will search all available repositories. The combination of this URL location and the EMC SourceOne Email Management Web-based search application means that your e-mail users can remain productive even when they are offsite.



When the end users disconnect, they can still maintain peak productivity with the offline access feature. Whether they are using Lotus Domino or Microsoft Exchange, selected users can access their important e-mail via local caching. For these users, a local copy of the shortcut e-mail is kept in their local cache, ensuring access to their messages and attachments. The local cache is synchronized with the main archive upon reconnect, so corporate retention policies are still valid for even your most accomplished road warriors.

Ability to archive business records and leverage user knowledge to help the archive process

With EMC SourceOne Email Management, users now have the ability to identify specific messages as business-relevant, ensuring that appropriate retention policies are applied. The solution's user-directed archiving folders enable users to simply drag and drop relevant messages directly into folders for immediate archiving. This combination of user-directed archiving and automated date-driven archiving gives your organization unmatched flexibility to identify only the most relevant e-mail for archiving.



Flexible deployment

Most e-mail archiving solutions available today offer limited options for deployment. The level of full-text indexing or journaling of messages is often inflexible and all content is treated the same. EMC SourceOne Email Management enables organizations to deploy the solution to meet their business needs. This includes flexible classification of e-mail messages based on business value, as well as more tactical deployment options, such as the level of full-text indexing performed on a given folder of content. It also enables customers to deploy archiving solutions at a price-point that meets their requirements. The solution's architecture, outlined earlier in this document, allows for flexibility so customers can deploy computing resources to meet specific needs—such as high volumes of historical message archiving or search requests.

For the IT manager

Flexible indexing and capture options

Most competitive solutions either do not full-text index the entire message and attachments, or if they do, they impose an additional component charge. If they do full-text index, it is typically an all or nothing proposition, with no ability to specify and classify which messages are indexed and to what level. And in the event of adding additional metadata to the index, the messages require a re-index. EMC SourceOne Email Management offers full-text indexing, which can be custom-tuned to your environment so that only high value messages and attachments are full-text indexed. EMC SourceOne Email Management can also add metadata without re-indexing; therefore, if message archiving priority changes in the future, your IT staff won't have to wrestle with a time- and resource-consuming re-index. EMC SourceOne Email Management also has flexible options for message capture, including realtime, automated capture and manual classification rules that will help to segment messages into the repository best suited to their business value.



For the line-of-business user

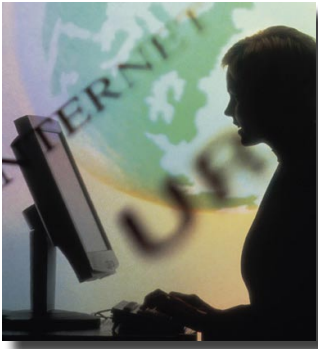
Support good information governance

With EMC SourceOne Email Management, your organization can proactively manage e-mail content for litigation preparedness or general good information governance. By automatically and consistently adhering to business policies, including retention and disposition policies, you can define who can access the information; how and where it will be used and stored; and policies for compliance, legal holds, and general business reuse/access—all from a centrally managed platform.



Match messages to business value

EMC SourceOne Email Management provides the unique ability to determine which repository is best suited to manage message lifecycles, enabling efficient segmentation of messages based on their business value. Since not all e-mail messages are created equal, the ability to automatically segment and target messages to the appropriate repository helps customers manage e-mail according to its business value.



Implementation tools and support

The challenges of e-mail archiving don't necessarily end once you have made the decision to purchase a solution. Many e-mail archiving vendors can leave you stranded, or pass you off to a third party once the actual implementation begins, leading to a more expensive solution than anticipated. EMC has a long history in the e-mail archiving market, and we understand that your purchase decision is a starting point, not an end point. The EMC SourceOne family has many features and tools available to help you achieve a positive customer experience with our products.

For the IT manager

Easy to use, comprehensive sizing tools

The EMC SourceOne Email Management sizing tool helps you to model your e-mail archive storage metrics, including hardware components, server configurations, and software dependencies. In addition, estimates must be made to factor in the expected growth of your messaging environment. The sizing calculator was created to take into consideration all of the appropriate factors, and serve as a guideline to architect your system. The documentation provided gives you a head start on planning a successful implementation of the EMC SourceOne Email Management archive solution.



EMC Solution Validation Center

EMC's Solution Validation Center consists of corporate and regional teams that review proposed solutions. The teams validate that the solutions follow best practices to ensure an optimal Total Customer Experience.

For the line-of-business user

ROI tools to help with project justification

In today's economic environment, it is more important than ever to be able to realize a significant return on all infrastructure purchase decisions. EMC provides you with the tools to analyze your current infrastructure and demonstrate how the EMC SourceOne family can have a positive effect on your future infrastructure.



Flexible packaging

Unlike other products on the market today, the EMC SourceOne solution combines three comprehensive products; so you don't have to worry about missing functionality from an obscure module that wasn't explained during the sales process. EMC SourceOne Email Management has the features you need to gain control of your e-mail environment today, and the architecture to meet tomorrow's archiving and discovery challenges.

Summary

This paper presented the competitive advantages of EMC SourceOne Email Management across these four crucial areas:

Enterprise architecture and scalability

Instead of managing e-mail archive servers as islands, EMC SourceOne Email Management addresses all sever resources as one virtual server environment. In this way, the solution is the most scalable, highly available, centrally managed archival database available today. EMC SourceOne Email Management enables your organization to leverage a single platform to realize a good governance strategy across the enterprise.

Rich user experience

EMC SourceOne Email Management is the only e-mail archiving solution to combine the ability to provide users seamless access to archived and shortcut messages through their preferred devices, a simple Web-based search tool, and the ability to add value to the archiving process via user-defined archiving—in a single base module. Other competitors require additional modules or components and thus add complexity to the user experience. Only EMC makes it this simple for your users.

Flexible deployment

EMC understands that not all e-mail is has the same value to your company. That is why EMC SourceOne Email Management was designed to give maximum flexibly in capturing and indexing messages and attachments. With EMC SourceOne Email Management, you can match the message to the appropriate business value using out-of-the-box tools such as realtime, automated, or manual message capture. Contrast this with the all too common “one size fits all” approach or the expensive “customized deployment” approach.

Implementation tools and support

EMC is dedicated to making sure that your EMC SourceOne Email Management implementation exceeds your expectations. We offer several tools to help identify the size and scope of the necessary deployment, and follow up with expert, best practices validation. EMC SourceOne Email Management was designed for smooth deployments that help to accelerate your project ROI.

Only the EMC SourceOne family enables you to manage the lifecycle of corporate information according to consistent policies based on the business value of your content.



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Take the next step

For more information about how EMC SourceOne Email Management can help your organization, contact your EMC Account Manager, visit www.EMC.com, or call **800.607.9546** (outside the U.S.: +1.925.600.5802).