

Managing the E-Mail Lifecycle



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With its ubiquity, simplicity, speed, convenience, and low cost, e-mail has emerged as an indispensable communications and collaboration medium for companies of virtually every size. Unfortunately, e-mail can be a double-edged sword, carrying often-overlooked costs, vulnerabilities, and exposures.

- **Administration**— E-mail volumes continue to grow at a rapid pace, creating IT administration problems. Large mail databases can perform poorly and backups are complex and expensive.
- **Legal Vulnerabilities**— Use of casual—or inappropriate—language in e-mail messages can create significant legal exposure. The result is that e-mail has become fertile ground for discovery requests, increasing litigation risk and discovery costs.
- **Inappropriate Distributions**— The simplicity of communicating through e-mail poses real dangers: breach of confidentiality, loss of attorney-client privilege, and trade-secret disclosure.
- **IT Vulnerabilities**— The threat of spam attacks and viruses through e-mail means you need to spend precious time, labor, and resources to implement policies and technologies to defend your organization.
- **Growing Costs**— Data storage costs continue to increase as your unmanaged e-mail volumes grow.
- **Absent or Inconsistent Policies**— Few companies have strong policies in place for records management. When individuals make personal decisions about what to discard or keep, you won't know if unnecessary records have been retained or important records inadvertently destroyed.

YOU CAN'T GO IT ALONE ANYMORE

Unfortunately, even in the face of these challenges and obstacles, most organizations continue to simply store messages indefinitely without any governing policy, add storage hardware to continually expand capacity, and rely on individual users to make key record-keeping decisions.

We believe the best approach to e-mail management lies in a systematic application of records-management controls, industry best practices and norms, legal research, and professional solutions. Iron Mountain can help you with:

- **Comprehensive Policies and Procedures**— Your organization must establish and abide by consistent and legally credible e-mail management practices and procedures. We'll help you define the right records retention schedule and appropriate policies for creating, storing, using, protecting, and disposing of e-mail.
- **Training**— Iron Mountain's consultants can help you with staff training on appropriate e-mail usage and responsibilities and personal-mailbox management.
- **Technology Solutions**— Technology, sensibly applied, provides another component to the solution. Built-in capabilities of e-mail systems and third-party software tools can support the implementation and enforcement of your policies.

Why should you be concerned about e-mail?

- E-mail is the first target in most litigation
- The cost of searching e-mail is staggering
- Duplication and dissemination makes e-mail difficult to control and destroy
- Most electronic records are being kept forever

HOW CAN WE HELP YOU?

At Iron Mountain, we understand that each company's e-mail management needs are different. That's why we use a structured, proven methodology that encompasses three critical phases.

- **Systems Survey**—This foundation for successful e-mail management involves a thorough review of your messaging systems and analysis of your current administrative practices and requirements. We'll also assess your ability to support records management controls, and the potential risks from failing to properly apply records management principles.
- **Assessment**—The next step is a formal analysis of the survey findings that describes risks, opportunities for improvement, and recommendations for reducing exposures in your current practices, policies and procedures. These recommendations can encompass new policies and revised procedures, as well as the implementation of technical solutions for records management control.
- **Implementation**—In this phase, we work with you to prioritize the recommendations and develop a detailed implementation plan that defines milestones, timelines, costs, staffing, and training requirements. Implementation options can include development of new policies and procedures, and project management support for the selection and implementation of technology solutions. We can also help you define requirements, identify/qualify software vendors, develop RFPs, and support your vendor selection process.

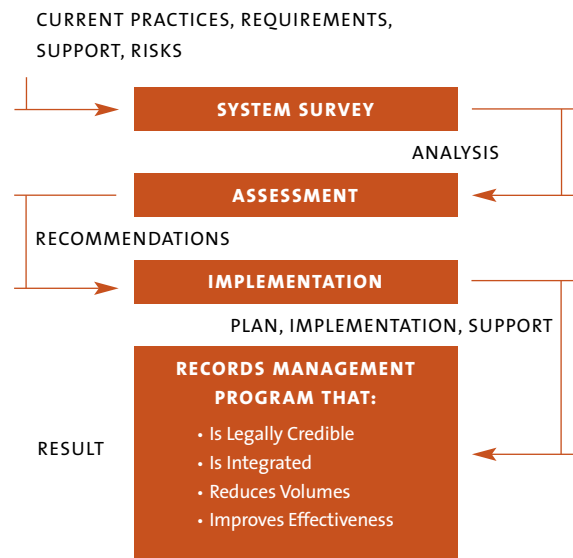
THE END RESULT

By applying our proven records-management principles and practices to your e-mail challenges, Iron Mountain can help you:

- Establish legally credible, integrated records-management programs
- Reduce e-mail liabilities
- Control discovery costs by reducing e-mail volumes
- Improve overall records management effectiveness

For more information, visit the Iron Mountain Web site at www.ironmountain.com

Iron Mountain Methodology



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