



MIMOSA
SYSTEMS

White Paper

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*Capitalizing on a Billion Dollar
Market Can Be As Easy As Selling
Water to the Thirsty*



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Selling Water to the Thirsty

Email is the number one form of electronic communication today, more widely used than even the telephone. As long as organizations use email to conduct business, the demand for robust tools that enable them to perform better, faster and with fewer resources will continue to grow. The more information they move and store electronically, the more critical applications like email archiving will become.

Considering that there are already billions of email accounts in use by hundreds of millions of employees the world over, information management systems represent an enormous market. And it's growing exponentially. In fact, the size of the email archiving market alone is predicted to reach the \$1 billion dollar mark by 2010. It's said that knowledge is power, but not if you can't quickly put your finger on that knowledge when called upon to do so.

It's rare that forward-looking technology providers are ideally situated to "sell water to the thirsty," but that's the opportunity that is available now to the merchants of intelligent and affordable electronic information management systems. Customers desperately need what we provide. In a business sense, their survival depends on it.

The E-volution of Electronic Messaging

Employees are increasingly reliant on email to perform their jobs. What started as an instrument of simple business communication has evolved into an essential tool that drives multiple business dealings. A recent Kahn Consulting survey reported that companies are aggressively adopting email for highly sensitive and valuable business processes and transactions:

- 93% are using email to answer enquiries from customers
- 84% are using it to discuss business strategy
- 71% to negotiate contracts
- 69% to exchange invoices and payment information
- 44% to file with official bodies

\$1 billion—the size of the email archiving market by 2010, indicating that the market will continue to demand archiving products and services (IDC, 2006)

Clearly email isn't what it used to be, and its metamorphosis is far from over. As its uses continue to expand, organizations are compelled to store more and more electronic information for the record. Whether it's to safeguard corporate knowledge or to comply with stringent legal and regulatory requirements, organizations are increasingly concerned about the integrity and management of their email archive. It comes down to performance, productivity and protection.

Performance

Not surprisingly, given the vast amount of information exchanged by email on a daily basis, most organizations are struggling to keep up with email storage. Managing Microsoft® Exchange Server data can be a constant challenge, especially in an environment that demands performance—higher service levels, increased storage capacity and easier access to stored email.

To cope with these demands, administrators often implement mailbox quotas. But as continued growth is inevitable, this solution is temporary and shortsighted. Frustrated users, anxious to save their email data, find workarounds that usually involve creating .PST files stored on their local hard drives or on a file server. While this relieves the pressure on Exchange servers for the moment, it simply creates new pressure elsewhere. More importantly, this quick-fix tactic makes it difficult to retrieve the information these messages contain.

Employees need sufficient storage space and an archiving solution that allows them to draw on and leverage the information contained in or attached to their email messages.

Email storage is growing at an average rate of 35% annually. Companies already under pressure to address these issues are going to be in real trouble if they don't act soon. And they know it. Sixty percent of decision makers cite the growth of messaging storage as their leading message-related problem, one they consider to be serious.

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“Messaging is the most critical single application employed by enterprise employees and Microsoft Exchange is the most widely used messaging system in the enterprise today.”

—M. Osterman
Osterman Research 2005



On average, each corporate email user sends and receives an average of 133 messages every day, and 25% of these include attachments (Radicatti, 2006)

Productivity

If simply storing information was the only concern, then the customary nightly tape-based backup of Exchange data stores would almost be sufficient, although the drawbacks are troubling. While this method gets the job done, tape-based backup is slow, which poses a particular challenge for organizations operating across multiple time zones and therefore restricted to small backup windows. Worse, backup is not performed in real time: waiting until the end of the day to perform archiving means that as much as 23 hours of data could be lost. Most organizations find this an unacceptable risk.

And if disaster does strike and organizations need to rely on their backups, recovery is slow. Here, the main weakness of taped-based backup system is exposed. Lost information can take days—or even weeks—to fully recover, and the associated costs are astounding. Obviously, storing email data is only *half* the challenge; the other half is finding a way to archive information without making it onerous and expensive for users to retrieve.

Typical users spend an hour a week cleaning up their mailboxes—time that adds up over the year and across the organization. Inadequate search tools mean users are likely wasting even more time locating the information they need to carry out their tasks. As email use increases, so too does the time spent searching for sent messages, received attachments, and so on. The resulting impact on employee productivity can have a damaging effect on an organization's ability to remain efficient and competitive. Easy self-service retrieval is essential. It just makes good sense—save time, save money.

Protection

Increased employee productivity is just one of the positive outcomes of having an email archiving solution in place. Changes to information management regulations require organizations to manage their data in such a way that it can be provided in a timely and complete manner when necessary, such as during legal discovery proceedings. Regulated and non-regulated industries are required by law to save all electronic forms of business communication, including email. Some of the most well known regulations are SEC Rule 17a-4, Sarbanes-Oxley Act and HIPPA. And since email now contains a growing proportion of business records, legislation such as the new Federal Rules of Civil Procedure (FRCP) make it increasingly requested during legal discovery. It is therefore critical that all information be easily retrievable.

90 percent – Estimated amount of US companies with revenue of \$1 billion that are facing 147 lawsuits at any given time (Gartner, 2006)

For those who are well-prepared with an adequate email storage and archiving solution, complying with court-ordered email searches is relatively simple. However, for those who are not prepared, the cost of their record keeping deficiencies can be crippling. Even searching just a few backup tapes can be prohibitively expensive. Arguably, the most important single reason for deploying a messaging archiving solution is to protect an organization from unnecessary legal risks, and this alone often justifies the investment.

When expensive searches fail to turn up required documents, companies are often hit with crippling fines:

- Philip Morris USA — \$2.75 million in fines related to non-production of email messages.
- Bank of America — \$10 million fine for incomplete email records.
- UBS Warburg — \$29.3 million fine for missing evidence.
- Morgan Stanley — \$1.6 billion in fines for flawed discovery process.

Best-in-Class Solution

Today's organizations know that the ability to retrieve archived data quickly is a business-critical task. These organizations are looking for an email archiving solution that enables them to deal easily and efficiently with end-user accidental deletions, corporate investigations, and database corruptions. They realize that a best-in-class solution will improve employee productivity, reduce costs associated with legal discovery procedures and other retrieval activities, and protect corporate memory by retaining 100% of email.

They want this functionality packaged in an affordable solution that is easy to deploy, easy to use and easy to scale as their organizations grow. Mimosa™ NearPoint™ for Microsoft Exchange Server is just such a system.

“What sets Mimosa's NearPoint for Exchange apart is the combination of so many powerful capabilities in one solution.”

*—Arun Taneja
Taneja Group*

Total Content Management Solution

Mimosa Systems is the only company that can solve all of an organization's Exchange data management and archive problems with a single integrated solution. As well as enabling email archival and discovery, it can help reduce recovery time, reduce mailbox size and solve backup window problems. Until now, multiple functionality like this could be attained only by purchasing multiple data management applications for Exchange. NearPoint is more manageable, more efficient and more affordable than anything else on the market.

Streamlined Deployment

A core belief driving development at Mimosa is that users should never be burdened with applications that take months to get up and running. That's why NearPoint is based on standard Microsoft technologies, and runs on a standard Intel server. It deploys quickly, often providing benefit within the same day.

What's more, Mimosa has a "zero footprint" on production servers, meaning that the NearPoint solution accomplishes its tasks without putting any agents on the Exchange Server. The production email system doesn't need to be re-architected nor is there a need to install additional software on every company desktop or laptop to enable the self-service or auditor functions of NearPoint. In short, Mimosa NearPoint is the easiest system on the market to deploy.

Self-Service Functionality

Mimosa also engineers for "self-service" access. It simply doesn't make sense for users to have to contact a Help Desk to recover a lost message: they should be able to access their data themselves. That's why we offer a versatile Self-Service Access™ feature. Not only do users and auditors have access to email that has been protected, archived, and extended via Microsoft Outlook or Outlook Web Access, but it also allows for complex search and discovery processes to be performed quickly and easily. NearPoint also leads the market in reconstructing complex message threads and conversations across time and across multiple servers. Traditional email archiving solutions simply can't deliver this kind of efficiency and functionality.

"When we spoke with the Mimosa sales guys, I didn't believe them. One day to install—you're pulling my leg! When NearPoint delivered, I was surprised."

—Hugo Torres
IT Director,
Great Florida Bank

"I was captivated by Mimosa NearPoint the first time I saw it. It is so simple to use and it fits perfectly in our initiative to empower our users with more self-service capability to manage email."

—Tom Pacek
AVP of Technology,
Virtua Health



Cost-Effective Solution

“With NearPoint installed, my SLA for Exchange recovery has dropped from 24-hours to less than one hour. I can restore a full Storage Group, database, or mailbox with just ‘one-click’ using NearPoint.”

—Michael DiBenedetto
Network Administrator,
TNCI

NearPoint greatly increases an organization’s efficiency in a number of ways. Storage costs are reduced by moving old email and attachments from expensive email server storage to less expensive and more manageable email archive servers. Remaining Exchange storage can be reduced by 80% or more by using the NearPoint Mailbox Extension, which replaces attachments with small stub files. The email looks the same to users, but when they open attachments, the stub files retrieve the original data from Nearpoint. The resulting smaller Exchange server is capable of faster backup and recovery, which also saves time and money.

The archival process also benefits legal discovery by enabling users to search for and retrieve information in minutes rather than days and weeks. Not only is the cost of searching greatly reduced, but so is the risk of incurring regulatory fines and penalties for failing to turn up the required emails.

And the price? Thousands less than traditional email archival solutions. This makes Mimosa Nearpoint a very attractive addition to any product set.

Strong Partnerships

Mimosa maintains a strong relationship with Microsoft from a corporate, marketing, and field perspective: we are one of a select number of Managed Gold Certified ISV Partners. This relationship helps ensure that our customers achieve the highest possible level of integration with Exchange Server.

But it doesn’t end there. Mimosa Systems works closely with partners to deliver comprehensive, integrated data and storage management solutions for Microsoft Exchange. These additional partnerships reflect our commitment to offer customers a comprehensive set of tested solutions to meet email storage needs.

The Mimosa Partner Advantage

“Mimosa’s technical support was exceptional.”

*—Frank McGurk
Technology Coordinator,
The Siegfried Group*

Mimosa carefully selects partners who are engineering for unified communications—striving to integrate disparate systems in order to optimize business processes. Those partners recognize that the addition of our best-in-class application to their product sets will not only increase the value of those sets, but will also create new customer opportunities and potentially open new vertical markets.

Mimosa’s NearPoint offers an integrated solution that is simpler, easier to use, and less expensive than that of our competitors. And it attracts customers on other fronts, as well:

- On the software front it creates a more robust corporate disaster recovery strategy
- On the hardware front, it supports compliant WORM storage, as well as near-line and off-line storage devices
- And on the services front it empowers partners to consult with the customer on policy development and litigation preparedness

In these and other ways, the inclusion of NearPoint in a product set adds value that will enhance any Microsoft Exchange sales or migration engagement.

Leveraging our partnerships is a key element of our growth plan. That’s why we’ve created the Mimosa Partner Advantage Program, with three levels of partnership—Referral, Preferred and Elite. Preferred and Elite partners benefit from:

- Free subscription to Mimosa NearPoint for internal use and evaluation on 100 mailboxes (50% reduced rate on additional mailboxes)
- World-class technical training and free on-line sales training (new in 2009!)
- A start-up kit and quality sales and marketing tools
- Qualified leads
- Cooperative marketing initiatives, such as joint case studies and co-branded webinars
- End-user site surveys
- Inside sales team support to help qualify and close sales opportunities
- Outside channel sales managers to build strong relationships in the field
- Up to 120 days of protection on registered deals

Contact Mimosa to learn which level of partnership is best for you.

About the Author



Martin Tuip is a nine-time Microsoft MVP for Exchange Server. He started his IT career in system administration, but has gone on to focus most of his career on archiving and compliance products. Martin is the webmaster of several resource sites for Microsoft Exchange and SharePoint®, including www.sharepointserver.com. He is also the owner of some of the world's largest user communities for these products (see the Yahoo Groups listed below). Martin currently works as a business development manager for Mimosa Systems.

- <http://tech.groups.yahoo.com/group/exchange-2003>
- <http://tech.groups.yahoo.com/group/sharepoint>
- <http://tech.groups.yahoo.com/group/exchange2007>
- <http://tech.groups.yahoo.com/group/exchange2000>
- <http://tech.groups.yahoo.com/group/windows2003>

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