

# The Business Case for



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Reducing costs in IT, Legal, Compliance, HR,  
Management, and Customer Service.

## Executive Summary

With the exploding growth of email both in volume and size of messages, IT organizations are under pressure to deliver service to their users while maintaining a reasonable cost structure and providing access to the messages for legal purposes.

MailMeter is a proven, cost-effective solution that reduces email storage costs while providing a greater level of service to legal, HR, compliance, business managers, and end users. Its architecture allows organizations to select any combination of MailMeter components to meet their needs for:

- **Storage Management** – automatically offloading older data to lower cost storage reduces the size of the email server storage – improving server reliability and performance, reducing back up cost and time, and delivering faster recoverability. You can shrink your email storage even more by giving your users access to any email they ever sent or received – eliminating the need for PSTs.
- **eDiscovery and Investigations** – quickly locating any emails with specific words or phrases; searching the body and attachment text of all email messages; finding emails to or from specific people reducing the time that in-house counsel, expensive paralegals and attorneys, and IT staffs spend searching and reviewing e-mails.
- **Compliance** – SOX, SEC-17a3-4, Freedom Of Information, GLBA, HIPAA, Basel II, Data Protection Act and others that require all e-mails to be stored in a tamper-proof, read only, easily accessible location, and to be delivered within 24 hours of a request.
- **Reporting and Monitoring** – Over 40 robust, drill-down reports allow you to monitor activity, spot suspicious unproductive behavior, get insight into activity related to confidential data, monitor Acceptable Usage Policies, and identify business opportunities that would have never been noticed before. Mailbox abusers – size, unread messages, message counts, attachment sizes, etc. are easily identified (an analysis can be automatically sent to user for awareness and self governance).
- **Business Intelligence** – industry studies show that over 70% of business transactions are conducted via email. Having a secured repository allows fast searching to find change orders, customer responses, proposal updates, and historical conversations across current and past employees.

### What the Analysts say...

“MailMeter is a **built on a better architecture...**”

David Ferris,  
Ferris Research

“Waterford Technologies has **extended the archiving paradigm**”

Michael Osterman,  
Osterman Research

“One of the **best search capabilities currently available...** also very scalable and can easily accommodate a company’s future growth.”

The Radicati Group

“Waterford Technologies’ MailMeter has an easy-to-deploy product that offers **e-mail and file archiving at an attractive price.**”

The Gartner Group

Reasons to Get Started with MailMeter Today!

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1. **Reduce email server backup and recovery time with improved reliability** – the enormous growth of email volume is destroying your ability to complete operations in a timely manner and jeopardizing your uptime availability.

*MailMeter will reduce the size of your email server storage before your email system reaches the critical point. Smaller storage equals faster*

“Sites shrink their email server storage by 60 – 80%”



*If your email server fails or a user loses a message or their entire mailbox, you can quickly recover any lost messages or recover a laptop mailbox without mounting an email server backup tape.*

2. **Legal savings** – every litigation action now includes a request for discovery of email messages. With the new Federal Rules of Civil Procedure, you must be able to act fast to prevent fines and adverse judgments. How do you respond? Many organizations still desperately try to search boxes of email server backup tapes to comply with a demand to produce emails – costly for IT and ineffective for your legal team.

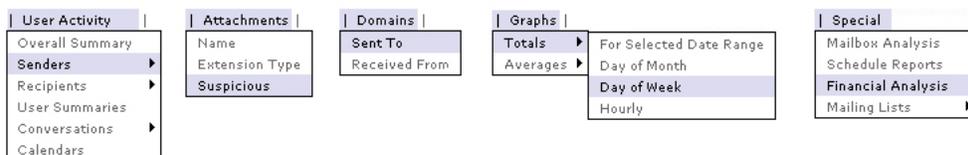
*With MailMeter Investigate you or your legal professionals can quickly search through emails and produce a **far smaller** set of emails for your internal review and presentation to outside counsel – reducing your legal costs!*

“MailMeter Investigate quickly finds exactly what is needed, marks messages with any number of tags, and exports any group of messages.”



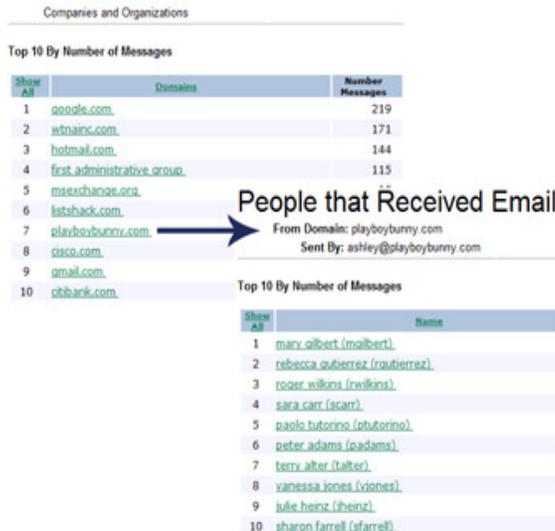
- E-mail Policy Abuse – protecting your organization** – everyday employees are misusing your email servers – sending inappropriate jokes / messages and vacation pictures, communicating with friends, stealing company intellectual property and sending it to personal accounts – and you have no awareness of what threats are occurring.

*MailMeter Insight gives managers drill down reports to quickly spot problems and take actions to protect your business.*



“MailMeter Insight is the most innovative management tool in the workplace. You can see exactly what is going on without being there.”

### Domains Received From



- Compliance** – there are over 14,000 regulations that relate to email. Don’t worry about understanding them – just make sure you capture the email messages to be in compliance and show investigators and auditors your good governance procedures.

*MailMeter Compliance Review can capture all emails and automatically search messages for any inappropriate or dangerous words, project names, confidential items, financial terms, medical terms, etc.*



“We found the confirmation email that saved us over \$250,000.”

5. **Business Intelligence and Knowledge** – in today’s fast paced world of mobile users and Blackberry messaging, email is the statement of record for: making decisions, confirming terms, changing shipping dates, agreeing to specification changes, accepting contract and scheduling revisions, and making deals. Your email server holds more valuable information than ever before. With employee turnover, layoffs, growth, and changes in responsibility email is the life blood and mission critical information.

*MailMeter captures all or any messages in a safe, repository secured from employee tampering, accessible for management searching, reporting, and evidence in case of a dispute.*



6. **Productivity and Restorability** – Users make mistakes and delete emails they need and usually it’s a VIP screaming for urgent action. Maybe it’s a corrupt PST or lost laptop... How much time does IT staff spend looking for lost emails? Hours and hours looking through backup tapes for the needle in the haystack?

*MailMeter ISR lets users search and retrieve any email they ever sent or received. With MailMeter Investigate your IT staff can find any email in seconds from any existing user or past employee.*



There are over 2,000 MailMeter products installed worldwide. MailMeter software runs on a Windows Server and connects up to your email server - Microsoft Exchange, Lotus Domino, Ipswitch IMail, or SeattleLab SLMailPro.

7. **Fast ROI** – Running out of space? Need to find an email? Do you have a Legal eDiscovery action?

*MailMeter installs quickly and easily – usually in a couple of hours via a remote WebEx session. You can start capturing data, shrinking storage, searching, reporting, etc. in the same day.*



## How MailMeter Saves You Money!

MailMeter technology delivers cost savings for multiple departments in an organization. More detailed information is available in the individual Solution Sheets for these areas.



### Information Technology

- **Storage Savings**
  - MailMeter captures email and saves it in lower cost storage than on your email server's expensive storage.
  - Reduced email storage means faster backups and less media.
  - Disaster Recovery is faster – Archive is available even if the email server is down. Your email server can be recovered immediately with empty mailboxes and users can use archive to search for historical data.
  - No need for PSTs – saving backup costs and disk space.
- **IT Staff and Management Savings**
  - Gain control of your total email storage costs and manage it for future growth at a lower cost per message.
  - Remove need for IT staff to hunt down lost messages.
  - Users can search their own email archives.
  - Gain insight into department level usage of email and storage for management discussions.



### Legal and eDiscovery

- **IT activity Costs Reduced**
  - Quickly find relevant emails across any period for any group of users based on any criteria. Export results to PSTs.
- **Business Savings**
  - Quickly find “key” emails for contract terms, change orders, agreements, authorizations, etc.
- **Internal Legal Team Savings**
  - Searching archives can be done without IT intervention.
  - Dramatically reduce amount of emails that need to be reviewed. Focus on specific and relevant items.
  - Easily “tag” and organize items: Privileged, Confidential, Responsive, case number, workflow status, etc.
  - Reduce amount of messages given to outside counsel for review – saving huge amounts of legal fees. Export relevant email into PSTs.
- **Outside Counsel Savings**
  - Smaller amount of email to review lowers legal costs.
  - Focus on critical emails for legal position and action.
  - More budget available for legal analysis and processes.

 **Compliance**

- **Risk Management Savings**
  - Meet regulatory requirements – data saved in tamper proof archive and easily searchable for audit requests.
  - Discover dangerous activities before they damage the organization.
  - Show diligent activity to prevent claims of negligence.
- **Acceptable Usage Policies**
  - Monitor emails against word lists – inappropriate content, dangerous words, harassment language, jokes, etc.
  - Quickly review items for immediate action or policy clarification.
- **Compliance Officer Savings**
  - Reviews of emails tracked by date and time.
  - Random reviews of emails to meet FINRA / SEC requirements.
  - Search emails for any criteria to meet audit requests. Export to PSTs.

 **Business Managers**

- **Management Savings**
  - Full insight into employee activity for customer interactions, business status on proposals, deal points, complaints, requests, and office gossip.
  - Travelling managers can see all email communications for any person, customer, or prospect at any time: off hours, end of day, from hotel or airport.
  - Time savings in employee training and reviews. See email activity totals, examples of good and bad emails, customer / prospect responses.

 **End Users**

- **Productivity Savings**
  - Employees have full search access to every email they ever sent or received.
    - No time wasting putting messages into folders.
    - No need for “emergency” IT help in finding messages deleted from their mailbox.
  - “Virtual” folders automatically show every email sent or received to a customer, prospect, supplier, or person.
  - Mailboxes get smaller – read an email, then delete it if no action required.
  - No lost conversations – every email can be saved.

 **HR**

- **Monitoring Savings**
  - Employee messages can be easily reviewed without having to read every email in their mailbox.
  - Messages can be automatically reviewed for compliance to policies – with reports of end user violations.
  - Drill-in reports give insight into employee activity.
  - Easy insight into any improper behavior – harassment, language, jokes, ethnic slurs, discrimination, etc.
  - Watch any external domain activity (i.e. hotmail.com, yahoo.com, ebay.com, etc. or any competitor sites).
  - Employees can receive personal reports of their email activities.
- **Investigation Savings**
  - Search messages for a single employee or group of employees for any key word across any time period.
  - Employees cannot hide their activities – email is captured before they can delete it.
- **Payroll Savings**
  - Email activity can be used as evidence to ensure safe and efficient employee termination.
- **Legal Savings**
  - Quickly search employee email to validate any claims of harassment or discrimination. Emails are validated to avoid any tampering and traceable to discover any spoofing.

 **Customer Services**

- **Customer Satisfaction Savings**
  - Measure responses to customer / prospect inquiries.
    - Time to open and time to reply
  - Unread message build up in Support, Marketing, or Sales mailboxes.
  - Review emails for employee training – good and bad.
  - Lost sales analysis – see trail of communication.
  - Problem accounts – review handling of questions and complaints.
- **Productivity Analysis**
  - Messages received and processed by group or person.
- **Staffing Savings**
  - Show activity in numbers and graphs – message loads by hour, day, week or month.
  - Review outbound email content for training.