

## Iron Mountain Expands E-mail Management Offerings with Mimecast Partnership

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**Author:** Brian Babineau, Senior Analyst

**Abstract:** Iron Mountain has expanded its Total E-mail Management Suite via a partnership with e-mail management Software as a Service provider Mimecast. By offering e-mail archiving, security, and continuity as a service, Iron Mountain is helping customers control storage costs, comply with regulatory and electronic discovery requirements, and reduce the risk of data loss—all without adding more responsibilities to IT.

### Overview

Iron Mountain and Mimecast have entered into an agreement which will allow Iron Mountain to resell and host Mimecast's e-mail management Software as a Service (SaaS) offerings. The partnership brings Iron Mountain's ability to securely store and protect critical business information within its state-of-the-art data centers together with Mimecast's feature-rich e-mail archiving, continuity, and security (anti-spam, anti-virus) technology. Iron Mountain's Total E-mail Management Suite (TEMS) powered by Mimecast technology will be available in May 2009.

Currently, Iron Mountain's TEMS portfolio includes e-mail archiving and continuity Software-as-a-Service offerings, but these solutions are hosted and delivered by an external party. This limits the actions customers can take with messages once they are stored within the third-party's facility, such as exporting the content into an electronic discovery platform if they are considered 'within scope' of a regulatory or legal inquiry. With 80% of electronic discovery events involving e-mails and attachments,<sup>1</sup> this is going to be a necessity rather than a luxury for many organizations and Iron Mountain plans to address it by integrating the Mimecast-based TEMS offering with its Stratify electronic discovery platform. There may also be additional integration points with other aspects of Iron Mountain's services portfolio over time.

Mimecast is widely known in the United Kingdom for its SaaS-based e-mail management offerings. The Iron Mountain partnership enables the company to expand its United States operations.

### Getting Serious About E-mail

Excluding attachments, e-mail accounts for over 20% of corporate information.<sup>2</sup> With the introduction of unified communication systems and constant sharing of rich media files via e-mail, ESG believes this figure is likely to increase in the upcoming years. Aside from the server, storage, and network resources e-mail consumes, organizations must be wary of the security threats, compliance challenges, and electronic discovery risks that messages pose. In addition to filtering non-business-related content and backing up primary message applications, IT must now figure out how to save the right messages for specified periods of time and assist corporate counsel in searching for relevant content during an electronic discovery or disclosure event.

Widely known for its paper and digital records management prowess, Iron Mountain also has several offerings to alleviate some these burdens, including an SEC compliant e-mail archive solution for financial services companies as well as e-mail server backup solutions. What makes these Iron Mountain Digital solutions unique is that they are delivered via a service, meaning that a customer does not have to install software or store data within their own data center. This reduces the management, protection, and security workloads of already overburdened IT departments.

<sup>1</sup> Source: ESG Research Report, *Electronic Discovery Requirements Escalate*, November 2007.

<sup>2</sup> Source: ESG Research Report, *Medium-Size Business Server & Storage Priorities*, June 2008.

SaaS solutions are also ideal for e-mail management tasks because most companies simply do not have enough staff to deal with all of the everyday tasks, never mind the additional responsibilities, that compliance and electronic discovery create. In a recent research study, ESG uncovered that nearly one-half of medium-size businesses (organizations with 100-999 employees) were either short staffed or needed staff augmentation for proper e-mail administration.<sup>3</sup> Logically, these organizations can benefit from e-mail management capabilities—including security, continuity, and archiving—delivered via a service. With its Mimecast partnership, Iron Mountain adds to its services portfolio while addressing a growing market need: managing e-mail more efficiently with fewer resources.

### SaaS-based E-mail Archiving Goes Mainstream

While the Mimecast partnership brings Iron Mountain e-mail security and continuity technologies—two critical components of any message management portfolio—ESG believes organizations will be most interested in the e-mail archive offering due to the specific challenges it addresses. With an e-mail archive, customers move messages and attachments from the primary application environment to a separate one. This immediately results in cost savings as organizations no longer have to continuously buy servers and storage to keep up with e-mail-related data growth—once a copy of the information is in the archive, it can be removed from the primary environment. The data reduction in the primary environment also expedites data protection operations as there is less information to back up and recover. With messages in the archive, customers can set retention policies, ensuring the information is saved for business reference, legal, corporate governance, or regulatory purposes. And, most importantly, the messages are indexed in a central repository, making it very easy for compliance officers, auditors, corporate counsel, and employees to search for content as needed.

With all of these benefits, ESG believes that organizations should not be deciding *if* they will archive e-mail. Rather, the real decision should be *how* they do it. Until recently, deploying an e-mail archive solution, along with the supporting servers and storage systems, was the only way customers could begin saving e-mails in a more accessible format. Now, companies have another alternative: SaaS-based e-mail archive solutions, which have much of the same functionality as on-premise offerings, but do not require the upfront capital investment or ongoing operational requirements as messages are hosted within a SaaS-provider's data center (some SaaS providers own and operate their own facility, while others partner with a hosting provider).

SaaS-based e-mail archiving solutions make the aforementioned “how” decision much easier. Although mid-size business are likely to be the most predominant adopters of SaaS-based e-mail archive offerings,<sup>4</sup> ESG believes that enterprise organizations (companies with greater than 1000 employees) will also start evaluating these solutions, especially as more broadly known service providers such as Iron Mountain enter the market. Over one third of enterprises cited e-mail as the application creating the most storage growth over the next two years (see Figure 1), and SaaS-based e-mail archiving from the likes of a trusted provider may be the only way to curb the costs of this expected capacity increase as well as the associated compliance and discovery challenges that are unlikely to subside.

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<sup>3</sup> Source: ESG Research Report, *Medium-Size Business Server & Storage Priorities*, June 2008.

<sup>4</sup> For more information, see: ESG Report, [Software-as-a-Service - An Ideal E-mail Archive Solution for Medium-Size Businesses](#), March 2009.

**FIGURE 1. BUSINESS APPLICATIONS EXPECTED TO DRIVE STORAGE GROWTH**

Which types of business applications do you believe will be **most responsible** for your organization's storage growth over the next 24 months? (Percent of respondents, N=504, multiple responses accepted)



Source: Enterprise Strategy Group, 2009

### The Bottom Line

Managing e-mail is going to be difficult for the foreseeable future. And it will become even more challenging as companies tighten IT budgets and try to manage more information with the same staff. One of the best ways to alleviate this burden is to rely on a trusted service provider to do the work for you. Separately, Iron Mountain and Mimecast have addressed many e-mail management tasks, including security, storage management, data protection, compliance, and electronic discovery. However, each has their own core competencies: Iron Mountain's robust data center and services operations infrastructure can easily support enterprise-class security and availability service level agreements and Mimecast excels in providing message security, archiving, and continuity SaaS solutions. Now, through Iron Mountain, customers can get the best of both.

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