



Introduction to AfterMail

Abstract

This document summarises the key email-related issues facing organisations today, and how AfterMail not only provides a solution to these issues, but also creates further opportunities for organisations to maximise their investment in email.

The Challenges of Email

Email has become such a mainstream form of communication that organisations of all sizes now consider email a mission critical application – they could not survive without it.

With this dependence has come increased usage: IDC projects that the number of emails sent daily will increase from 31 billion in 2002, to 60 billion by 2004.

Other research indicates that 60% of an organisation's intellectual property is contained within its email system. Most organisations do not have a strategy to capture, organise or leverage this knowledge. Executives know that if sensitive or top-secret documents are leaving the organisation, either intentionally or unintentionally, the company can be sued, confidential information can be leaked, or the organisation is at risk for major liability.

These issues are compounded by the weaknesses of current email systems. These systems do not provide the ability for email messages to be managed effectively in the long-term, and trying to work around these weaknesses is expensive, time-consuming and risky. As a result, most of an organisation's key stakeholders are unable to meet their obligations:

- **Risk Managers** cannot be certain they keep all messages, nor are they able to find them easily in order to comply with legislative or discovery requirements.
Business Impact: Penalties can be imposed on companies who do not comply with legislative requirements, while the cost of compliance using existing systems can run into the millions of dollars. Companies need to not only prove an email *was* sent; in many cases they need to prove that an email messages *was not* sent.
- **Knowledge Managers** are unable to effectively manage the knowledge contained within email messages and attachments, and systems such as document management systems place onerous duties on users, resulting in non-compliance.
Business Impact: Organisations miss out on the valuable information contained within email messages, by not being able to find them, or when the information is deleted.
- **IT Managers** are struggling to find enough storage, the business-critical email server is continually strained by the volume of messages going through it, and it can take weeks to find a message someone has deleted and wants to retrieve.
Business Impact: IT Managers spend their valuable time trying to keep systems up and running, and purchasing additional storage space to hold new messages. Days can be consumed trying to restore deleted messages from back-up tapes.
- **End users** are constrained by limits on the size of the email messages they can keep, so they end up storing messages elsewhere, out of the view of the company, or simply delete them, potentially losing valuable corporate information.
Business Impact: Users spend hours each week managing email messages to remain within storage guidelines, while the business runs the risk of having valuable information deleted.

In short, the current email systems do not meet the needs of key stakeholders and their weaknesses expose the organisations that run them.

The Solution is AfterMail

AfterMail has been specifically designed to meet the needs of these key stakeholders, and transforms email into a corporate asset.

Through innovative use of industry standard technology, AfterMail enables organisations to automatically capture, retrieve and analyse all email messages and attachments that are processed by the email system.

AfterMail ensures organisations are able to take maximum advantage of email by:

- **Capturing all messages sent to or from an organisation**, ensuring organisations can meet their compliance requirements, retaining knowledge contained with the email message and its attachments, and removing the burden placed on users – they no longer need to worry about managing emails.
- **Protecting email messages in a tamper-proof store.** Users are unable to modify email messages and attachments once in the AfterMail system, ensuring an accurate record of all content is maintained.
- **Providing the ability to search across all messages and attachments.** Managers, administrators and users can use a Google-like search to search across all messages and attachments to which they have access. Information can now be found within minutes, where in the past it would have taken hours to find.
- **Storing only a single copy of all messages and attachments**, in a centralised store, reducing the storage space required to store email messages. Compression technology reduces the size of this storage even further. The result: A reduction in storage costs and the costs associated with managing this storage. The email system can also run more effectively, as it does not need to store as many messages.
- **Enabling users to access email through a refined user interface**, that uses familiar concepts such as Google-type searches, and Microsoft Outlook-compatible folders, so that users can get up and running quickly, reducing training costs.
- **Importing all messages.** In addition to capturing messages that are processed after AfterMail has been installed, messages stored on backup tapes or within personal store (PST) files can be imported, ensuring a complete record.
- **Working with any email system.** In addition to Microsoft Exchange, AfterMail will work with most other mainstream email systems.
- **Installing with minimal risk.** No software needs to be installed on the production email server, or on the user's PC, reducing implementation and support costs.
- **Using relational database technology** to “open up” email to other business systems. AfterMail can be easily integrated with other systems; a customer relationship management application, for example, can now easily access all email messages sent to or from a customer.

What can I do with AfterMail?

- Find the email I've lost (End User)
- Find all the emails in my department on 'this subject' (Knowledge Manager)
- Quickly perform a search of an organisation's entire email library (Risk Manager/discovery process)
- Record all email messages and deal with them using knowledge management principles (Data management)
- Rationalise and reduce the storage of email messages and attachments.

Summary

AfterMail's value is in the area of email compliance and records management.

By ensuring the requirements of all key stakeholders are met through the innovative use of technology, AfterMail has taken a unique approach to the management of email messages and attachments – deemed 'relational email management' by the company.

Given the explosive growth of email as a form of communication – and its acceptance as a legal document – there is an urgent corporate governance need for any organisation to adopt AfterMail. Legislation such as Sarbanes-Oxley in the United States, and the Basel II accords in Europe and elsewhere, have brought urgent focus to compliance and information risk management in email with organisations being required to conform from 2004.

In terms of product positioning, AfterMail is closest to the category of "email archiving solutions", although its functionality is broader than other products in this space. Largely due to the legislative requirements mentioned above, Radicati Group estimates the size of the Email Archiving market will reach \$277 million in 2004, and will increase to nearly \$2.5 billion by 2008. This represents a considerable opportunity to the company.

AfterMail has already experienced considerable success in New Zealand, where it is installed in more than ten government departments, in leading law firms, and large customers in the public sector. AfterMail is currently being rolled out in Australia, while the company's management team is also focused on marketing the product in the United Kingdom – to both the corporate and public sector markets.

The AfterMail product offering is well-positioned to take a leading role as a solution in this space globally. AfterMail's early success in quickly capturing market share in the government and corporate markets in Australasia and the UK are a key indicator of AfterMail's potential to address these issues in global markets.

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