

Technology Infrastructure

Butler Group Subscription Services

E-mail Lifecycle Management

TECHNOLOGY AUDIT

VERITAS

Enterprise Vault 6

Abstract *Enterprise Vault is an archiving product that manages e-mails, file system information, SharePoint data, and Instant Messages. Corporate e-mail systems are growing at an exponential rate, and are becoming unmanageable. The result of this is that organisations are unable to leverage the knowledge capital contained within e-mails, which cannot be located, and companies are falling foul of regulators for a failure to discover e-mails. A strength of Enterprise Vault is that it manages many different types of information, and not just e-mails. A current weakness is that the functionality for Lotus Domino is not as extensive as that for Exchange. Enterprise Vault is suited to any organisation in any market sector that has a requirement for better manageability of its information assets. Butler Group believes that the deployment of an archiving application, such as Enterprise Vault, can provide organisations with significant cost reductions in the management of the corporate e-mail system and other information, ranging from reduced risks of non-compliance to reduced back-up costs.*

KEY FINDINGS

✓	Manages many different types of information.	✓	Automatic discovery and archiving of PST files.
✓	Search and discovery functionality including Archive Explorer.	✓	Supports the entire lifecycle of information.
✓	Full auditability of all actions.	✓	Integration with NetBackup.
✓	Ability to classify information and set retention periods.	✗	Currently only journaling is available for Lotus Domino.

Key: ✓ Product Strength ✗ Product Weakness ⓘ Point of Information

LOOK AHEAD

VERITAS is fully committed to continuing the development of Enterprise Vault. Future development plans include enhanced storage integration and closer integration with other archiving sources.

► FUNCTIONALITY

Organisations face a number of challenges in regard to the management of unstructured information, in particular e-mails. E-mail volumes are growing exponentially making it resource intensive to manage large e-mail stores. Compliance is currently a huge issue in the US, but in Europe it has not yet registered on the radar of many organisations. However, compliance will increasingly become an issue for companies in Europe, and Butler Group believes that it will impact on companies of all sizes.

In Butler Group's opinion, a much greater risk at present in Europe, arises from litigation. A very worrying trend emerged in a recent survey of IT Directors from 100 UK-based companies, which was undertaken by the research-based marketing support company, Vanson Bourne for Adaptec. It found that 47% of the directors surveyed would not be able to retrieve an e-mail more than three years old. In the financial Sector this was 25% – the FSA requires e-mails to be retained for six years. More frightening was the fact that 53% of respondents did not even know whether they had a policy for the length of time e-mails should be retained.

The evidence that supports this survey is the fact that the issue which organisations typically fall foul of the law on, is not a failure to retain e-mails and other information for compliance or litigation, but a failure to discover requested information. The retention policy of many organisations is to store e-mails on back-up tapes, which are kept off-site, and it is not until they are asked to disclose information that they realise that this is not an adequate e-mail archive.

What organisations require is a dedicated archiving system, such as Enterprise Vault from VERITAS.

Product Analysis

Enterprise Vault has been designed as a framework to address two major objectives; the safe and secure storage of information and accessibility to it. One of the strengths of the product is its ability to archive and manage many different types of information, which are e-mail, Instant Messages, (IM), file system data, and SharePoint data. Enterprise Vault supports mailbox archiving for Microsoft Exchange, journaling for Microsoft Exchange and Lotus Domino and message capture for SMTP messages.

Butler Group regards the lack of full Lotus Domino support to be a current weakness, although this is just the first stage of full Lotus Domino support and additional functionality will be added in future releases. However, because the storage management problems are not as severe on Lotus Domino, journaling (for retention, discovery, and/or compliance) is often the first priority for customers.

Information is stored in a secure and scalable archive, called the Vault, and it provides the ability to mine the stored data. By storing e-mail in an archive, organisations are able to lower the Total Cost of Ownership (TCO) of their e-mail management system. This is achieved through the reduction in the number of e-mails that need to be stored in the e-mail system, reducing the volume of e-mails to be backed-up, and also maintained on expensive high-performance disk.

The management of e-mails and other information is carried out via automated policy controlled archiving to on-line stores for retention and retrieval of information. Filtering and categorisation capabilities allow decisions to be made on what types of information should be archived and what retention period each type should be given. Search and discovery tools are built into the product and specialised client applications are available for compliance supervision and legal discovery requirements.

A strength is the Archive Explorer, which enables users to navigate the archive for their own e-mails, in addition to the full-text search built-in to Enterprise Vault. Administrators with the appropriate access rights have access to the entire archive affording them the ability to retrieve e-mails for regulatory purposes.

Another strength of Enterprise Vault, in Butler Group's opinion, is its support for the entire lifecycle of information, often referred to as Information Lifecycle Management (ILM). Using Enterprise Vault administrators are able to set policies that automatically migrate e-mails between different types of storage to reflect the stage of the e-mail's life and its value at each stage.

The way in which most e-mail users cope with restrictions on mailbox size is to create PST archives, which are stored locally, and give the organisation no control over whether e-mails are retained or not. Enterprise Vault provides the automatic discovery of PST files, automated migration, the allocation of ownership, and reporting on the import process.

A feature that Butler Group believes to be absolutely crucial in a product that is deployed to help an organisation be compliant is the full auditability of the process involved in selecting the e-mails to be produced, which allows companies to prove that they have produced all of the e-mails relating to a particular subject. Discovery Accelerator provides this functionality.

Product Operation

Enterprise Vault is architected in layers.

- The Universal Access Layer provides the presentation of the archiving information and corporate functions to end-users. It is the integration point between the user and the archive, enabling the end-user to seamlessly access items.
- The Content Source Layer performs the archiving from the source application, for example, Microsoft Exchange, a Microsoft Windows File System, or Lotus Domino.
- Core Services or Repository Layer manages the archived information such as controlling the security, enforcing retention and deletion policies, indexing, and search. It provides the repository and the tools to store any information from unstructured sources.
- The Open Storage Layer manages the storage profile, including packaging and migration. As it is storage agnostic it supports any type of storage or architecture including Storage Area Network (SAN), Network Attached Storage (NAS), Direct Attached Storage (DAS), tape (integration with NetBackup has been introduced in this version of Enterprise Vault), or Content Addressed Storage using EMC Centera. The strength of this approach in Butler Group's opinion, is in the ability to easily migrate from one type of storage to another for technology refresh or ILM.

When an e-mail or file is archived, it is replaced by a shortcut. There are a number of ways in which shortcuts can be created. The default method of creating a shortcut requires an installation on every desktop, so in Butler Group's opinion, some customers may prefer to use universal shortcuts, which do not require a client installation.

As e-mails are archived, the intelligence within Enterprise Vault creates a dynamic index of the complete archive, including attachments. It will identify if an item of content is already within the Vault, for example, an attachment to an e-mail, and will only store one copy of each version, but link this one version to all relevant copies of the e-mails. This concept of single instancing reduces considerably the volumes that need to be retained.

Once e-mails have been archived within the Enterprise Vault repository, all or part of the repository can be brought under the normal IT disciplines, facilitating back-up and recovery, for example. Data protection is vital to any application and VERITAS provides integration with NetBackup for back-up and recovery. However, as yet there are no plans to provide a bundled solution comprising NetBackup and Enterprise Vault, which Butler Group feels would be a positive move. Through the defined policies, Enterprise Vault can if appropriate, automate disposal after a specified period.

One of the strengths of Enterprise Vault is in its flexibility. It is policy-driven and the policies for archiving e-mail are user-defined. This widens the appeal of the solution to organisations that wish to control the size of their mailboxes as well as those that need to be compliant. Some organisations archive e-mails as soon as they are received, while others may archive once an end-user deletes an e-mail from the inbox.

However, there is a potential problem with allowing organisations this degree of flexibility in defining policies, and that is that they do not impose the level of control over e-mail management that is required for regulatory purposes. Because the archiving options are at the complete control of the organisation it is possible to archive e-mails when they reach a certain age and in the meantime end-users are free to delete their e-mails, and some customers do use the system in this way.

Policies can also be set to remove the shortcuts from inboxes, as end-users will not relish the thought of five-years worth of shortcuts in their mailboxes. Again removal is generally determined by age.

For compliance purposes, it is important to be able to retrieve e-mails in the timescale set by the regulators or legislation, which can be as little as a few days. VERITAS uses a keyword search, which means that a search is likely to return a high level of results, although the initial search can be refined to reduce the result set. At present these returned e-mails need to be checked manually, which can be labour-intensive and time-consuming. VERITAS provides an application to manage the review process ensuring that only the relevant e-mails are disclosed, after review by the most cost-appropriate person. To improve this process, if organisations have implemented automated tools for categorization (based upon natural language or regular expressions) Enterprise Vault can allow plug-ins from those tools to the archive, to classify information as it is being archived.

In order to be compliant an organisation must show how it came by its results in any searches, and VERITAS provides full auditability. The initial result of the search is retained, and as users check each e-mail, they are able to select or discard it, and this fact is also recorded. At the end of the process the selected e-mails are transferred to CD or whatever medium the regulator requires.

An important element of the compliance process is setting retention periods, and these are defined by the policies. Automatic deletion at the end of the retention period can also be policy-driven, although a manual override is possible, which is important for legislation such as The Freedom of Information Act and the Data Protection Act where a subject access request may require e-mails to be retained beyond or even deleted before their retention period is reached.

Product Emphasis

E-mail is now regarded to be a business-critical application by many organisations, and it has largely replaced other communication methods for negotiating contracts and other important matters. It is also commonly used by end-users for personal reasons. Clearly e-mails relating to contracts will need to be retained, whilst personal e-mails will not. Many organisations are struggling to manage the rapidly growing e-mail systems, and separating business from personal e-mails is virtually impossible without effective e-mail management solutions in place.

Enterprise Vault enables administrators to categorise e-mails, and separate business from personal messages. This enables the organisation to archive and retain e-mails that must be retained, and delete those that should not.

► DEPLOYMENT

Enterprise Vault requires a Windows platform, which is typically Windows 2003 Server. It also requires Microsoft SQL Server.

Deployment requires skills in different areas. For the technical installation of the software, skills in Microsoft Exchange, and Microsoft Windows Server environments are required. Wider skills are necessary for the design of the overall implementation to ensure that it fits in with the overall requirements of the organisation, particularly in areas such as archiving and retention policies, and how the application will fit into the storage lifecycle and infrastructure of the organisation. For the technical implementation, VERITAS typically supplies services, and then works with third-party integrators to deliver the complete solution.

The deployment time is dependent on the size of the implementation, the complexity of the infrastructure, and the skills involved. For a typical 10,000 seat deployment, VERITAS recommends up to three weeks of its services to perform a 'solution design', project management, and proactive review of the process. In elapsed time, the actual implementation may take longer, as many customers roll-out the archiving environment to end-users at a rate of so many per week, for example 1,000.

Enterprise Vault can be deployed in a modular fashion. The functionality may be deployed to groups of users at a time, regardless of whether the solution is being used for compliance where journaling will be required, or mailbox archiving is being used. If particular features such as the Offline Vault capability of PST migration are implemented, then these may be deployed on an as required basis. Finally the applications of Compliance Accelerator and Discovery Accelerator may be deployed to groups of users as required.

There is generally not a great deal of ongoing maintenance required, and this is normally carried out by the normal Exchange administration team. Traditional classroom-based and on-site training are provided, which consists of a three-day course for administrators. Users require very little or no training at all, as the product has been designed to be non-intrusive. Technical support is provided by the VERITAS technical support organisation.

Support is provided for legacy data in a number of ways. Using the PST migration facility, locally stored PST files can be archived and removed, with the need to create future PST files eliminated. It can also be used to archive Exchange 5.5 data, which can then be made available through Exchange 2003. This is a huge benefit to organisations as a move from Exchange 5.5 to Exchange 2000 or 2003 is a migration rather than a simple upgrade, and the removal of the e-mails from the actual migration process greatly simplifies the task. Another example of the way in which legacy data is supported is in the ability to archive data from legacy file servers as part of a server consolidation process.

Business processes should not need to change to use Enterprise Vault from an end-users' perspective, as they continue to use their primary application, typically Exchange, with Enterprise Vault unobtrusively archiving e-mails. Where processes may be improved is in the ability for end-users to locate 'their own lost' e-mails, using the built-in search capabilities, rather than having to rely on an administrator.

Typically the core purchase is to buy Enterprise Vault for one or more content sources, for example Exchange. This includes the core Enterprise Vault services such as indexing, compression, single instancing, and non-intrusive access to archived content. Also included is the initial phase of a storage lifecycle through the ability to archive from a target application and then 'collect' archived items into collections for storage efficiency. Optional features include PST migration and Offline Vault capabilities, and structured applications to manage the discovery and/or supervision processes.

► PRODUCT STRATEGY

The target market for Enterprise Vault is any organisation, which has Microsoft Exchange, but does not have an archiving solution. This includes all business types. The initial success was in highly regulated businesses such as financial services and legal. However, the need for good corporate governance and the need to manage the exponential growth in e-mail traffic have resulted in the take-up of the product across all market segments. VERITAS has customers using Enterprise Vaults in markets such as, Manufacturing, Government, Police, Health, Telecommunications, Insurance, Media, Retail, and Pharmaceutical.

In terms of company size, Enterprise Vault has been sold to organisations ranging in size from 10 users to over 100,000 users. To date in excess of 2.5 million mailbox archiving licences have been sold. A typical deal is in the 1,000 to 5,000 user range.

Return On Investment (ROI) typically occurs between a year and 18 months. However, Butler Group believes that e-mail archiving is an area where ROI should not be seen just in terms of the savings made through the implementation of a more efficient system, but should be viewed from the perspective of the potential fine levied for a failure to disclose information when required. In the case of one customer of VERITAS, Somerfield stores, there was an almost immediate ROI achieved through the discovery of £120,000 of billable activity based on a single incident involving a senior buyer.

A major market opportunity for VERITAS is in reducing business and IT risks for compliance and discovery, storage optimisation, operational efficiency, knowledge exploitation, and migration and consolidation. Butler Group believes that there is another opportunity in reducing the risk associated with litigation. With Fortune 500 companies facing 225 cases of litigation at any one time, this is not a trivial area, and the ability to discover requested information or locate information to prove that an event did or did not occur can justify the cost of the implementation.

The routes to market are through direct sales, the channel, and partners. Key business partners include Fujitsu Services, EDS, BT, and Microsoft. Technology partnerships include EMC, Network Appliance, IBM, and Microsoft.

VERITAS finds itself competing with other e-mail archiving vendors, and also Enterprise Content Management (ECM) vendors that are positioning themselves in this space.

Licensing is based on perpetual licences, which is determined by the number of users, and scales according to the functionality purchased.

Major releases of Enterprise Vault are made on an annual basis with minor releases and service packs in-between.

► COMPANY PROFILE

VERITAS Software Corporation (NASDAQ:VRTS), founded in 1989 and headquartered in Mountain View, California, in the US, is a leading storage software company. It provides data protection, storage management, high availability, and disaster recovery software to 86% of the Fortune 500. Enterprise Vault was developed by KVS Inc., which VERITAS acquired in 2004.

All VERITAS software is open, supporting all significant business applications, operating systems, and storage hardware. This flexibility is a result of the underlying VERITAS Adaptive Software Architecture. VERITAS is estimated at controlling 80% of the storage virtualisation market. With more than 6,700 employees in over 40 countries and annualised revenues of US\$1.75 billion in 2003, VERITAS Software ranks among the top 10 software companies in the world, as measured by market capitalisation and revenue, and claims to serve 99% of the Fortune 500 companies.

In April 1997, VERITAS merged with OpenVision Technologies, expanding its own back-up and hierarchical storage management solutions with OpenVision's operating system-level data management and clustering products, in a strategy designed to provide end-to-end storage management solutions for enterprise customers.

In May 1999, VERITAS Software further extended its end-to-end strategy with the acquisition of the Network and Storage Management Group of Seagate Software. That merger enabled VERITAS to quickly diversify from its core UNIX solutions into the Windows NT and NetWare spaces. Integration of the company's product lines has enabled VERITAS Software to offer enterprises the ability to use a common product across multiple operating platforms for ease-of-administration and economies-of-scale.

VERITAS Software was added to the NASDAQ-100 Index in January 1999 and to the S&P 500 Index in March 2000.

Published revenues and incomes for the past three fiscal years were as follows:

Annual Data	31/12/2004 (US\$ million)	31/12/2003 (US\$ million)	31/12/2002 (US\$ million)
Net Revenue	2,042.0	1,771.0	1,506.6
Change on Previous Year	17%	17.5%	1%
Net Income (Loss)	411	46.7	42.5

► SUMMARY

The e-mail archiving market is currently buoyant. In the US the main reason for this is compliance. In the UK and Europe the major driver is currently TCO, although Butler Group expects to see compliance become the major driver here over the next few months. VERITAS is well-positioned with Enterprise Vault to exploit the compliance market as it develops. With its support for other types of information from file systems, and SharePoint, with its intended move to support Document management and Records Management information, it is positioning itself to support the future requirements of compliance across a broader range of information. Butler Group believes that there will be a convergence between e-mail management and ECM. With Enterprise Vault, VERITAS is setting itself up to have a foot in each camp.

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