

## Executive Summary

Email is critical to business operation:

- ✓ Dependence on information: Email contains as much as 80% of the information that a business needs to operate.
- ✓ Storage nightmare: Between the natural need to store information and the need for compliance, email storage is a need that is increasing every day.
- ✓ Self service doesn't work: Asking employees to manage their own email archiving is a proven method for lost data and frustrated users.
- ✓ Standards improve performance: When standard archiving policies and processes are implemented; employees are more productive because they can focus on their real job, not email management.
- ✓ Automation: Employees are more productive because automated tasks create confidence reliability, and predictability.

For a few dollars per user per month, Serenity's email archiving solution simplifies email management, lifts the burden from employees, satisfies compliance needs and makes people more productive.

## Qualification Criteria & Requirements *(check all that apply)*

- ✓ On-premise email server (Exchange)
- ✓ Remote users
- ✓ Compliance requirements
- ✓ Litigation/legal risk
- ✓ PCs
- ✓ Large email attachments
- ✓ Critical data stored in email
- ✓ PST files
- ✓ Slow

## Tangible Benefits

- ✓ Standard method of email management for everyone
- ✓ Eliminates struggle with email quotas
- ✓ Eliminates Error-Prone People Dependency and Tasks
- ✓ Increase PC performance
- ✓ Simplified use of email
- ✓ Faster email data access
- ✓ Better email performance

Designed to work with Exchange Server 2003 and 2007, this solution replaces manual processes and inconsistent policies. Additional features include:

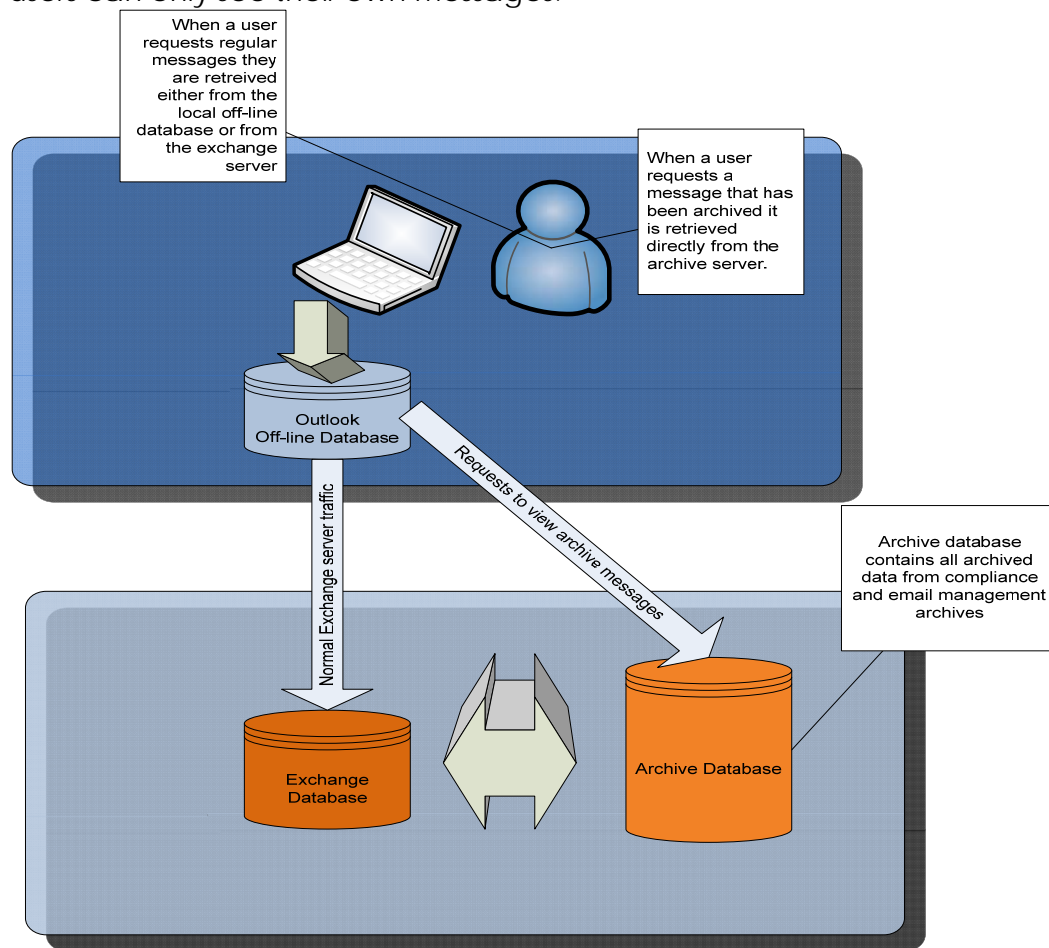
- ✓ No SQL Database Required
- ✓ No Client Installation (installs on existing Exchange server in most cases)
- ✓ Standard for enforcing Retention Policies
- ✓ No Proprietary Hardware
- ✓ Eliminates the need for PST files
- ✓ No need for end user interaction
- ✓ Highly flexible archiving rules

**How it works:**

There are two types of archiving: 1) Compliance and 2) Email management.

**Compliance**

For compliance purposes copies of all emails inbound, outbound and intra-office are stored in an archive store. This entire store is kept for the period determined by policy. This may be three years or this could be forever or anywhere in between. Should a message need to be recovered or viewed simply use the search tool to find the message and open it from server via outlook or the web page interface. Compliance administrators can search the entire database for messages while regular users can only see their own messages.



**Email management**

For making email inboxes easier to manage we set up rules for messages of certain criteria to be moved to the archive. This is a weekly process where messages in a) certain folders b) messages of certain age or c) messages of certain size are moved to the archive. These messages are no longer stored on the user's PC. After archive, if a user looks for a message that has been archived they will either find a message stub with a link to the server or the full message with a link to the attachment (depending on the desired configuration). While these messages are no longer available off-line, these messages are easily retrieved via the network or Internet when the user is connected to the network or Internet.

<b>Archiving Engine</b>	
Capture email message, contacts, calendar entries, tasks, notes, and journal entries	✓
Archive data from Exchange mailboxes, public folders, and PST files	✓
Policy rules based on quotas, age, size, sender, and content	✓
Customize policies for specific mailboxes, entire servers, or specific AD groups	✓
Deduplication through single-instancing	✓
Replace original messages with plaintext or HTML-based stubs	✓
Store archive data on any file system, including NAS devices	✓
Store archive content in native format or HTML	✓
Concurrent processing architecture	✓
<b>Regulatory Compliance</b>	
Archive specific content based on keywords	✓
Archive for specific users or departments	✓
Support for Exchange journal mailboxes	✓
Indexing of all archived messages and attachments	✓
Enforce information retention policies	✓
Audit trail of all archive activity	✓
<b>Administrative Excellence</b>	
Advanced reporting for easy testing of policy correctness	✓
Restrict user's access to the archives	✓
Restore search results back into Exchange or a PST	✓
<b>End-User Friendliness</b>	
If authorized, user can archive, search, restore, and delete messages	✓
One-click access to messages within the archive	✓
Easily access data archived from PSTs	✓
Access archived messages within Outlook Web Access (OWA)	✓
Restore search results back into Exchange or a PST	✓
<b>Reliable Scheduling</b>	
Automated, unattended, scheduled email archiving	✓
Flexible scheduling options, including multiple backups throughout the day	✓
<b>Easy to Use Software</b>	
Fast initial setup	✓
Clutter free, intuitive user interface	✓
No Outlook plugin required	✓
No Exchange server plugin required	✓
No complex software dependencies	✓
Minimal system requirements	✓
Compatible with Exchange 2003, and 2007	✓
Compatible with Outlook 2003 or newer	✓