



Digitech Systems White Paper

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Anarchy in Your Inbox

Do you remember what you did with the last email you read? How about one from a week ago? Or a year? Chances are, like most business professionals, you have no idea. If asked to retrieve one of these emails, you'd probably have to start an extensive "dig" through your inbox, folders, deleted messages and so on. What you may not know is that if faced with a lawsuit, that "dig" HAS to end successfully, or you could be in legal trouble. Plus, on a day-to-day basis, sorting through emails can be a dreaded, time-consuming task. Are you annoyed even now, just thinking about it? What's the solution? Email Management! How does it work? Read on and learn how to turn your inbox into an organized storage system, and how to stop pulling your hair out when you see that little mail notification on your screen!

How many emails do you receive in an average day? Week? Month? For most of us, the number is big and exponentially increasing. Today, 182.9 billion emails are sent and received each day. That number is estimated to increase to 206.6 billion emails by 2017.¹ The number of emails you receive and the amount of time you spend handling those emails is also increasing quickly. This will continue. The average senior executive gets anywhere from 50 to 200 emails a day. Then it takes 30 seconds to open and read each email. After 200 emails, that's 1.5 hours spent simply reading your emails!² This doesn't even include making decisions based on those messages or further actions (deleting, replying, phone calls, etc.). Because email is now the de facto standard for business communication across organizations, this will only get worse. This extensive email use presents major information management challenges and risks for many organizations.³



What is Email Management?



Accidentally click delete? Don't fret. In today's modern world where you can zap your paper into electronic files or store your data on the cloud, you can easily manage your email inbox too. How does it work? Email management systems capture sent and received emails. Email archiving is one of the most common components of email management. At their most basic, these solutions either copy or remove messages from the messaging application and store it at another location. Using a classification scheme, more advanced email management systems can manage this content, setup retention periods and control access. Metadata associated with the emails can also be captured, allowing the information to be managed and retrieved.

Basically email management saves your emails and keeps them organized. So even if you DO click delete, and delete again, you'll still have access to your messages. And in the interim, email management cleans up your inbox and stores/sorts your messages automatically.³

Email Management Definition:

"Email Management is a specific field of communications management for managing high volumes of inbound electronic mail received by organizations."

-Time Magazine

Email is considered "unstructured data," and, despite how complicated it can sound; management of this information is easier than you think. Many organizations get caught up in worrying about policies, practices, and procedures, but the fact that the data is unstructured doesn't necessarily require different management or compliance policies than those you already have in place for structured data like documents and electronic files. If you have an ECM system in place, it may already enable management and protection of your emails as well.

If you incorporate both email management and enterprise content management (ECM) simultaneously, you can then tailor an ECM system to also sort, manage and protect email messages. Email management ECM applications convert the data into full-text, so you can sort through the clutter by searching for the exact word or phrase you need.

Lost Emails = Jail Time?

Effective as of December 2006, the Federal Rules of Civil Procedure (FRCP), which governs all civil actions and proceedings in U.S. district courts, require every company involved in lawsuits and federal litigation to preserve and recover electronic documents and email messages as part of the discovery process. If a business is involved in a civil action in federal court, FRCP procedures, including precedents for electronic discovery, must be followed. Are you confident that you could find any email you needed to if faced with a lawsuit? In 2013, 41% of U.S. companies surveyed in Fulbright's 9th *Annual Litigation Trends Survey Report* had to collect data from an employee because of litigation.⁴

"86% of businesses surveyed were sued in 2013. Of those businesses, companies facing at least one lawsuit with more than \$20 million at issue was at 31%, a significant increase from years prior. Among all respondents, the percentage of companies spending \$1 million or more on litigation has increased to 54%."

-Fulbright and Jaworski, *9th Annual Litigation Trends*

Technology is here to help! ECM provides a comprehensive archive to control all electronic information and make it searchable and accessible.

Email management is one facet of ECM. As previously mentioned, it can be used in tandem with ECM, or all on its own. If you choose to add email management to your existing document management solution, the best part is, once your emails live inside your ECM application, you can apply the same rules, workflows, and security protections you're already using to comply with regulations today. The design of your digital data landscape is completely up to you. While you can utilize email management as a standalone service, we recommend using it alongside a successful ECM system, so you can take advantage of the capabilities already in place such as retention.



Companies of every size and in any industry can use email management to reduce the time, cost and burden of reproducing information. In addition to reducing the risk of FRCP non-compliance, utilizing ECM also brings vast business benefits such as improved operational efficiency and employee productivity.

How does email management help you comply with regulations?

- Create a complete email records system by capturing archived and real-time messages.
- Prove that stored messages have not been altered and verify integrity with non-repudiation technology.
- Respond to legal requests in a timely manner using full-text searches to retrieve messages in seconds.
- Ensure system integrity by tracking capture policy changes.

Are You Getting the Message?

What do you think? Is email management starting to sound like a technology that could benefit your business? Not only will you protect your company from non-compliance with the FRCP, but you will start seeing vast improvements in day-to-day operations. Email is a time consumer! The top five email management benefits include:

- Increased productivity
- Decreased cost of compliance
- Decreased cost of litigation
- Decreased exposure to security threats
- Speedy recovery in disaster situations ⁵

Digitech Systems' Reply

Automatically capture email messages and attachments in PaperVision® Message Manager. Index messages for faster retrieval and apply user-defined rules to govern where and which messages are stored in a secure ECM system. Email messages are important business records. PaperVision Message Manager allows you to automatically route messages and attachments into PaperVision® Enterprise or ImageSilo®, our ECM and cloud products, then you can index messages and govern where and which messages are stored there.



“Most companies have recognized email is a communication of record that needs to be managed, but few have integrated it into their overall information management strategy. Digitech Systems' Message Manager rounds out the company's complementary technology options and provides companies of all sizes with a cost-effective email management, information management and compliance strategy.”

Rebecca Wettemann, Vice President
Nucleus Research, Inc.

Ready to get your email under control? Talk to your employees and your co-workers and find out if email is a burden for them as it is for you. The answer is likely YES! Email management is a quick fix that will produce quick results and protect you from legal ramifications. Delete with confidence!

Works Cited

¹ Email Statistics Report, 2013-2017 The Radicati Group, Inc. <http://www.radicati.com/wp/wp-content/uploads/2013/04/Email-Statistics-Report-2013-2017-Executive-Summary.pdf>

² Email Management Policies and Why Businesses Need One, Tushar Vakil, June 2014
<https://www.linkedin.com/today/post/article/20140611065055-53287680-email-management-policies-and-why-businesses-need-one>

³ What is Email Management? AIIM <http://www.aiim.org/What-is-Email-Management-EMM>

⁴ Fulbright's 9th Annual Litigation Trends Survey Report, Fulbright & Jaworksi L.L.P, 2013
<http://www.fulbright.com/images/publications/201302269thAnnualLitTrends.pdf>

⁵ Top 5 Email Management Benefits, IT Toolbox, January 2013
<http://it.toolbox.com/blogs/itmanagement/top-5-email-management-benefits-54598>



Additional Resources

There are a lot more opportunities to learn about email management! The resources below provide additional guidance while navigating your way through the world of understanding email management.

Digitech Systems

At Digitech Systems, ECM is our bread and butter. We want to help you understand what ECM is and our website is one of the best places for you to learn more about the technology, accompanying products, education and expertise we offer.

www.digitechsystems.com

www.digitechsystems.com/products/papervision-message-manager/

Digitech Systems White Papers:

Enterprise Content Management for You!

<http://www.digitechsystems.com/wp-content/uploads/2013/10/ECM101-WhitePaper-2012-FINAL.pdf>

Ten Security and Reliability Questions to Address Before Implementing ECM

http://www.digitechsystems.com/wp-content/uploads/2012/12/TenQuestionsBeforeBuyingECM_2012Updated.pdf

Digitech Systems Compliance Briefs:

FRCP

<http://www.digitechsystems.com/frcp-compliance/>

AIIM

Get more information on ECM news and industry research from the ECM industry perspective. This organization follows the industry closely, including the capture market, for news, updates, market watch and more.

<http://www.aiim.org/What-is-Email-Management-EMM>

Nucleus Research

Nucleus Research, Inc. provides investigative information technology research and advisory services. Advising both vendors of technology and technology users, Nucleus Research provides information and data to help you make the best-informed decisions. Their analysts are experienced technology experts who review many topics and benefits in the ECM space, email management included!

<http://nucleusresearch.com/>



Digitech Systems, Inc.

Digitech Systems, Inc. enables businesses of any size to more effectively and securely manage, retrieve and store corporate information of any kind using either PaperVision® Enterprise content management (ECM) software or the world's most trusted SaaS ECM service, ImageSilo®. Digitech Systems has moved ECM from a luxury convenience to an essential element for every well-managed business by improving efficiency, boosting information control and saving organizations money. They are the source for EfficiencyNOW! ControlNOW! MoneyNOW! ECMNOW!

Digitech Systems continues to raise the standard of excellence in the ECM sector, as evidenced by the numerous awards they have received including the InfoWorld 100, CRN's Emerging Tech Dynamos and multiple Nucleus Research ROI Awards. In addition, Buyer's Lab has recognized both PaperVision® Capture and PaperVision Enterprise as the best products in the enterprise capture and ECM fields. To learn more about the company's software and services that deliver any document, anywhere, anytime, visit www.digitechsystems.com.

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