

# Top Reasons to Archive Communications

Latest practices as shared by Osterman Research

Recently we had the pleasure of hosting archiving industry expert Mike Osterman on a webinar where he shared his expertise on trends & best practices. These are the top business drivers he is seeing drive the need for archiving communications today:



## **Litigation hold support management:**

Almost every organization is managing records for litigation holds for actual or expected litigation. Properly archiving all communications reduces risk of being presented with unexpected content from the opposing counsel and the efficient filtering of data reduces e-discovery expense.



## **Risk Management:**

Many organizations still rely on an outdated retention strategy to retain as little as possible or wait until they're served before issuing holds. Citing a policy of non-retention or aggressively short retention when it can be reasonably expected that records may be needed is no longer being accepted in court; and has resulted in significant penalties & fines.



## **Increasing Regulatory Requirements:**

Many regulated industries; particularly Finance/Banking, Healthcare, Energy and Government are obligated by specific regulations to retain communications records for many years. Additionally many government rules & requirements such as EEOC and other employment and safety regulations impact organizations that may not think of themselves as regulated. It's in everyone's best interest to ensure necessary records are retained according to policy.



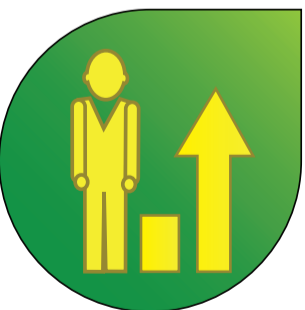
## **Archiving drives cost savings for IT & Legal:**

Archiving has de-duplication & record indexing intelligence that is far more efficient than taking full data backups. This means less hard disk space is needed to save vital records, and it takes less time to find records when needed. That means less labor expense from IT and Legal personnel.



## **Organizational knowledge retention:**

Intellectual property and content is one of an organization's most valuable assets. Loss of this can lead to low employee productivity and even loss of corporate legacy knowledge that can be critical to retain. Be sure to protect your communications & content so that situational information is retained even after the employee leaves.



## **Gain productivity & improve customer service:**

One of IT's biggest pains: finding content that users deleted or misplaced. Archiving makes it easy to find very specific content, fast – in ways that are just not possible from a backup. Archiving allows end users to be able to search their own records so they never even have to bother IT to find old records. This can in turn improve overall business continuity and ease of access to content.

Archiving also helps improve customer service by enabling an organization to respond to issues with more complete information.

*“Archiving is necessary now, and the need will only continue to grow. Archiving properly enables proactive risk management and cost reduction that return benefits to the organization for years.” - Osterman Research*