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ADDRESSING EMAIL CHAOS: THE EMAIL-MANAGER™ SOLUTION

A whitepaper by The Radicati Group, Inc.

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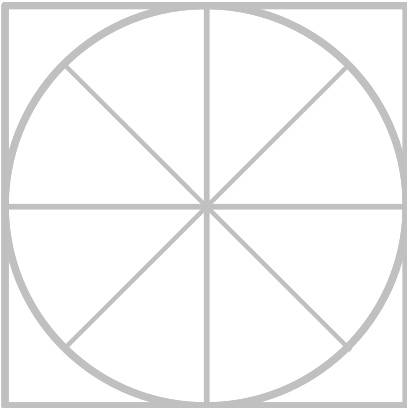


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INTRODUCTION

Over the past decade, email has evolved from being a niche communication solution to becoming the main channel of business communications for corporations worldwide. For most organizations today, email is mission critical both as an internal communication tool, as well as a way to exchange information with customers, partners and suppliers. This means that most of a company's critical business information is spread across many emails, exchanged among multiple parties, over prolonged periods of time.

The average corporate user, today, can expect to send and receive about 156 messages a day¹, and this number is expected to grow to about 233 messages a day by 2012. An increase of 33% over the four-year period. Business users report that they currently spend 19% of their work day, or close to 2 hours/day on email² – with no guarantee that they actually read the messages that are most important to them!

Even for a relatively small company of 100 users, this means an average of 5.7 million emails a year to deal with in 2008, growing to 8.5 million emails a year by 2012.

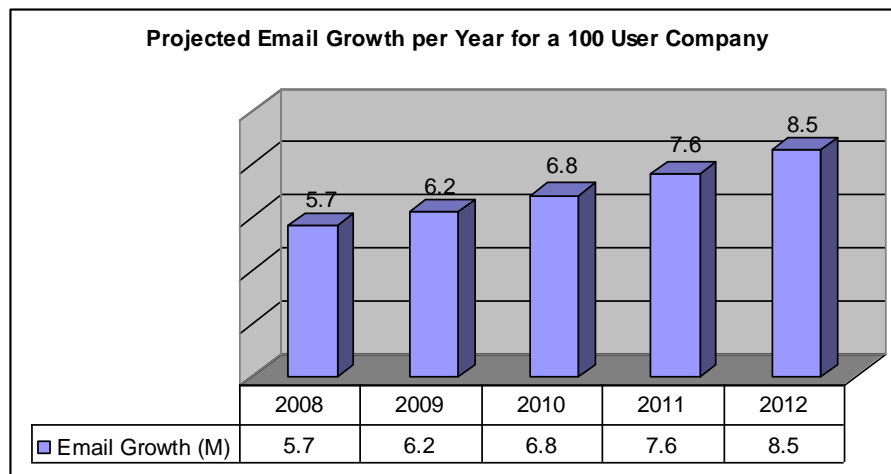


Figure 1 - Projected Email Growth

¹ The Radicati Group, "Email Archiving Market, 2008-2012." March 2008.

² The Radicati Group, "Email Business User Survey, 2007." December 2007.

This growing onslaught of email communications presents companies with two key challenges:

- Retaining information, and
- Ensuring that mission-critical information is easily visible to all who need it.

Most solutions on the market, today, offer a one-sided solution to these problems. They either address the information retention problem, or they help users collaborate by sharing email information in a variety of ways. What customers really need, however, is an email management solution that can effectively address both issues.

This whitepaper introduces Email-Manager™, an innovative email management solution developed by Opportunity Solutions, a company based in Denmark, which has been developing and marketing products that help companies capture, organize and structure electronic information since its founding in 1994.

Email-Manager™ is the only solution on the market, today, that addresses both of the key issues outlined above: it enables employees to share email information, while also providing information retention in a way that enables companies to meet compliance requirements. It combines the benefits of collaboration and information retention into one package, at an affordable price.

1.0 MANAGING EMAIL IN THE ENTERPRISE

Email is a highly unstructured form of communication, which was originally intended to convey short bursts of information among small groups of individuals. Today, however, email has evolved into prolonged discussion threads involving myriads of messages exchanged between multiple parties, which often change over the lifetime of a discussion, and can easily span weeks or even months. Yet email does not provide the tools and mechanisms to store, find or catalog these discussion threads. Attempting to re-construct the thread of a discussion, finding a critical piece of information contained in an email message, or complying with government and industry regulations for information retention is a major challenge for most organizations.

Today, the inability by a company to manage email effectively not only consumes time, but can affect the quality of operations enterprise-wide. For example:

- Excessive time is spent trying to track down an email that contains a critical piece of information.
- Information is locked in each user's personal mailbox and is often difficult for others to retrieve quickly if the user is unavailable, or leaves the company.
- Users are constantly CC'ed on unnecessary emails because that is perceived as the only form of information sharing available in email.
- Organizations face financial risks in case of litigation, due to their inability to promptly produce information which was exchanged via emails.
- Organizations fail to comply with government or industry regulations which mandate a variety of information retention policies.
- Leads from sales are often communicated through email, so missed messages can result in missed sales opportunities.
- Customer support issues are often handled through email, so the inability to quickly locate a message can result in customer dissatisfaction.
- Team resources are usually allocated through email, meaning that ineffective communication can lead to slow reaction times and missed opportunities.
- Innovations and ideas – the lifeblood of most organizations – flow throughout the enterprise via email and are easily missed when there are changes in the organization or individuals leave the company.

As many corporate email messages contain vital and often sensitive information, companies struggle to find the proper way to manage this unstructured data. On the one hand, many organizations want to tightly control the content of their users' messages. They want to keep all user email communications private and non-transparent to anyone but compliance officers. Also, they want to prevent any potential lawsuits resulting from the misuse of the email, or to stop any leak of sensitive information.

On the other hand, companies strive to enable better collaboration among users, especially when dealing with customer and partner records, which include email messages. If users can't share customer and partner emails, it is impossible for them to always promptly and accurately answer all customer and partner requests, properly target marketing messages, and overall, to stay ahead of the competition.

Organizations struggle to find the proper way to manage this unstructured data. On the one hand, they want to tightly control the content of their user's messages and retain information, while on the other they strive to enable better collaboration among users, especially when dealing with customer and partner information which is retained in email messages.

Several classes of solutions on the market today are attempting to deal with different aspects of the information management problem created by email. However, all currently offer only a one-sided solution to the problem. For instance:

- **Microsoft Outlook Client Plug-Ins** – there are a lot of “plug-ins” for Microsoft Outlook which address various individual user needs for information retention, tagging, conversation threading, organization of email discussions, searching and more. However, these are generally individual productivity tools which address issues on the user's own desktop. They require a great deal of manual intervention (i.e. to set policies) and are not intended for team or enterprise-wide use.
- **Email Archiving solutions** – focus on storing and retrieving emails, but do not assist with collaboration, or with providing a timely 360° degree view of business discussions taking place via email.
- **CRM Suites** – focus on tracking sales leads, account management, and team resource sharing but do not address the issues of compliance, long term storage or searching for past emails.
- **Enterprise Collaboration Suites** – a variety of collaboration technologies which have become popular in recent years, such as Instant Messaging, Web Conferencing, wikis, blogs, Social Networking Solutions, and more. These focus on team collaboration and resource sharing, but do not always provide an organized way to find information, and do not address archiving, compliance or information retention requirements.

Table 1, below, summarizes what issues each of these categories of solutions can resolve, as well as what aspect of the email management problem they do not fully address.

Type of Solution	Major Problem it Solves	Issues it does not Resolve
Microsoft Outlook Plug-ins	1. Information tagging, conversation threading, search, information management according to user defined policy rules.	1. Information sharing across workgroups. 2. Compliance and information retention to meet government, or industry regulations.
Email Archiving and Compliance	1. Long term storage of email messages. 2. Ensure that all users adhere with corporate communication policies. 3. Maintain a trail of information exchanges in the event of litigation. 4. Comply with document retention regulations. 5. Serve as a knowledge database of ideas and solutions. 6. Provide consistent customer service by preserving all customer messages.	1. Email content sharing between users
CRM Suites	1. Sharing of customer, partner or supplier information in a highly structured manner that facilitates sales, marketing, customer service, inventory and asset management, and more.	1. Compliance and secure retention of information to meet government regulations, or comply with industry or corporate-wide policies.
Enterprise Suites (e.g. Instant Messaging, Web conferencing, wikis, blogs, social networking, and more).	1. Sharing of un-structured information among user workgroups. 2. Maintaining a history of discussions.	1. Compliance, secure information retention to meet government regulations.

Table 1 - Comparison of different Email Management Solutions

2.0 INTRODUCING EMAIL-MANAGER™

“Email-Manager™ is an email management solution that enables organizations to share, retain and search email information on an enterprise-wide scale in a secure and compliant way.”

Email-Manager™ is the first product on the market to effectively deal with both key aspects of the email management problem: information retention, and information sharing.

It combines a centralized email storage database with powerful tagging and email conversation threading capabilities, organizing messages in a simple and effective way. Email-Manager™ offers the following key capabilities:

- **Directory of Email Contacts** – Email-Manager™ enables employees to share their customer, partner, and corporate e-mail contacts with team members.
- **Mini CRM System (Customer and Partner Email Database)** – Email-Manager™ enables employees to search through and retrieve messages exchanged between customers, partners, and their colleagues. This feature comes with privacy capabilities, enabling users to stop private or sensitive emails from being added to the public database.
- **Email Conversation Management** – Email-Manager™ creates conversation threads for all messages, to enable users to get a complete picture of each email message exchange.
- **Integrity of Records** – Email-Manager™ stores all messages in their original form. No modifications or deletions are allowed by end users to maintain the integrity of email records.
- **Authorized Records Review** - while users are allowed to stop private/sensitive emails from entering the public email database, Email-Manager™ enables authorized users and/or compliance officers to search through all messages, including the ones that employees marked as private/sensitive, to help companies uncover any potential hidden problems.

Email-Manager™ is suitable for all verticals and companies of all sizes. It is especially effective for the small and medium size markets, where companies may not always need (or can afford) a full-fledged suite or more complex email management solutions.

Email-Manager™ can be deployed on its own to meet organizations' basic needs for Compliance and Archiving, CRM, Enterprise Collaboration or other information sharing needs.

Alternatively, for companies that already have deployed solutions in the areas outlined above, Email-Manager™ can serve as a powerful add-on. It can enhance other deployed solutions by adding the element that they miss to create a complete collaborative, but also compliant, email management suite. It allows organizations to expand the capabilities of their email systems in a quick and inexpensive way.

2.1 EMAIL-MANAGER™ AS AN ARCHIVING AND COMPLIANCE SOLUTION

Email-Manager™ is capable of performing most of the functions of a basic archiving and compliance solution when deployed alone, it can:

- Capture incoming, outgoing, and internal messages;
- Securely store all messages in their original form;
- Enable access to messages with advanced search capabilities;
- Enable users to specify retention period.

In addition to being able to serve as a basic, stand-alone archiving solution, Email-Manager™ can also be a valuable add-on to an existing archiving and compliance solution. Some of the features that Email-Manager™ offers to enhance an existing Email Archiving and Compliance solution, include:

- *Email Address Directory* – it can offer easy access to all customer and partner information, shared by corporate users. Each corporate user has an option to approve/deny sharing of his/her contacts with colleagues.
- *Mini-CRM Add-On* – enables users to search for and retrieve not only their own archived messages, but also messages exchanged between their colleagues and

customers/partners. Access to each message exchanged must be approved by each end user, to avoid sharing of confidential/private information.

2.2 EMAIL-MANAGER™ AS A CRM SOLUTION

Email-Manager™ can be used as a stand-alone CRM solution:

- Offers access to a database of customer contact information, including email addresses, phone numbers, titles, physical addresses, etc;
- Enables secure sharing of the content of customer emails (pre-approved for sharing by each employee);
- All emails are grouped together to re-create a conversation thread;
- Easy to install and affordable for most organizations.

Email-Manager™ can also be used to enhance an existing CRM deployment as follows:

- *Add Customer Email Content Sharing* – it can be added as an extra tab/page or link in the CRM portal that already includes other channels (marketing, statistics, etc.) Customer emails can be grouped together to re-create the whole conversation thread with a customer representative for each customer. Once in the database, customer emails can't be modified or deleted, so the information is always preserved in its original form.
- *Add an Interactive Email Customer Email Contact Database* – Email-Manager™ can be used as an additional source that automatically adds customer contact information to the database.
- *Records Auditing*: Email-Manager™ works like many other CRM packages, where customer representatives manually add received customer messages to the central customer database. There is always a choice to mark a message as Confidential/Private and stop it from entering the database. While Email-Manager™ allows users to do so, it also has a feature enabling compliance officers to search through *all* received messages delivered to customer representatives, including those that they marked as Confidential/Private. This gives companies a great deal of supervision control over the message exchange,

enabling them to uncover any potential problems that might otherwise go unnoticed.

2.3 EMAIL-MANAGER™ AS AN ENTERPRISE COLLABORATION SUITE

Email-Manager™ offers many of the benefits of a basic Enterprise Collaboration suite as a stand-alone solution, as follows:

- Enables sharing of customer/partner contact information between users (such as email addresses, phone numbers, titles, physical addresses, etc.);
- Enables secure sharing of the content of customer/partner emails (pre-approved for sharing by each employee).

Most Collaboration Solutions work as portals of information created by internal users specifically for sharing their thoughts, ideas, or suggestions with their colleagues (such as blogs, team document editing, etc.) They rarely involve sharing of any kind of customer email or information. Some of the features that Email-Manager™ brings to enhance an existing Enterprise Collaboration suite deployment include:

- *Add Interactive Customer/Partner Email Contact Database* – most collaborative applications offer a way to quickly find contact information about employees. Email-Manager™ can be used as an additional source that automatically adds customer and partner contact information in addition to data on internal employees.
- *Add Secure Email Content Sharing* – the database of emails can be easily searched (using name, key words, or other criteria) and retrieved by authorized users. The access to a database by authorized team members can be added as an extra tab/page or link in the corporate portal that already includes other channels (blogs, document sharing, etc.).

2.4 THE EMAIL-MANAGER™ PRODUCT FAMILY

Email-Manager™ is available in four different product configurations:

Info-Connector – is a stand-alone, mini-CRM system that uses Microsoft Outlook as its front-end and Microsoft Exchange Public Folders as its back-end database. It has all the entry level features that a company would expect from a CRM suite, such as: contact management, account management, marketing mail merge and pipeline management. It allows users to easily keep track of all emails sent and received internally, as well as with customers, suppliers and partners. Info-Connector is generally aimed at customers in the 5-150 user range.

Email-Manager™ SDK Edition – is a more high-end version of the product which uses Microsoft SQL as its backend database. It supports industry-standard Web Services that allow developers to quickly integrate the Email-Manager™ functionality with any existing software solution. The Email-Manager™ SDK edition is designed to scale to thousands of users.

Email-Manager™ for SharePoint – in this version the Email-Manager™ front-end interface is delivered as a SharePoint “web part” which can easily communicate with other web parts in SharePoint. It allows developers or integrators to build custom web pages in less than a day. The success, and pervasiveness of Microsoft SharePoint makes this an easy and ideal way to integrate Email Manager’s unique features with a wide range of existing corporate applications.

Email-Manager™ for Microsoft CRM – is an add-on component to Microsoft’s CRM product suite which enhances its capabilities by providing email journaling, contact information and more. It mainly extends Microsoft CRM functionality for the purposes of email compliance and archiving. Opportunity Solutions is a Microsoft Gold Certified Partner.

3.0 CONCLUSIONS

Corporations today are increasingly dealing with conflicting requirements for managing their emails, on the one hand they need to adhere to an ever-growing number of regulatory compliance regulations, and on the other they have to provide an efficient information sharing environment where information stored in emails can be easily accessed and viewed by everyone in the organization.

Email-Manager™ provides an effective, low-cost solution that addresses both of these complex issues. It delivers many significant benefits to customers, including:

- Fast, effective access to all information contained in email by all employees at all times.

- True information sharing across workgroups in a way that fosters cooperation, thanks to the ability for all users to quickly view all email communications pertinent to a particular customer or situation.
- Dependable retention of email information in the event of litigation, or to meet other requirements for email archiving and compliance.
- Fast transfer of knowledge when employees leave the company.
- Easy to learn and deploy by all users, as it works in Outlook or any deployed CRM or ERP system in way that is intuitive to users.
- Low-cost investment, which delivers a high degree of customization to meet even the most complex company information sharing and retention requirements.

We believe that Email-Manager™ is well ahead of the curve, in delivering on a market need that so far has been addressed only partially, and at significant expense by many different types of solutions. It provides an appealing solution that can be easily incorporated into a variety of corporate environments, and can help turn email communications into a competitive corporate asset rather than a liability.

Notes:

The core Email-Manager™ technology was given a European patent in November 2006. Since then - it has been patented in several other countries around the world. The patent application is currently being processed by the authorities in the US. The patent can be downloaded from this location:

<http://oppsol.com/upload/ep1631023b1.pdf>

About The Radicati Group

The Radicati Group covers all aspects of email security, email archiving, regulatory compliance, wireless technologies, web services, identity management, instant messaging, unified communications, VoIP, and more. The company provides both quantitative and qualitative information, including detailed market size, installed base and forecast information on a worldwide basis, as well as detailed country breakouts.

The Radicati Group works with corporate organizations to assist them in selecting the right products and technologies to support their business needs, as well as with vendors to define the best strategic direction for their products. We also work with investment firms on a worldwide basis to help them identify and assess new investment opportunities.

The Radicati Group, Inc. is headquartered in Palo Alto, CA, with offices in London, UK.

About Opportunity Solutions

Opportunity Solutions was founded in 1994 with focus on email management and collaboration. Opportunity Solutions develops and markets a range of products that help companies capture, organize and structure electronic information - in order to facilitate effective collaboration and compliance. The core product is the patented Email-Manager™. Opportunity Solutions is a Microsoft Gold Certified Partner.

The company is based in the center of Copenhagen, Denmark - with a development plant in Bangalore, India.

Opportunity Solutions is owned by private equity and institutional investors. Further information can be found on www.email-manager.com