



••• *Email Management and eDiscovery Strategies*

Summary Results September, 2012



Observations and Conclusions

- *57% of responders report more than 500 email users in their company.*
- *64% of responders report a **growth in volume and cost of storing emails**; 42% report that **email classification and disposal** present information management challenges.*
- *Among the many regulations and recommendations responders must adhere to, **Sarbanes Oxley Section 404** applies to more than half and 40% are subject to HIPAA.*
- *42% of responders do not have an email retention solution in place & 55% have no legal e-discovery solution. 16% plan to introduce an email retention solution and 14% plan a legal e-discovery solution.*
- ***Nearly half of responders rely on Symantec** for their backup technology.*

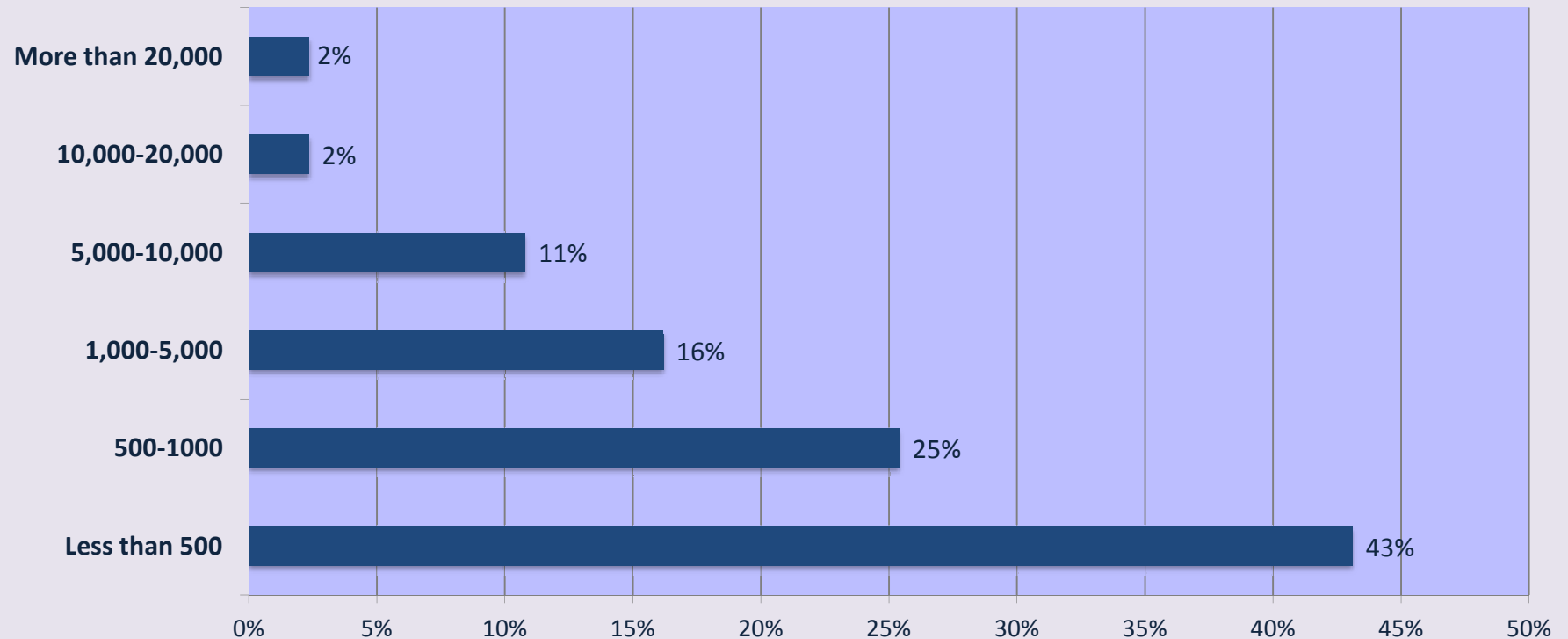


Program Overview

- *Gatepoint Research invited 1,037 selected executives to participate in a survey themed **Email Management and eDiscovery Strategies**.*
- *Candidates were invited via email and 130 executives participated.*
- *100% of responders work at Manager level or above; 38% of responders are Directors, VPs or CxOs.*
- *91% come from companies with revenues of less than \$250 million.*
- *100% of responders participated voluntarily; none were engaged using telemarketing.*



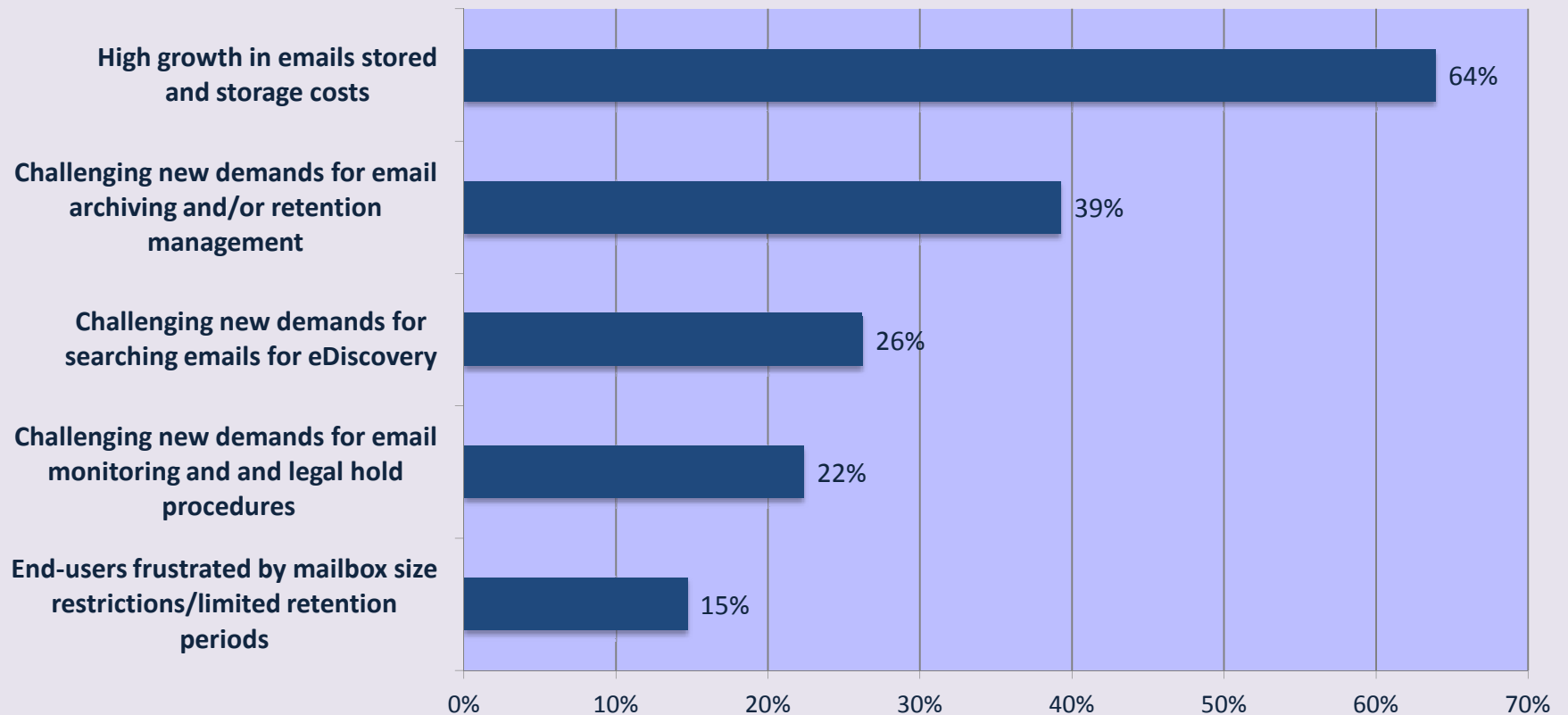
How many email users do you have across your entire company?



57% of responders report more than 500 email users in their company.



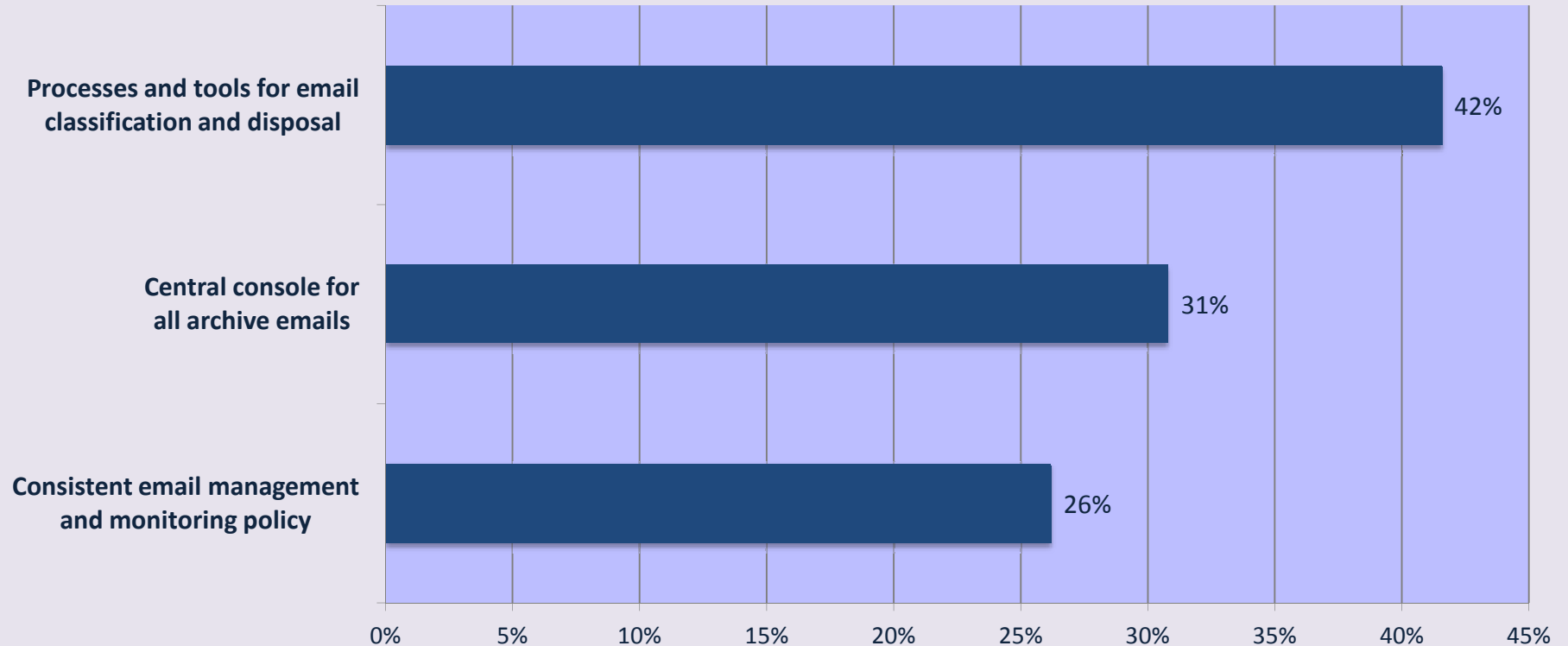
Which of the following characterize the trends in your email environment?



64% of responders report a growth in volume and cost of storing emails.



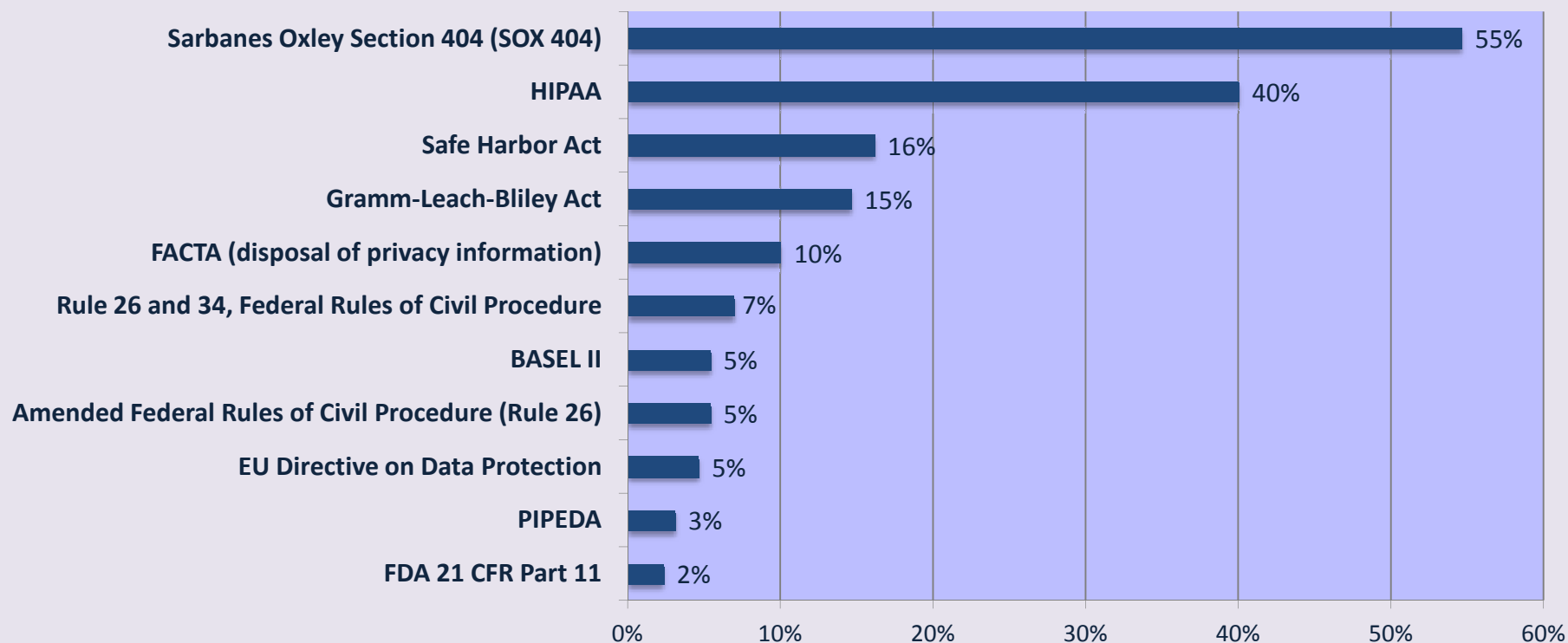
What information management challenges would you like to be addressed by an improved system or process?



42% of responders report that email classification and disposal present information management challenges for their organization.



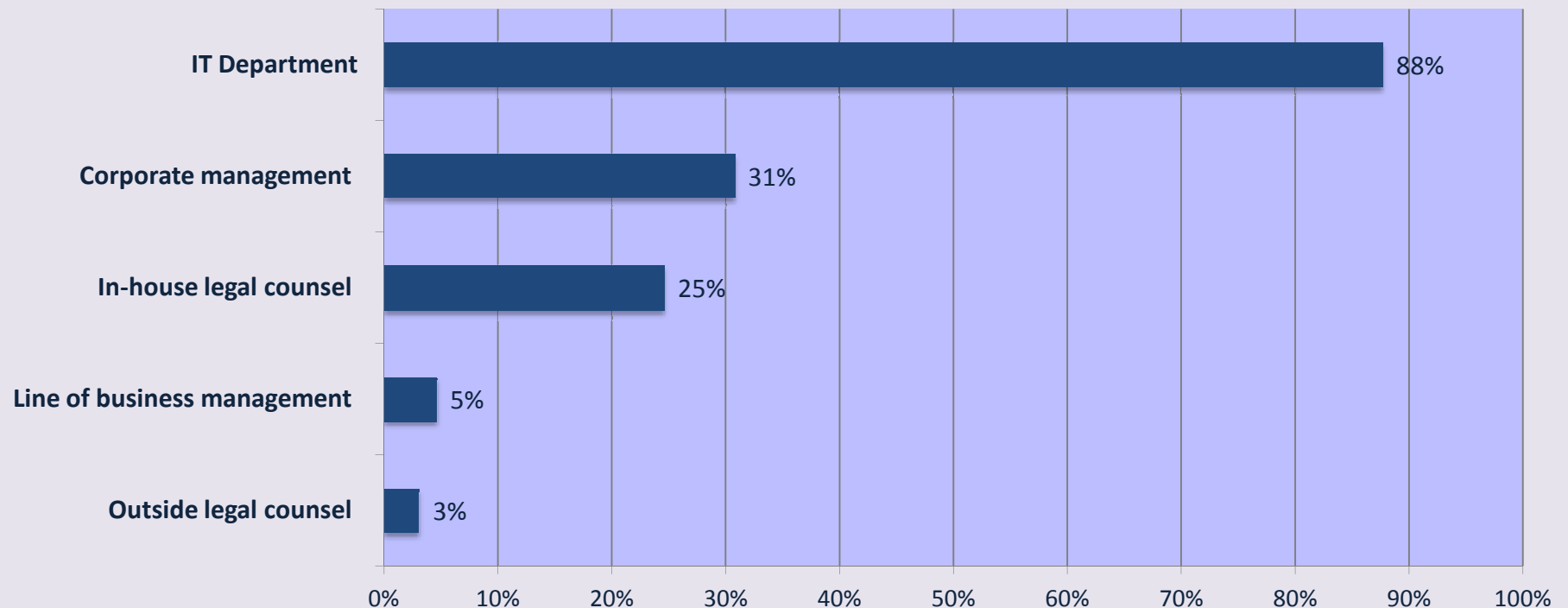
Which of the following regulations/recommendations on information use must you or your industry adhere to?



Responders must adhere to a wide variety of regulations & recommendations. For more than half, SOX 404 applies and 40% are subject to HIPAA regulations.



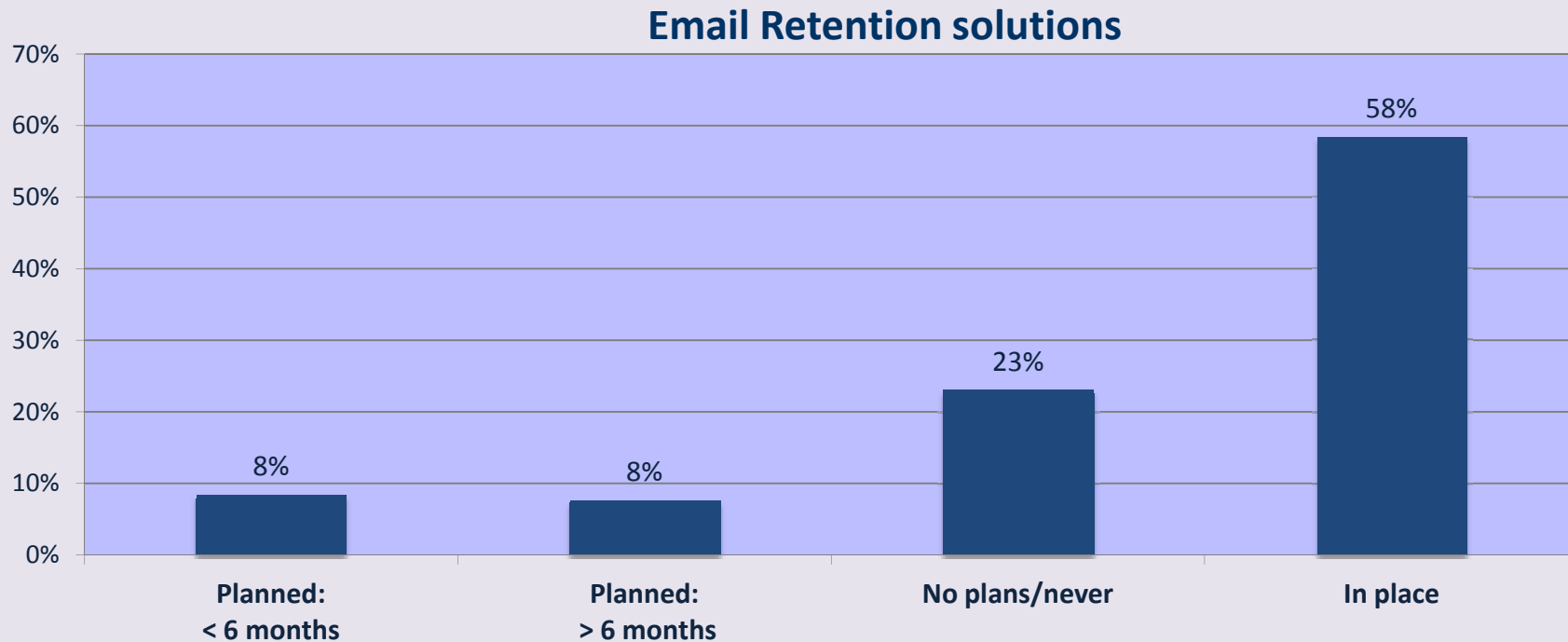
Who is responsible for email management and governance in your organization?



Among responders, email management and governance is overwhelmingly handled by the IT department.



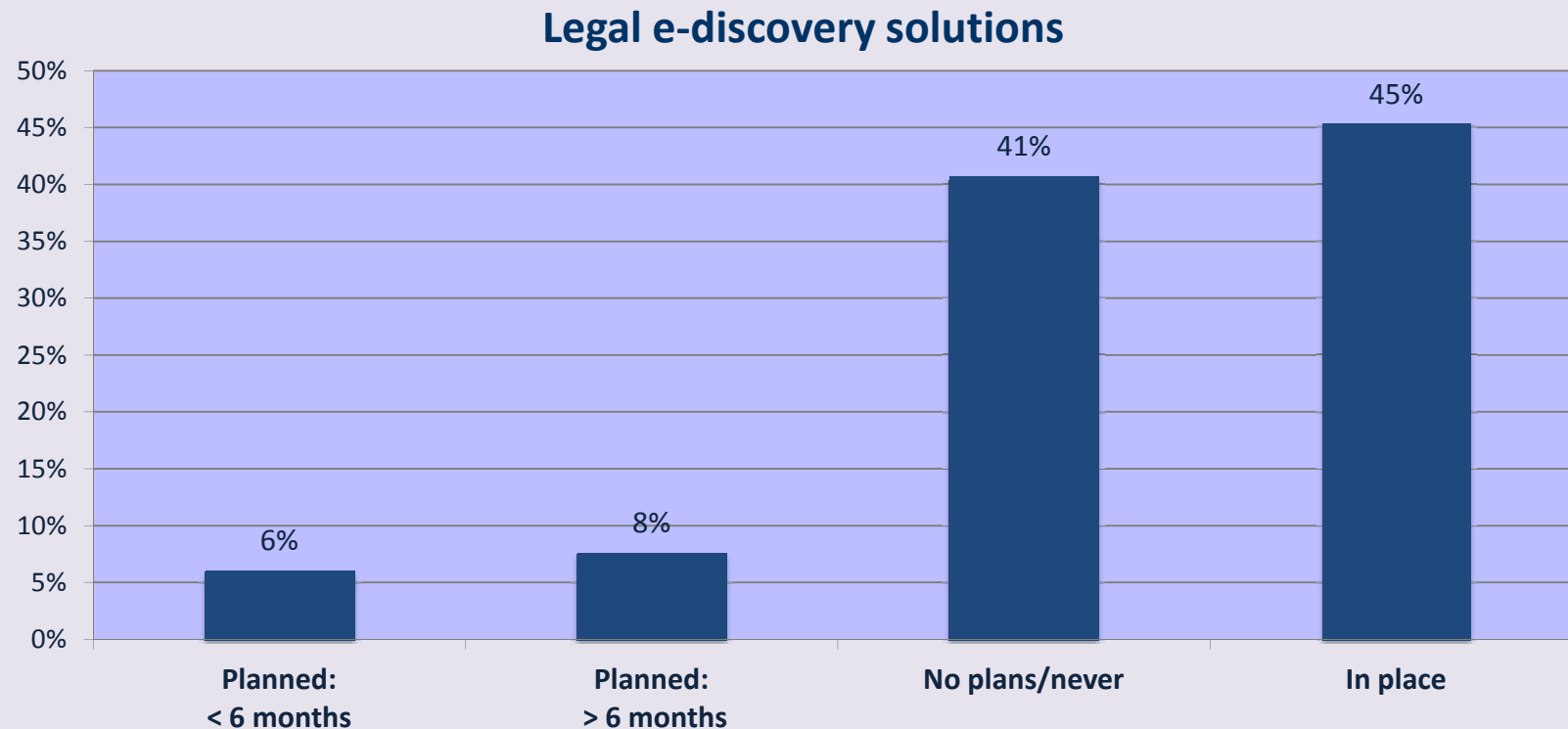
Where are you regarding email retention solutions?



***42% of responders do not have an email retention solution in place.
16% plan to introduce one.***



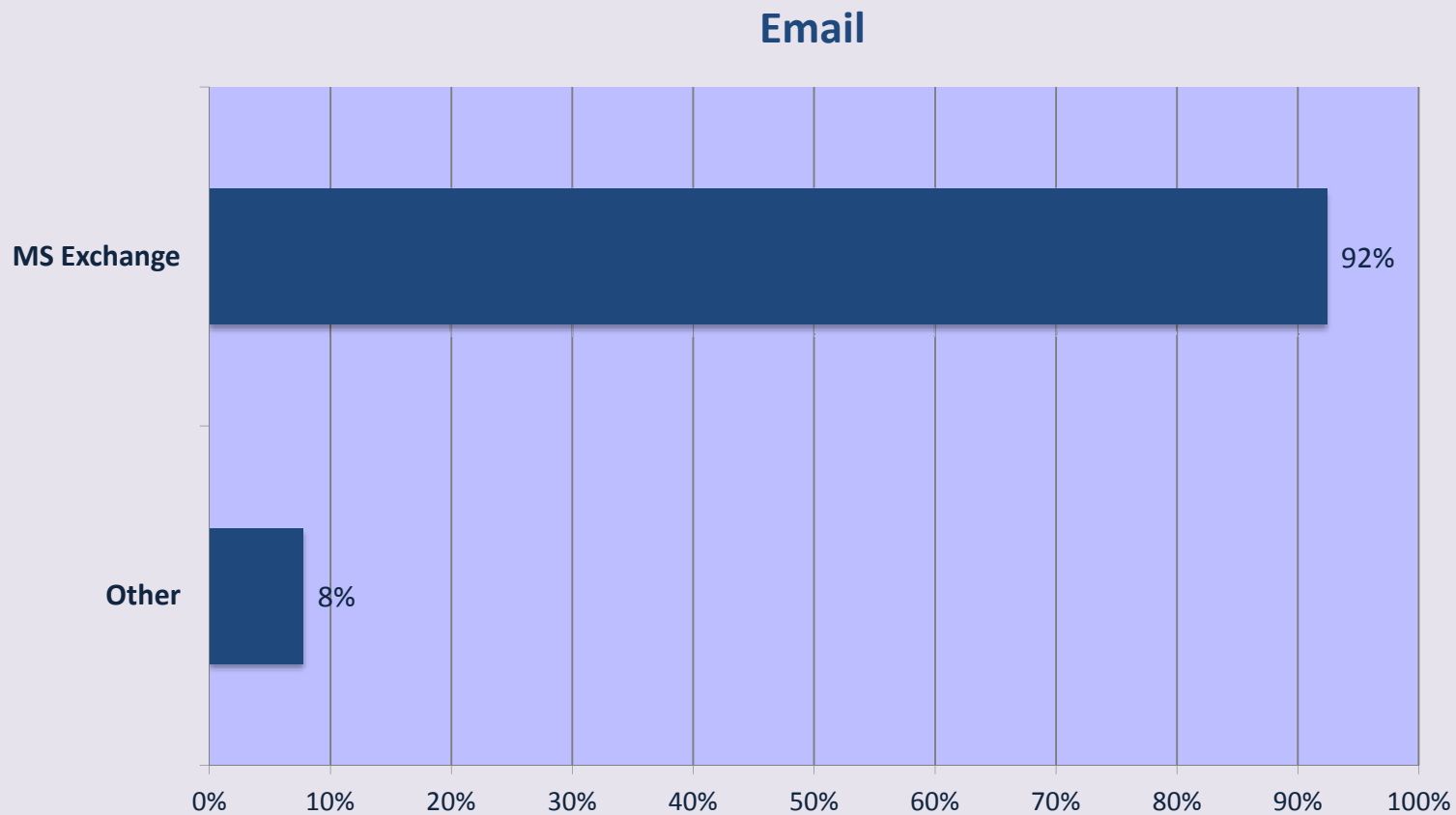
Where are you regarding legal e-discovery solutions?



***55% of responders have no legal e-discovery solution in place.
14% plan to introduce one.***



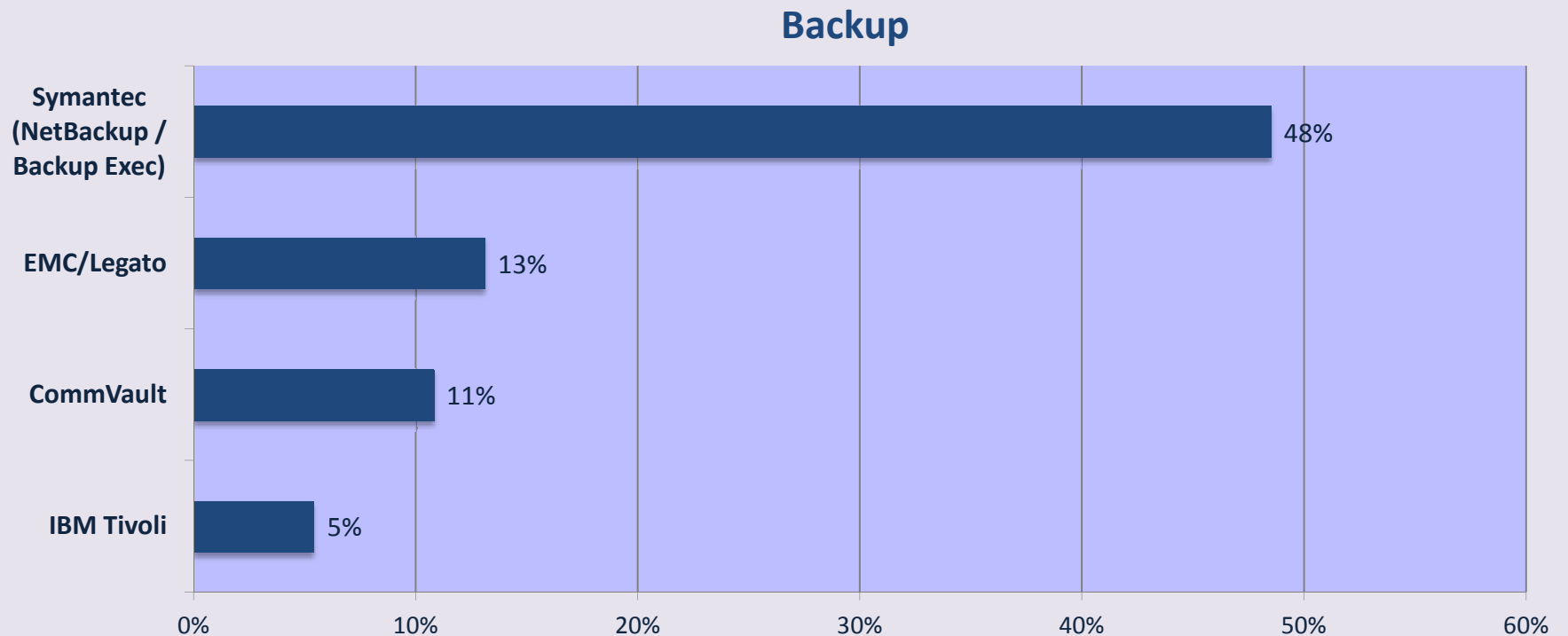
Which email technology does your organization currently use?



MS Exchange dominates in email technology.



Which backup technology does your organization currently use?

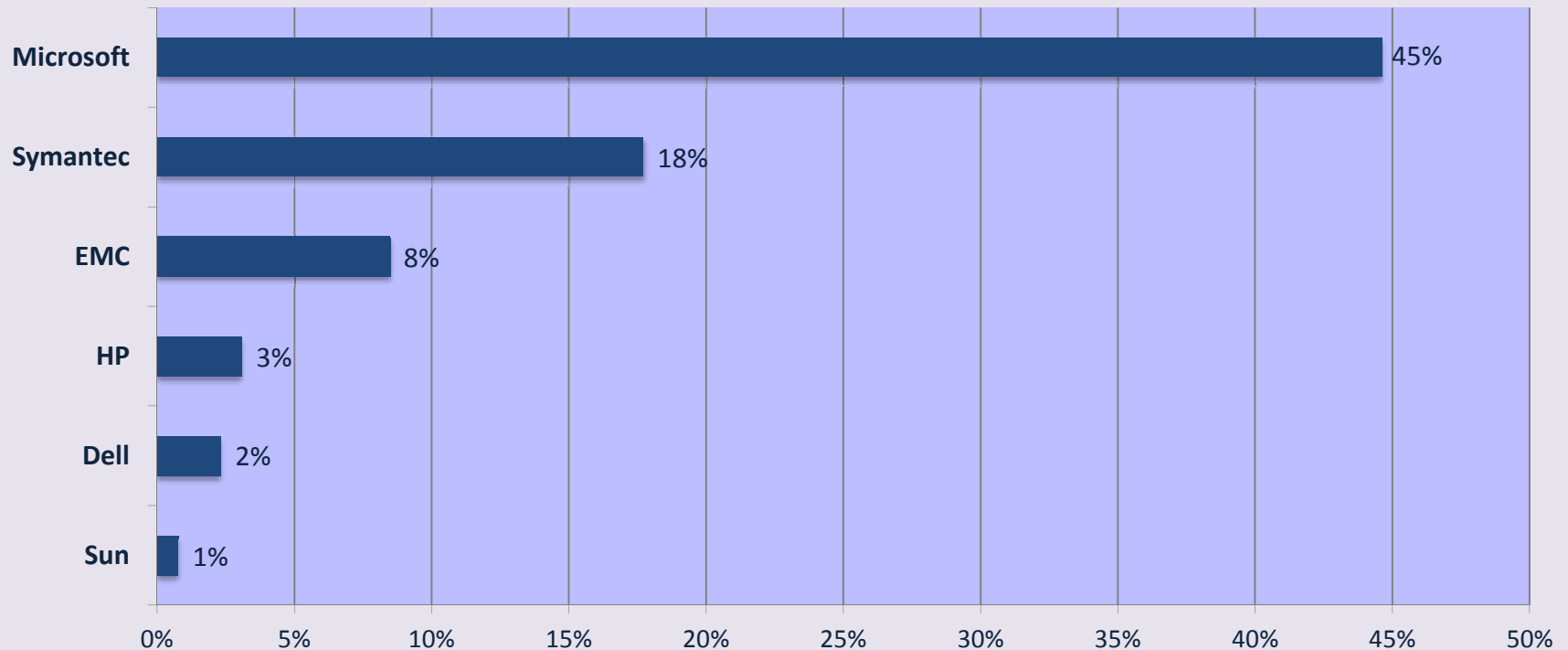


Nearly half of responders rely on Symantec for their backup technology.



Which technology does your organization currently use for email archiving

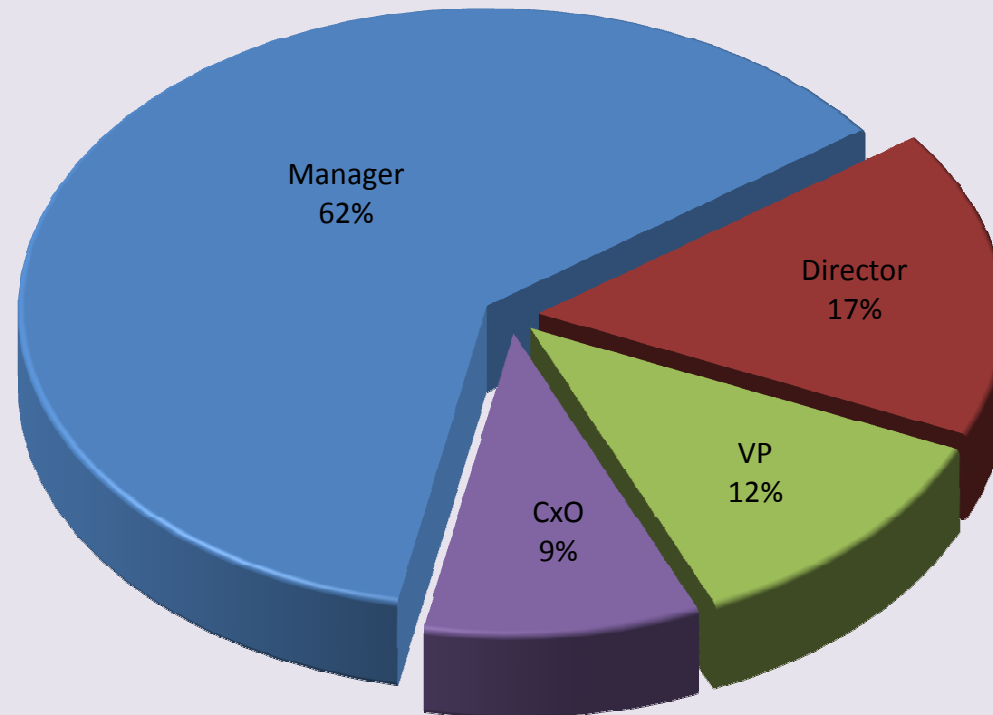
Email Archiving



Nearly half use Microsoft for email archiving. No single supplier dominates the balance of the market.



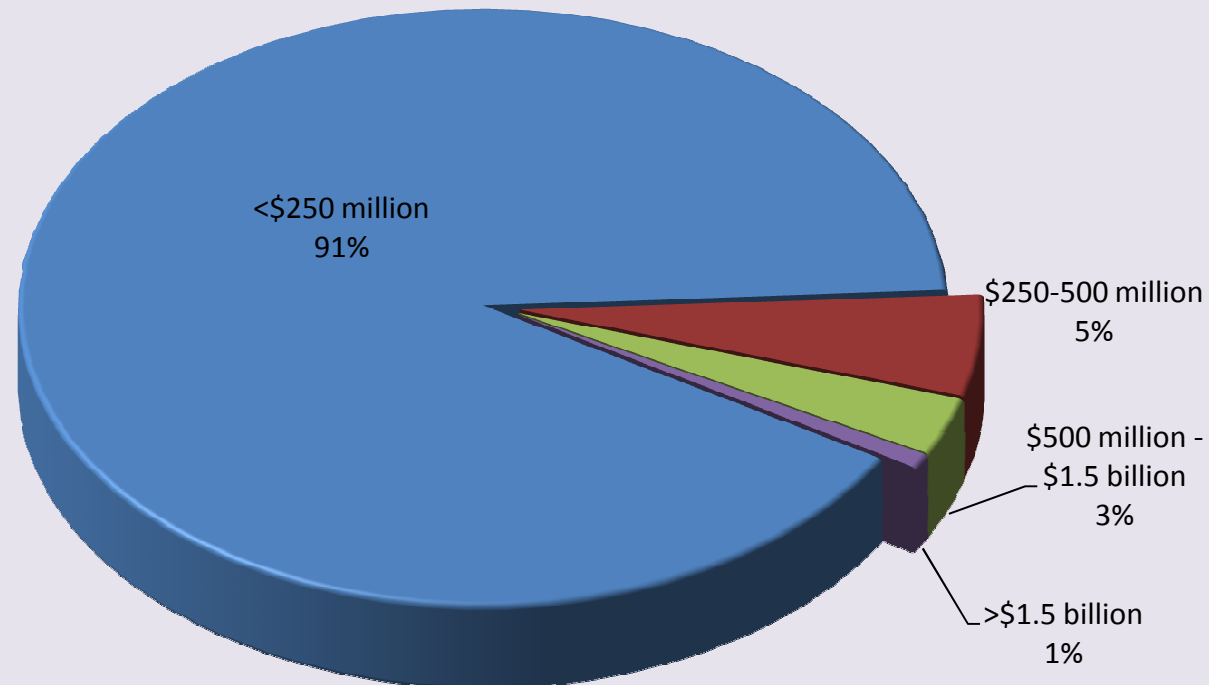
Profile of Responders: Job Level



All responders are management level. 38% are at Director level or above.



Profile of Responders: Revenue



91% of responders work for companies having less than \$250 million in revenue.



Symantec offers state-of-the-art archiving and eDiscovery solutions to help organizations intelligently store and retrieve sensitive documents, as well as mitigate risk.

For more information, visit www.Symantec.com



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SimplyDIRECT helps you identify, engage and qualify prospects with maximum precision through custom database building and survey-based lead generation into your target accounts. We specialize in account penetration by developing qualified warm opt-in leads from Director, Vice President and C-level decision makers.

Gatepoint Research is the market research arm of SimplyDIRECT.

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