

# Managing E-Mail

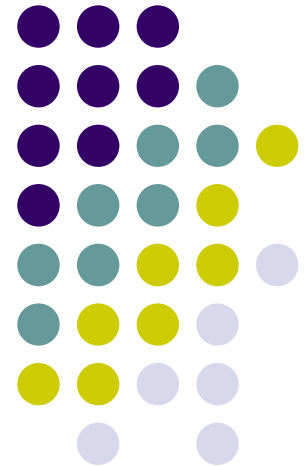
## Tips Tricks & Traps

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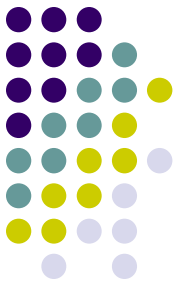
NJLM

November 19, 2008

New Jersey Institute of Technology  
Center for Information Age Technology



# AGENDA



1 Risks Defined

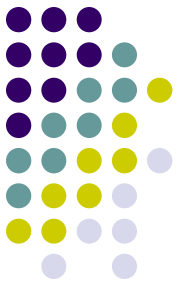
2 Results Expected

3 Questions & Answers

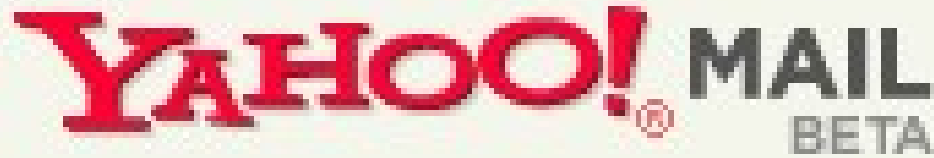
# Risks...Challenges...Manage



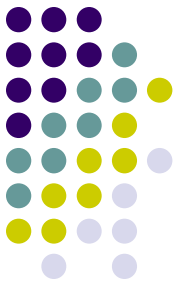
- Do we:
  - POP
  - Label
  - Folder
  - Meta tag
- Do we forward...
- Do we Web, Google, and/or Exchange...



# How do I POP my mail?



- The ability to access Yahoo! Mail via a POP3 email client is only available to customers of the Yahoo! Mail premium service.
- POP3 email clients include:
  - MS Outlook
  - MS Outlook Express
  - Mozilla Thunderbird



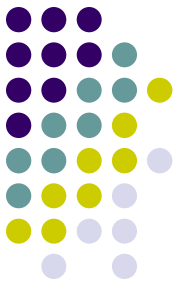
# Forwarding Incoming Mail

- Yahoo! Mail forwarding also requires Yahoo! Mail premium service
- Can be forwarded to any other email address
- All email addressed to your account will be automatically sent to forwarding address
- Will NOT appear in Yahoo! Inbox at all.
- “POP access and forwarding features can’t be used at the same time.”

# Stop sending mail you later regret



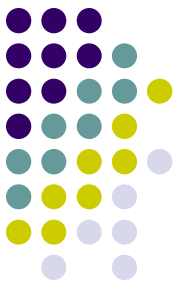
- GMail Mail Goggles
- Prompts sender to answer a few simple math problems before allowing send
- Makes sure user is in the right state of mind
- Prevents you from sending messages you wish you hadn't like late night memos to the entire company



# Exchange Server - realities

- .PST file format
- Mailboxes
- Shares
- Access
- Sharing
- Storage
- DR – Archiving

“E-Mail retention & retrieval regulations cannot be effectively met with out-of-the-box email server/client products -- .PST files”



# E-mail Collection Systems Planned

Innovative municipal system could cost as little as \$16,000

- WASHINGTON TWP - The municipality is moving closer to being one of the first in the state to install a new technology to archive and process e-mails to meet state Open Public Records Act (OPRA) standards.

Despite a recommendation from their technology expert, Bob Kelly, township officials on Monday decided not to rush into the new technology. “This solution appears to be in Alpha (testing), not even Beta,” said Committeeman Howard Popper “I would feel more comfortable knowing somebody did it before and it worked.” The issue of archived e-mails first surfaced last summer when Resident R. Gregory Jones requested all township e-mails that had been sent by Committeeman Kevin Nedd within a year-and-a-half period. Nedd said it was his practice at the time to not retain e-mail for more than a few days. State officials were queried and local officials became aware ....

Please see E-MAIL PAGE 9

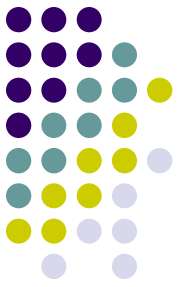
# E-Mail Management - requires



Software-based intelligent archiving that  
**stores, manages and enables E-discovery**

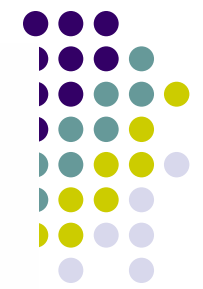
- while reducing costs and simplifying e-mail management.

# Email storage requirements Out of Control

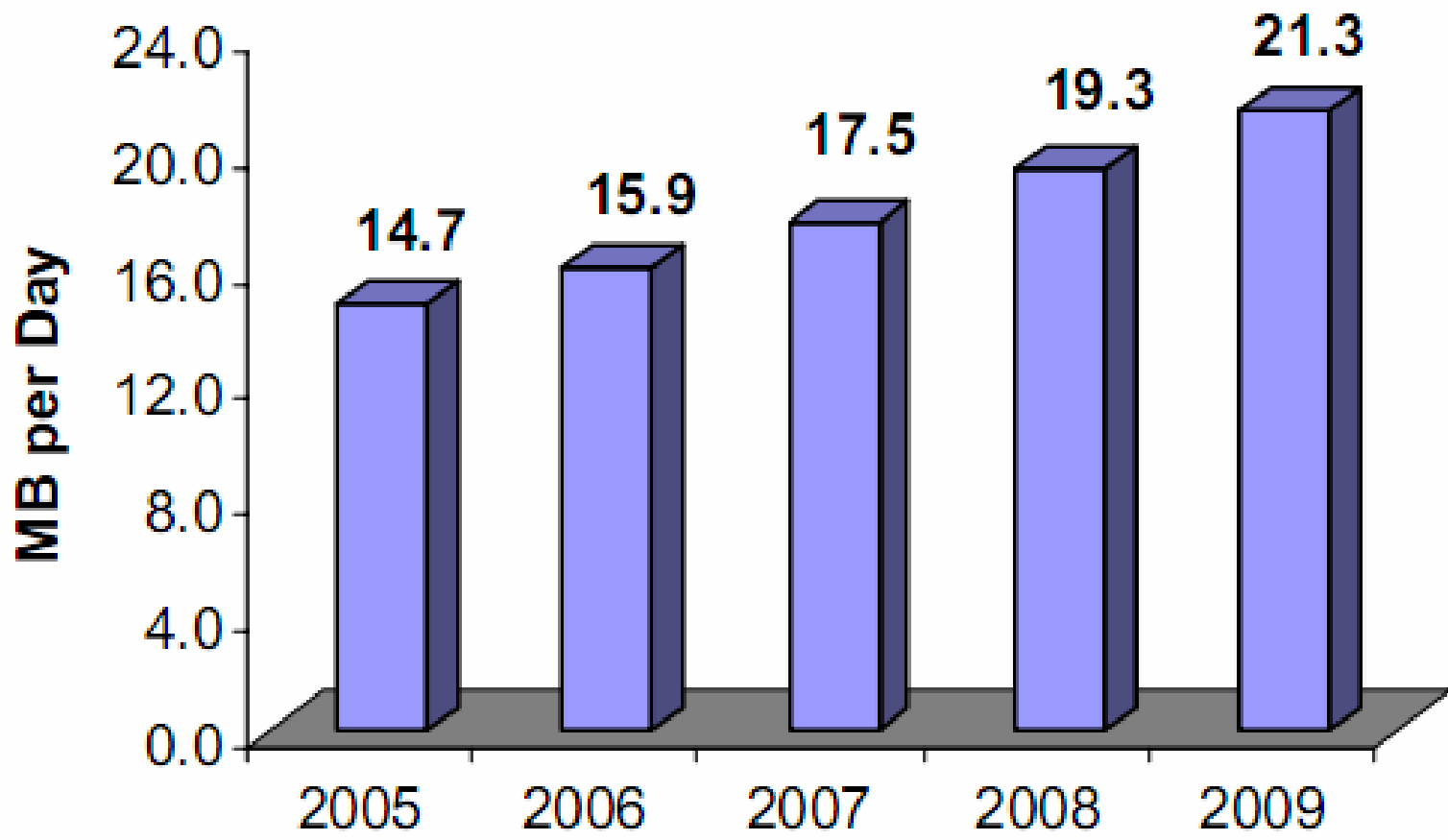


- Growth in number of email users
- Growth in the size of email messages
- Growth in volume of messages per user
- Regulatory compliance & Records Management pressures for longer retention

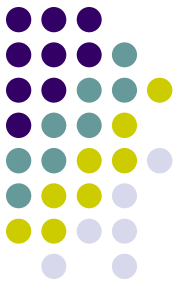
E-Mail storage for single user is 14.7MB or  
294MB per month for a standard 30 day email  
retention policy



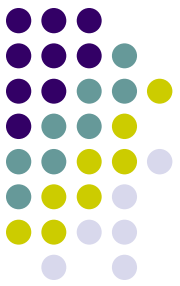
# Email Storage Requirement Per User, Per Day, 2005-2009



# E-Mail – Business Realities



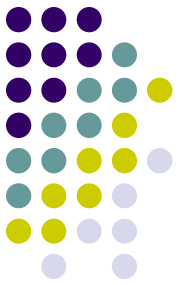
- **Creation**
- **Classification**
- **Storage Optimization**
- **Operational simplicity**
- **Migration & Archiving**
- **Exploitation & E-Discovery**
- **Disposition**
- **Risk & Compliance**



# Computer Industry Almanac:

**1.3B Cumulative PC Sales Over Next 5 Years –  
Dell & HP Will Each Sell Over 200M PCs**

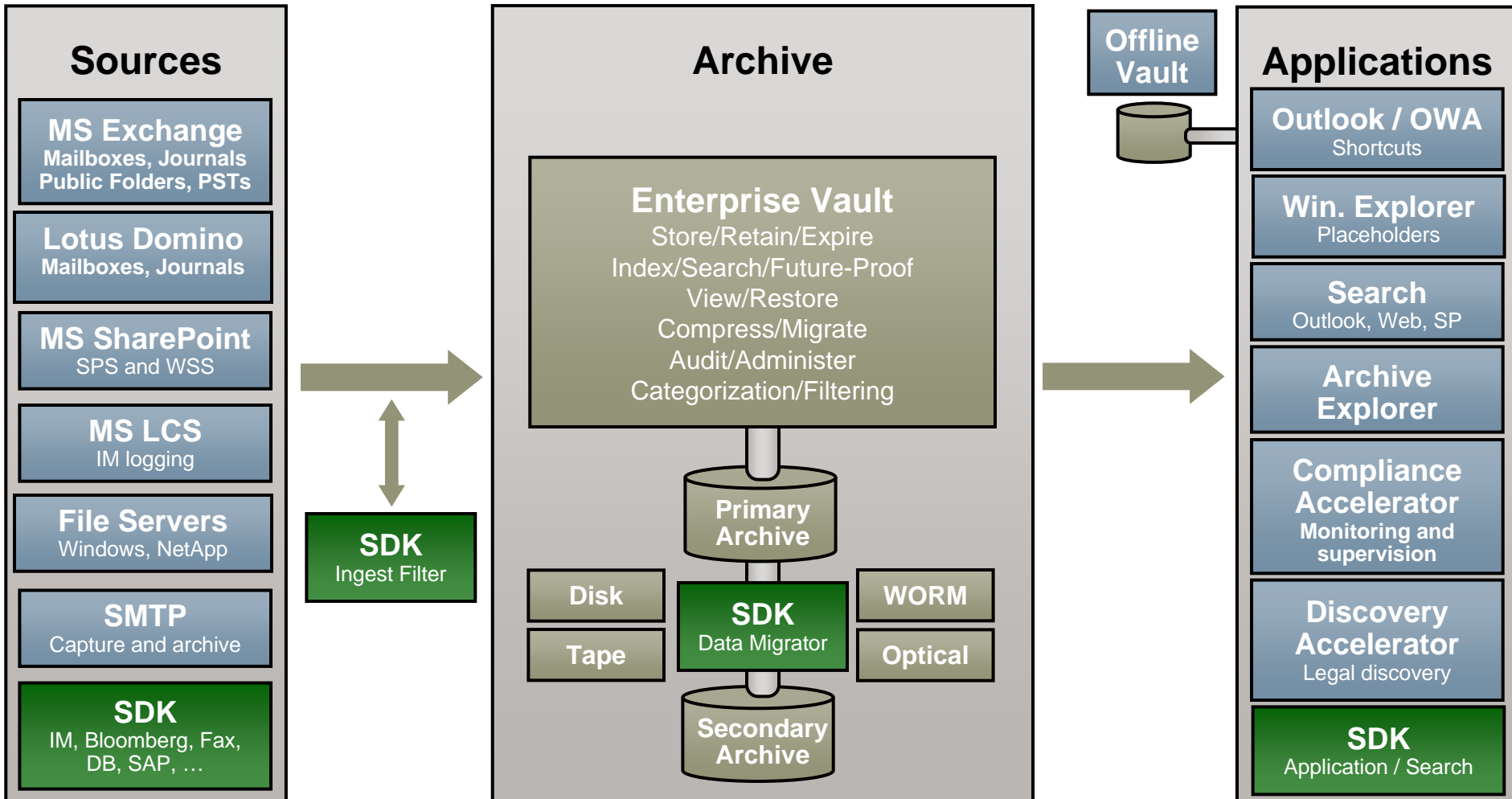
Leading PCs Company Sales				
Worldwide:	1991-95	1996-2000	2001-05	2006-10
Dell (#M)	5.4	42.1	133	246
HP & Compaq (#M)	21.3	95.0	130	205
IBM & Lenovo (#M)	18.0	43.5	64.8	107
Acer (#M)	1.7	9.5	28.8	79
NEC & PB (#M)	9.3	25.7	26.5	38
Apple (#M)	16.2	17.6	17.2	33
Toshiba (#M)	4.6	15.9	24.2	41
Gateway (#M)	3.8	18.0	16.5	32
Total PC Sales (#M)	201	492	810	1,300



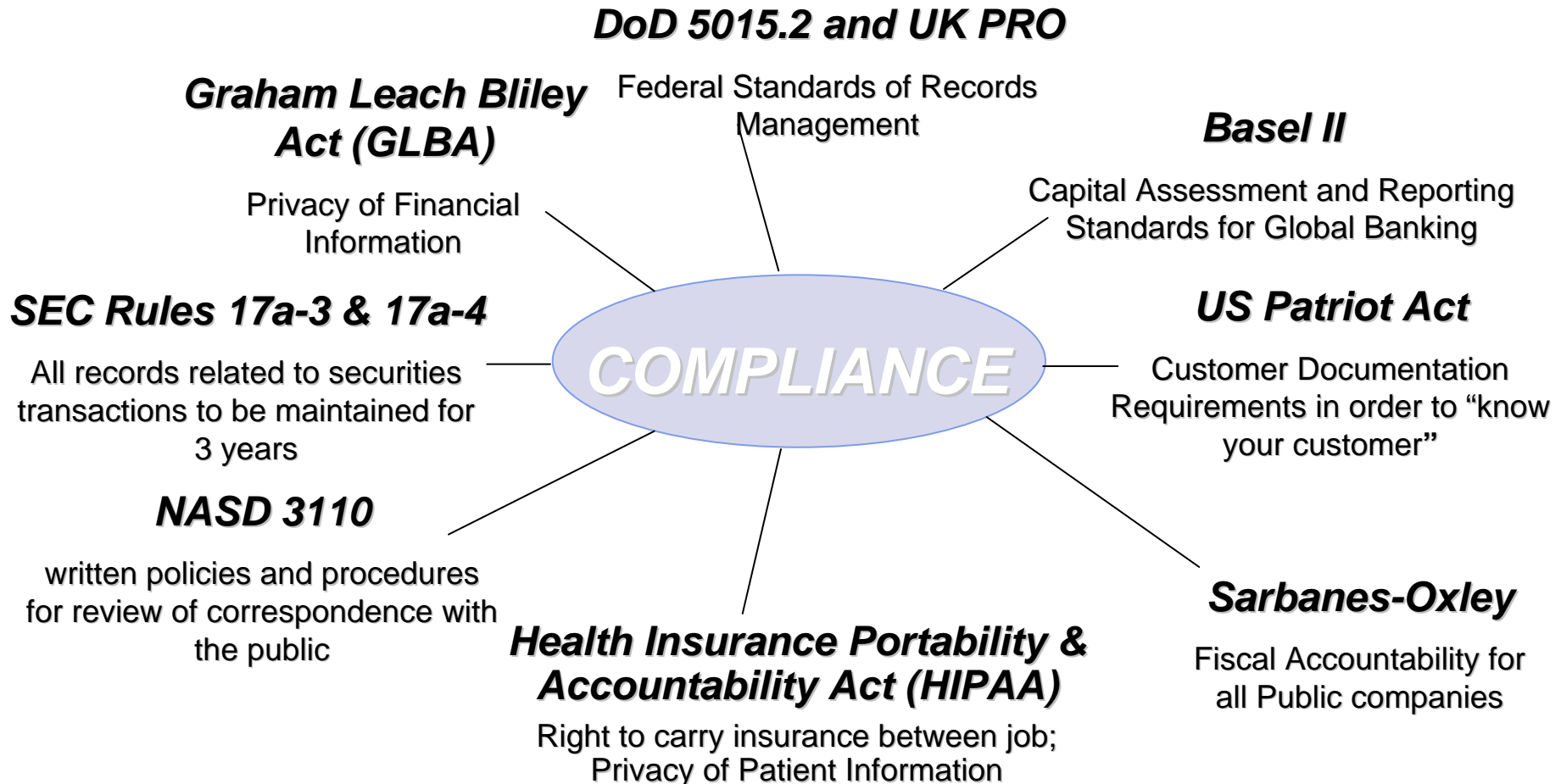
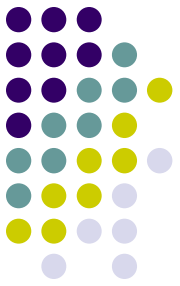
# Best Practices – Solutions

- E-Mail Management
- Records Life Cycle Management
- Education & Training
- Technology Solutions – one size does not fit all
  - Stand alone Exchange, MS tools
  - Network Appliances – Barracuda
  - Network Software – Arcmail
  - Enterprise Solutions – Symantec
    - VM software & dynamic SAN hardware

# Enterprise Architecture Overview

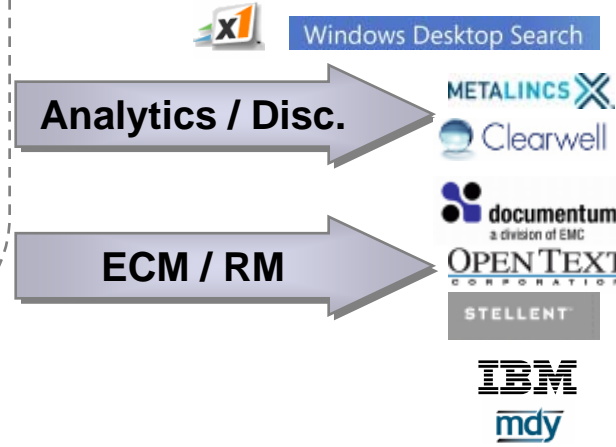
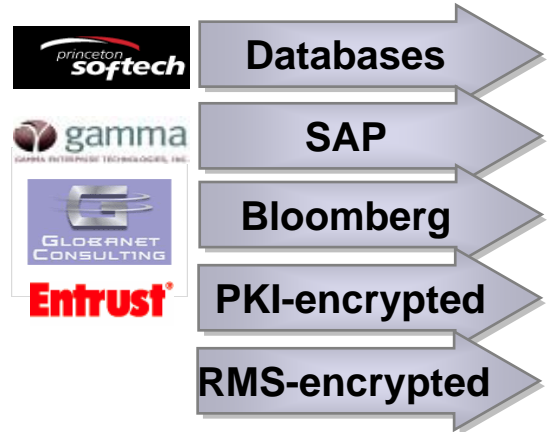
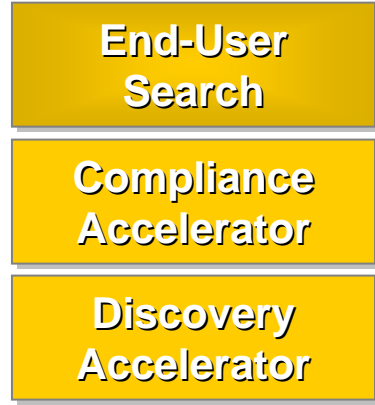
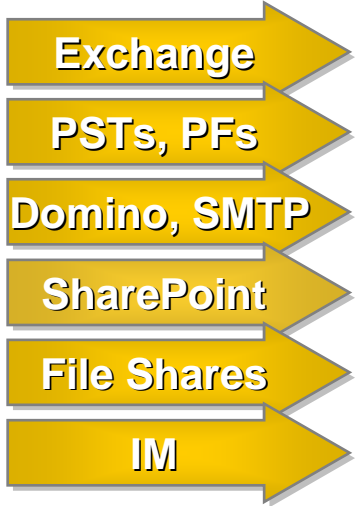


# Compliance Examples

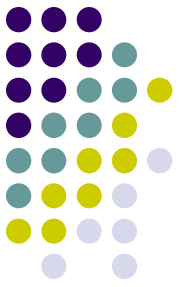


# Intelligent Content Archiving E – Mail

API's



# Analyst Gartner forecasts surge to 350 million wireless e-mail accounts by 2010



- At present there are fewer than 20 million business users of mobile email around the world. But the figure will rise to more than 350 million by 2010
- The increase: 20 per cent of all email accounts will be wireless-enabled

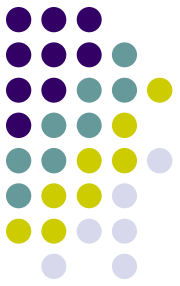
There are no technological panaceas – E-Mail Management requires a balance among technology, applications, people and policies.



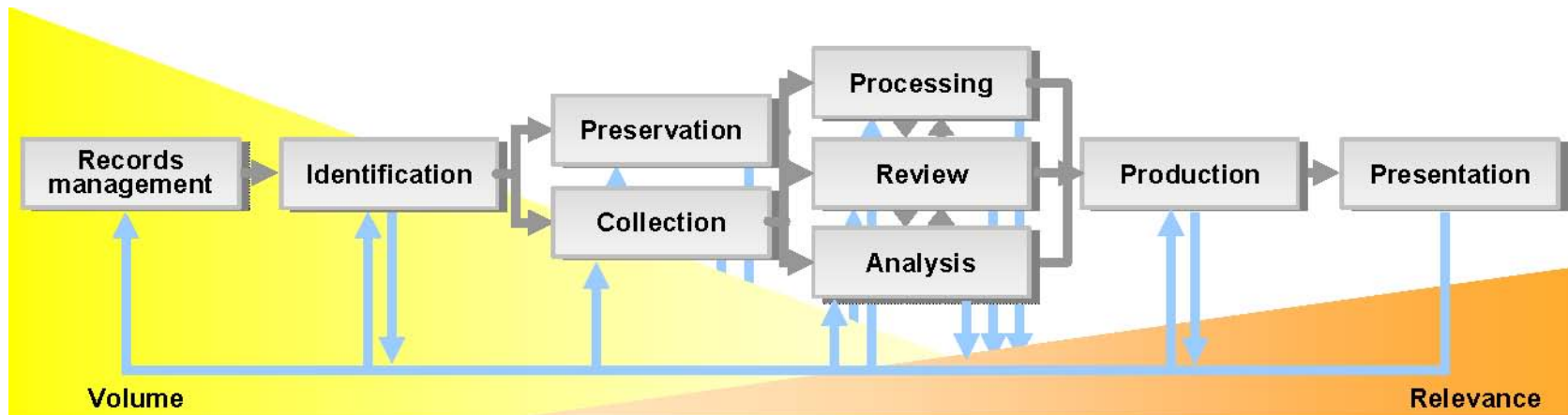
# E – Discovery Process

- **Identification** — The ability to find all sources of information on a network, including that which is contained on storage devices, on e-mail servers
- **Preservation** — The ability to preserve requested information, "Litigation hold"
- **Collection** — Relevant information must be collected and saved; It differs from preservation in that it implies a "move" or "copy." "--" electronically stored information (ESI)
- **Processing** — This involves de-duplication, possibly grouping files, looking for patterns, refining searches and so on. The processing phase holds the most promise for cost savings. If you can reliably produce the necessary and sufficient set of documents for a given request, that means there is less for your lawyers and opposing counsel to read and review.
- **Review and Analysis** — Document review and evidence analysis are at the heart of the e-discovery process.
- **Records Management** — Records and information management are the beginning and end of the discovery process.
  - Proactive management — set policies for retention, for business continuity or legal requirements *before* you get an e-discovery request

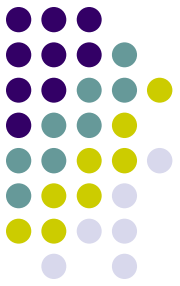
# Federal Rules of Civil Procedure -- FRCP



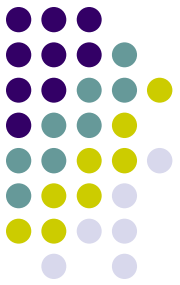
- Rules that govern the conduct of all civil actions brought in Federal District Courts.



# E-Mail Management & Technology Solutions



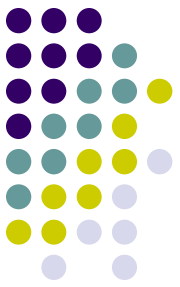
- Records & Technology Committee
- State and Federal Compliance standards
- Detailed listing of local needs & resources
- Clear evaluation of choices, costs and realities
- Professional consultant assistance
- Project plans with measurable deliverables



# Remember ...

There are no technological panaceas

- E-Mail Management requires a balance among technology, applications, people and policies.



# Bibliography

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# Thank You !

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