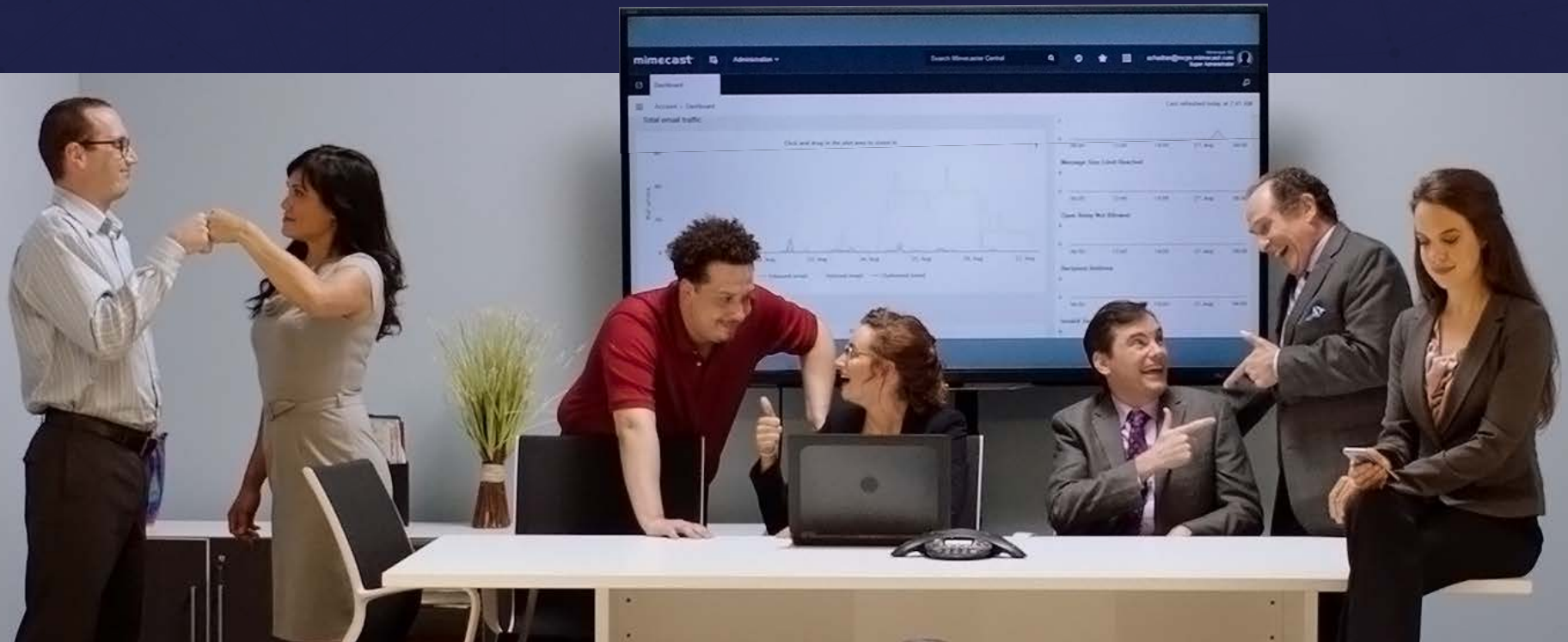


IT'S TIME TO BREAK-UP WITH YOUR OLD-SCHOOL ARCHIVE



**YOUR PERFECT-WORLD
SOLUTION IS ACHIEVABLE**

mimecast®

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GET NEW-SCHOOL ABOUT **ARCHIVING**

YOU ARE AN ARCHIVIST. In fact, everyone throughout your organization is, from IT peers to knowledge workers to the C-suite. Hopefully, your archive isn't an old on-premises storage box. In today's information-driven business world, it needs to be more than that. It needs to be a digital repository with multiple dimensions: it needs to safeguard corporate data; empower employees to access email when they want to and from anywhere; boost productivity and efficiency; and ensure legal, regulatory and compliance obligations are fulfilled – fast. Archiving can be a powerful tool with many capabilities.

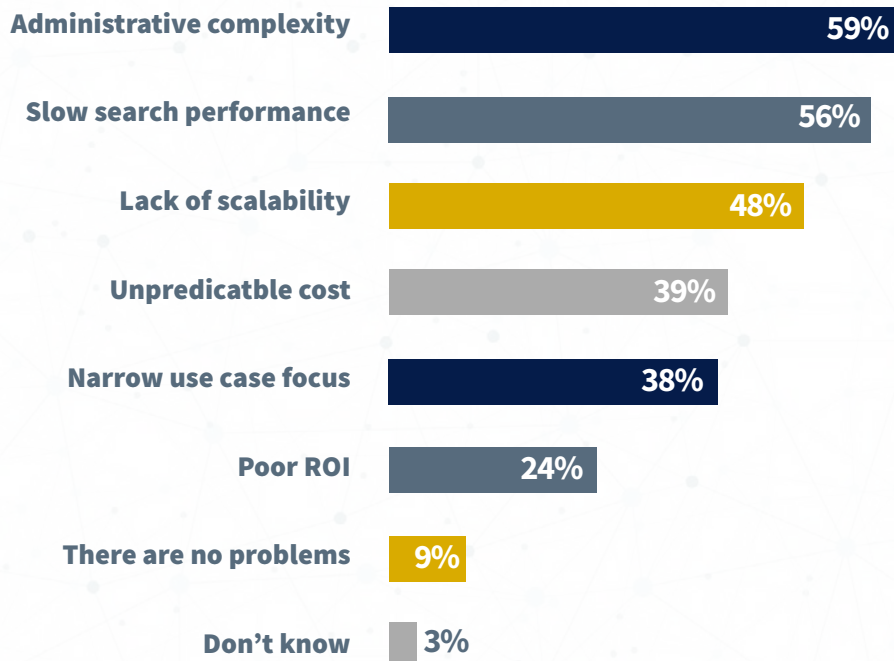


But, your existing solution probably isn't archiving to its fullest potential. And like many, you probably don't view archiving through a multidimensional lens. Certainly, archiving isn't top-of-mind for most employees. Why?

TRADITIONAL ARCHIVING IS FLAWED.

In fact, **88 PERCENT** of organizations say they have experienced problems with their existing archiving solution. Nearly **60 PERCENT** cite administrative complexity as a top challenge, while **48 PERCENT** experience a lack of scalability. And another **56 PERCENT** are plagued by slow search performance.

CURRENT ARCHIVING CHALLENGES



Major financial and organizational drawbacks prevent organizations from getting the most out of their existing archiving solution.

THERE'S MORE.

NEARLY 40 PERCENT OF ORGANIZATIONS SAY UNPREDICTABLE COST IS A PRIMARY PROBLEM WHEN IT COMES TO EMAIL ARCHIVING, perhaps linked to over one-fifth not knowing how much they pay per raw terabyte for archive storage. Further, nearly a quarter feel that poor ROI is a major challenge for their organization.

It's time to think differently about your archive.

OLD-SCHOOL ARCHIVING: FOUR BAD HABITS TO BREAK

If you're still thinking about your archive in the traditional sense (that dusty on-prem catch-all), or if you're not thinking at all about your archive, you're likely making these costly, complicated – and completely avoidable – mistakes:



1 **SETTLING FOR “GOOD ENOUGH” SEARCH.** When you perform a search, you expect fast results – and you probably expect to find what you're looking for in one attempt. Unfortunately, the magic number when it comes to archive search is “five”: on average, users have to run five searches per query, and only five percent actually find what they need. It gets worse. **50 PERCENT** say these search queries take longer than five minutes each, with **20 PERCENT** reporting search completion times up to ten minutes.

2 **UNDERESTIMATING THE IMPORTANCE OF E-DISCOVERY.** Inefficient search is more than just frustrating. It can impact your ability to quickly respond to legal inquiries, and prevent you from meeting regulatory compliance obligations and external requests, like Subject Access Requests (SARs) and Right To Be Forgotten (RTFB) requests under the **GENERAL DATA PROTECTION REGULATION (GDPR)** – which is a concern for **84 PERCENT** of organizations. Perhaps because of the legal, regulatory and financial consequences, **44 PERCENT** of organizations are not totally confident in their current e-discovery capabilities.

OLD-SCHOOL ARCHIVING: FOUR BAD HABITS TO BREAK



3 NOT PLANNING FOR DOWNTIME.

Uninterrupted access to email and archives during server downtime is a win-win for everyone: lines of communication stay open, productivity remains high, and disruption after a cyberattack remains low. That's why **91 PERCENT** of organizations say that in the event of system downtime or failure, they would want uninterrupted access to their email. Unfortunately, one-third say this isn't currently possible.

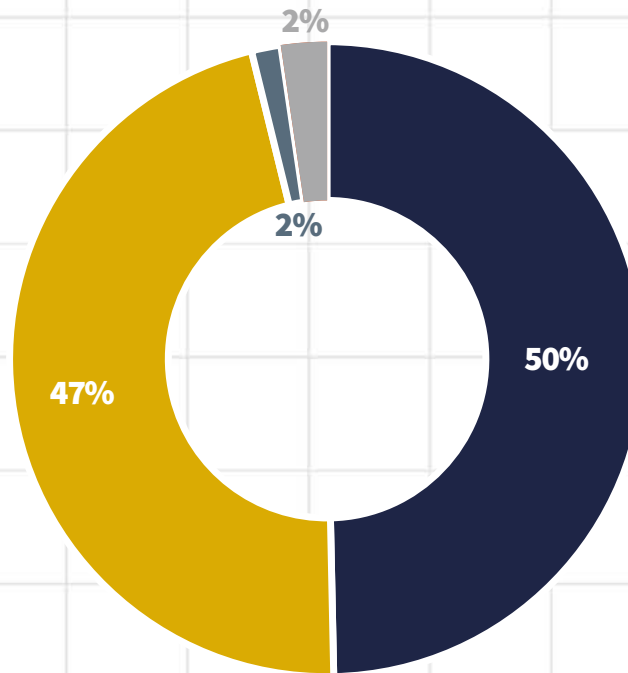


4 STORING YOUR DATA IN ONE PLACE.

Incidents like technical failure, human error and cyberattacks happen – and without sufficient backup and recovery in place, they can destroy your data. One corrupt email, one mistaken “delete,” or one phishing attack is all it takes to wipe out your entire corporate memory. Yet only **50 percent** of organizations can recover all their data after one of these incidents occur, and a further **47 percent** say they can recover only some of their data.



ASK YOURSELF: CAN YOU RECOVER YOUR DATA?



■ Yes, all of it ■ Only some of it ■ No, none of it ■ I don't know

Even though 99 percent of organizations think it's important to back up and recover archived email data, complete data recovery remains a pipe dream for most.

YOUR PERFECT-WORLD ARCHIVE IS ACHIEVABLE



YOU'RE READY TO TAKE A FRESH LOOK AT THE VALUE AND BENEFITS OF ARCHIVING.

But what comes next? Once you open your mind to new possibilities, you'll come to realize the true power of archiving and the business advantages it delivers. The perfect-world archive has many dimensions, and it can strengthen your organization in four vital ways:

1. **EMPOWER YOUR EMPLOYEES**

Features like mobility, fast search and always-on access to information can significantly boost productivity.

2. **EMPOWER YOUR BUSINESS**

Capabilities such as e-discovery, case review, GDPR-compliance-readiness and fixed pricing reduce risk and cost.

3. **EMPOWER YOUR DEVELOPERS**

Open API integration can help you build connections with other cloud applications, like Salesforce.com, and leverage the fastest search speed for business insights.

4. **EMPOWER YOU**

A cloud-based solution with a single interface, long-term data preservation, and email data recovery and continuity decreases complexity.

CLOUD BENEFITS ARE REAL

So, what does a perfect-world archive look like? First, to take advantage of all the benefits a modern archiving solution can offer, you need to move your archive to the cloud.

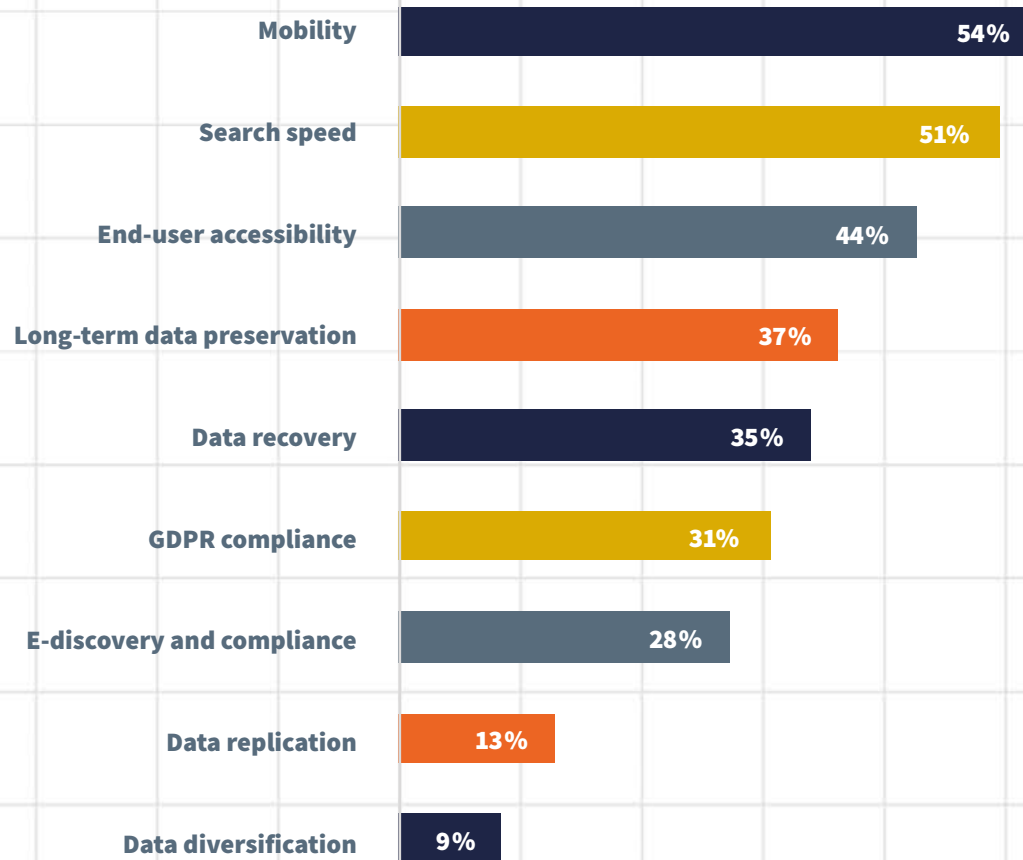
For **50 PERCENT** of organizations, a “perfect world” email management solution would include these three attributes:

MOBILITY, FASTER SEARCH SPEED AND END-USER ACCESSIBILITY.

In addition, **37 PERCENT** desire long-term data preservation, while **35 PERCENT** value data recovery, and another **31 PERCENT** want GDPR compliance. And the benefits of a perfect-world archiving solution are not all operational. **63 PERCENT** anticipate lower capital expenses *and* lower operational expenses.



GET TO KNOW: THE 'PERFECT-WORLD' CLOUD ARCHIVE



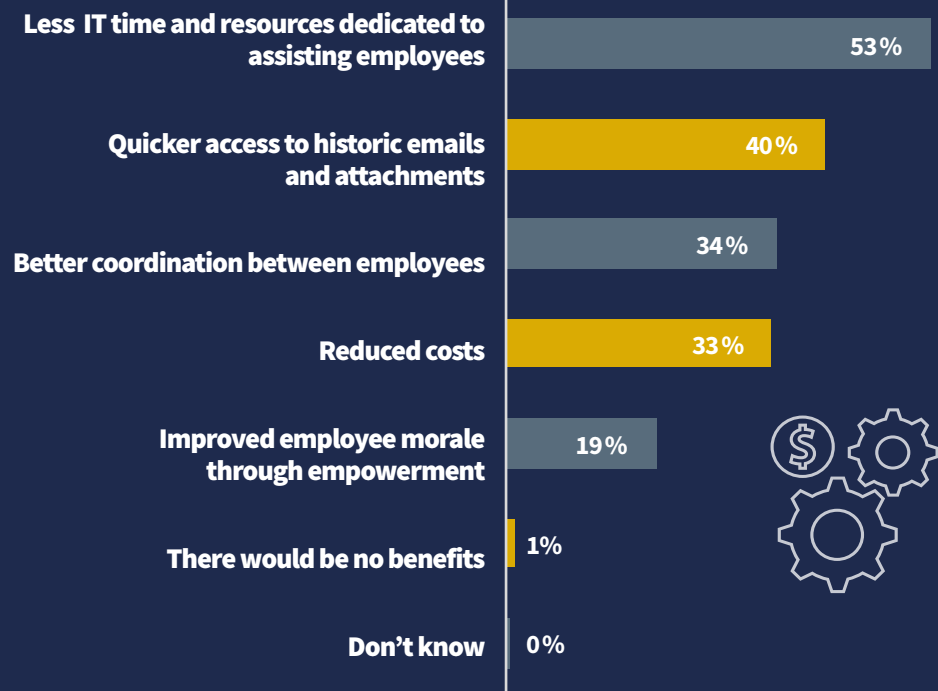
A perfect-world email archiving solution offers productivity boosters like mobility, faster search and long-term data preservation.



MOBILITY IS A GAME CHANGER

Mobile access to email is more than just a means to stay connected. When employees have the power to access and manage their own email archives, the benefits are profound: First, the ability to work anytime and from anywhere **INCREASES PRODUCTIVITY AND STREAMLINES COLLABORATION.** This access also **REDUCES THE BURDEN ON IT.** In fact, if organizations could give employees mobile access to email, **99 PERCENT WOULD EXPECT TO SEE BENEFITS.**

MOBILITY BENEFITS



94 PERCENT SAY THAT IF THEIR EMAIL ARCHIVING SOLUTION INCLUDED MOBILE APPS for employees to access personal archives, they would roll them out, with one-fifth saying they would roll them out “without a doubt.”

INTRODUCING THE MIMICAST CLOUD ARCHIVE

WHY YOU NEED TO UPGRADE

By now, you likely have a good idea of what your perfect-world archive looks like. But it's important to also understand why you need to update. Simply put: old-school archiving can't hold up to today's turbulent and fast-evolving cyber-threat landscape.

As email-borne threats, like ransomware, evolve, it's more important than ever to have a separate and safe copy of your data. Once launched, threats can traverse a network quickly. If your archive is accessible to an attacker, it can be rendered useless, and your business can suffer. Your solution should index and archive your data immediately – with data captured in transit – as



well as be tamper-proof and perpetual. Users need the ability to sync files, folders, data and calendars – and, more importantly, recover them if an attack occurs. The bottom line: your business needs to function; end-users need the ability to find what they need when they need it; and you need fast search and e-discovery capabilities to meet regulatory compliance and governance requirements – no matter what. The only way to guarantee all of this is to create a central repository of corporate data that is stored for 99 years in a fully-encrypted, immutable and redundant system.

CAN YOUR OLD-SCHOOL ARCHIVE DO ALL OF THAT?



THE THREE ESSENTIALS TO A MODERN CLOUD ARCHIVE:



ESSENTIAL 1: **VALUE FOR MULTIPLE STAKEHOLDERS**

A rich data repository must meet the needs of multiple stakeholders throughout your business, from compliance officers to knowledge workers, to fellow IT administrators to the C-suite. This means your email archiving solution must include features and functionality like search accuracy; speed of response; the potential for API integration; reliable depth of data history; and multiple access points, like mobile apps, to meet the demands of your employee base. The goal should be to provide trouble-free data management for all.



ESSENTIAL 2: **PERFORMANCE AND BUSINESS ADVANTAGES**

Your archive should perform beyond the boundaries of traditional archiving. It should become a central repository of corporate data with the protection of long-term preservation – in a cloud environment that is fully encrypted, immutable and redundant. Aggregating unstructured email data across multiple platforms provides you with long-term business insights and lets you tap into the full value of your digital corporate memory. This decreases the risk of data loss or corruption after a cyberattack, human error or technical failure; and enables employees to restore email accounts – on-demand. Moving to the cloud means no more investing in outdated, expensive on-premises solutions. This will reduce CAPEX and improve ROI.



ESSENTIAL 3: **A SOLUTION PARTNER COMMITTED TO YOUR FUTURE**

When it comes to email archiving in the cloud, you need to work with a vendor you can trust – and one that is committed for the long-term. Archiving is not a point solution, so exercise the due diligence you would invest in any other long-term strategic partnership. Leave no stone unturned. Working with the right cloud vendor can improve business efficiency and scale, while leveraging the full value of your data over time. Make sure you ask your vendor where they see their core competencies taking them – and you – over the coming years. What is their vision for helping you extract new value tomorrow from the corporate data you'll be archiving with them today?

THE BOTTOM LINE

THE BENEFITS OF EMAIL ARCHIVING IN THE CLOUD ARE REAL: mobility, faster search speed, data recovery, long-term data preservation, fixed cost, and reduced IT admin burden – to name just a handful.

Why continue to hang onto an old-school solution that can't perform to today's standards? First, shift your thinking. Next, work with a vendor, like Mimecast, that can empower you with a mutipurpose cloud archive. Finally, enjoy all the long-term benefits of your perfect-world solution.

**The data presented in this e-book is from a 2017 Vanson Bourne global survey, commissioned by Mimecast.*

DON'T WAIT.
GET YOUR MIMECAST CLOUD ARCHIVE TODAY.



Mimecast Limited (NASDAQ:MIME) makes business email and data safer for more than 27,300 customers with millions of employees worldwide. Founded in 2003, the company's next-generation cloud-based security, archiving and continuity services protect email, and deliver comprehensive email risk management in a single, fully-integrated subscription service.