

Forrester Opportunity Snapshot: A Custom Study Commissioned By Mimecast | November 2017

# Don't Overlook Your Email Archiving Systems

Business Users Benefit From Tools That Balance Productivity And Compliance Needs

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# Don't Overlook Your Email Archiving Systems

## OVERVIEW

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## Business User Needs Must Drive Email Decision-Making

Business users today live in their mobile moments. They need on-the-go access to historical email as well as the critical documents that hold the decisions they rely upon. These business users often don't know they're using an email archiving system, but recognize that without on-demand, secure, and easy access to this information their productivity and customer relationships will suffer.

This lack of awareness means that archiving systems often don't get the focus they deserve, and indeed, despite its critical role in enabling business, many organizations feel their email archiving systems aren't meeting their needs today.

In 2017, Mimecast commissioned Forrester Consulting to evaluate business users' reliance on and attitudes towards email archiving systems today.



### Geography

US: 29%  
 UK: 29%  
 S Africa: 20%  
 Australia: 21%



### Company Size

200 to 999 employees: **53%**  
 1,000 to 5,000 employees: **47%**



### Title and Role

C-level: 17%  
 Vice President: 25%  
 Director: 50%  
 Manager: 8%



### Function

Operations: 36%  
 Finance / accounting: 30%  
 Sales: 12%  
 Advertising / marketing: 9%  
 Other: 12%

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## Email Archiving Is A Critical, And Underappreciated, Business Enabler

Business users know that they rely on email to function in their jobs, as a majority reported having to find an older email or attached document in the past three months. The problem is, these same users don't know which system is delivering the benefits they rely on to do their jobs. Despite their reliance on historical information, less than a third of business users in our study reported using an email archiving solution in that same time period.

*Email archiving capabilities are important to business users, they just don't know where to assign the credit.*



Which of the following have you needed for your job in the past three months? (Select all that apply)

Look up information in an email over 90 days old

80%

Find an attached document in an email over 90 days old

61%

Forward an email to a new colleague or team member

47%

Look up information contained in an email over one year old

47%

Use my email archiving solution

28%

Base: 262 manager+ business users in professional services  
Source: A commissioned study conducted by Forrester Consulting on behalf of Mimecast, November 2017

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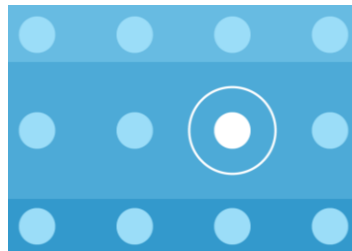
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## Even If They Can't Name It, Users Understand How Vital Archiving Is

Business users know they would struggle if they couldn't get to their email communication. The functionalities that email archiving systems provide are foundational capabilities to keep productivity levels high.

Business users felt that losing access to older emails would impact their overall productivity, make them unable to serve customer needs, make them more dependent on IT, and result in losing departmental or corporate memory. In short, email archiving serves as a lifeline for business today.

*Functioning in modern business requires efficient, on-the-go access to email and email archives.*



If you were unable to access older emails for work, which of following do you think you might experience as a result? (Select all that apply)

Lost time and productivity

62%

Inability to respond to customer/client needs

52%

Being frustrated trying to get a resolution from IT

45%

Lose valuable departmental/corporate memory

40%

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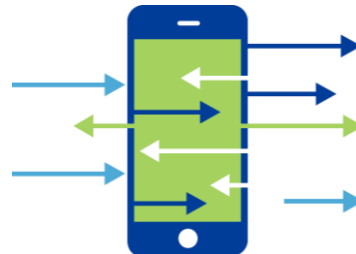
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## Mobile, On-The-Go Access To Information And Email Become Increasingly Important

Users in our study have found that in the past five years, email has come to serve as a significant way to collaborate with clients. They also report that they must navigate an increasingly complex legal and regulatory landscape, and ensure they meet their company's compliance obligations.

Modern business environments require systems and tools that effortlessly deliver access to non-technical information users. They must be able to retrieve historical records and communications easily whenever and wherever they need it.

*Business' increased reliance on mobile has made on-the-go access to information and collaboration essential*



How much do you agree that each of the following has changed in your job in the last five years? (Showing "Agree" and "Completely agree")

My dependence on email to send clients key documents has increased

77%

I have become more dependent on mobile access to information

74%

My team has become more dependent on mobile access to information

69%

Legal/compliance needs have become more complex

68%

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## Easy Access, Security, And Seamless Integration Highlight Users' Needs

While business users recognize that they need on-the-go access to archived emails and documents, they also require that their systems handle the various security, legal, and compliance requirements the business needs, without adding extra manual work.

The vast majority of respondents told us that being able to easily find information was very important or critical to their job. They also requested that their systems provide automated protection and seamless integration with their business' back-end processes and workflows so that they can efficiently do their jobs.

*Organizations must make email archive access as effortless as possible for business users*



How important are each of the following capabilities for your ability to do your job? (Showing "Important" and "Critical")

**92%** Ability to easily find emails and related documents using search

**88%** Automatic protection from spam, malware, viruses

**76%** Seamless integration with legal, compliance, and other email processes and tools

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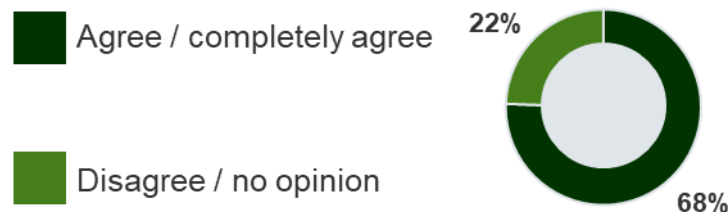
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## Organizations Must Respond To Users' Productivity Needs By Providing Seamless Security And Agility

Our study found that most organizations require better encryption and security capabilities within email to meet privacy and compliance capabilities. And while collaboration tools have been coming on line for many businesses, more than half of business users feel that their dependence on email hasn't changed as a result of adopting collaboration tools. Email remains a significant means of external information sharing and working with clients.

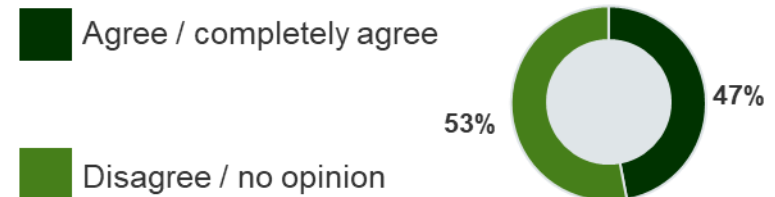
*Email remains a significant means by which business users collaborate with their clients – and businesses need to ensure their email systems are set up to handle privacy and compliance requirements.*

**“Our internal privacy and compliance policies demand more encryption and security capabilities for working in email”**



Base: 262 manager+ business users in professional services  
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**“Adoption of collaboration tools has decreased dependence on email for information sharing externally”**



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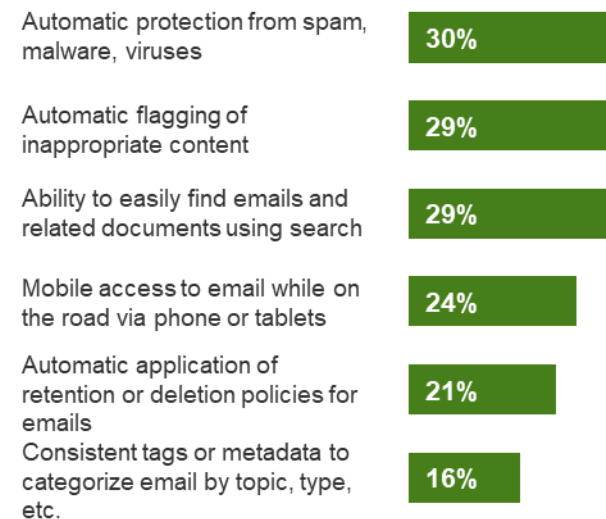
## A Majority Of Business Users Are Left Unsupported By Archiving Solutions

The call for easier, more secure, and more automated email archiving solutions is clear, but most business users feel their needs are not well supported today. Only 30% say their current systems support their need for automatic spam/malware/virus protection very well; fewer still say that their tools do a good job of enabling them to easily find emails and related docs via search or provide mobile access to email.

*The email archiving functions business users find critical aren't being well supported by most systems today.*



### How well do your company's current systems and tools support your ability to do each of the following for your job? (Showing "Very Well Supported")



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Today's rapidly moving business environment requires secure, easy, and on-demand access to critical business information, and the ability to share that information with internal and external collaborators. Email archiving is a critical business system that makes this type of collaboration possible – yet most business users aren't aware that these tools help power their daily work lives.

The pace and scrutiny that define modern business require tools that seamlessly integrate security and compliance controls, while making access to critical business information as easy as possible for users. Yet many organizations today are deploying tools that lack support for these critical functions. Organizations would be well served to examine how effectively their current email archiving tools are fostering the speed and security demanded by their users.



### ABOUT FORRESTER CONSULTING

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### METHODOLOGY

- › This Technology Adoption Profile was commissioned by Mimecast.
- › To create this profile, Forrester Consulting fielded custom survey questions asked of business users in the US, UK, South Africa and Australia.
- › The study began in June 2017 and was completed in November 2017.

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