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Innovation & Inspiration  
RIM & IG – The Time is NOW!

ARMA Metro NYC  
Annual Spring Conference

Tuesday, March 8<sup>th</sup>, 2016  
New York Executive Conference Center  
1601 Broadway, New York, NY 10019

A Case Study on Email Archiving and the Quest  
Against the PST File

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# How It Started

- Digital Enterprise
  - Watch the environment and grab opportunities
- Digital Archive
  - Manage all information in one place
  - eDiscovery – efficient and defensible
  - Retire legacy platforms
  - Support “virtual” workplace



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# Digital Archive – Email

- Represents a large amount of information within an organization
- Highly requested format in eDiscovery
  - Most argued about
  - Hardest to defend



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# Challenging to Manage

- Volume too high for traditional RIM
- Policy is usually all encompassing (30, 90, 180 days) rather than based on content
  - WHAT ABOUT RECORDS?
- Must be able to override any user initiated or automated system



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# Project Goals

- Eradicate PSTs – about 300TB
  - Have been allowed unconstrained creation for many years
  - Saved to desktops rather than network drives
  - But still allow for email archiving
- Place legal holds “in place” for existing and future created emails
- Minimal impact to users



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# Ideal World

- Policy exists
- IT implements policy
- Users follow policy



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# Real World

- Users think it's their data
- They find a way to keep it- usually PST files
- PSTs are a shell game

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# What is a PST File?

- Personal Storage Table – open, proprietary file format used to store copies of messages, calendar events and other items within Microsoft Outlook
- When sent or received, emails exist in Exchange, when moved to a PST file offline access is allowed

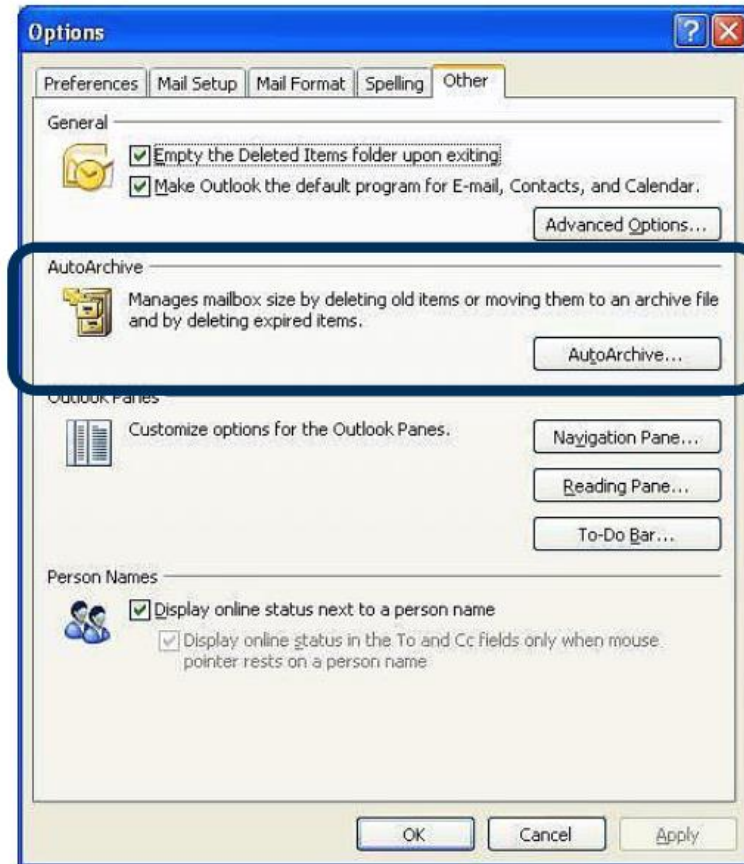


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# PST Files aka AutoArchive



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# Why PST Files are Bad

- No centralized management
  - Users control the creation and location
  - Growth is unchecked and size cannot be controlled
  - No incentive to clean up – imagine saving all snail mail you receive and never cleaning it up
  - Organization has no control – sometimes no access



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# Why PST Files are Bad

- Format is highly corruptible
  - Not a dependable file format for what some users deem vital information
  - Format is not supported by Microsoft – especially on network drives
  - Corruption likelihood raises as the size of the PST file goes up



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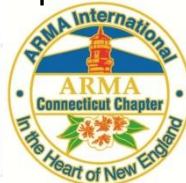


# Why PST Files are Bad

- eDiscovery Challenging and Expensive
  - 3 of 4 discovery requests include email
  - Captured in PST file – another copy made and stored by legal – not managed
  - PST files grow quickly – especially with AutoArchive
    - Processing = \$2,000/GB
    - 10 GB of PST on 15 custodians - \$300,000
    - Review = \$60 - \$500/hour



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# Legal Holds

- Courts are no longer satisfied with what was produced, they want to understand how the eDiscovery process takes place...

<https://ediscovery.klgates.com/search.aspx>



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# Low Impact to Users

- What is the organization's email culture?
- Email as part of business processes
  - Workarounds
- Exchange environment limitations
- Who has the stick?



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# Email Management Options

- Journal – capture all sent and received
  - Required for a small subset of users
  - Already handled by another system
  - Wildly expensive for organization wide
    - What about role based?



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# Email Management Options

- Automatically Capture – Content Based
  - This is not automagic!
  - System has to be trained
    - Caring
    - Feeding
    - Ongoing training
  - Resources and money



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# Email Management Options

- User Driven Method
  - Users are able to determine what meets an ongoing business need
  - Users are able to manage in a way familiar to them
  - Users never do what you want them to do



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# The Plan

- Archive for new emails
- Users file from existing PSTs
- Turn off ability to add to or create new PSTs
- After time, stop the access of PST files



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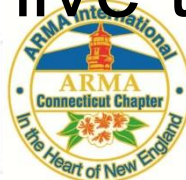


# Managed Folder Approach

- Allowed for governance at folder level, but familiar organization by users in folders
- Created folders aligned to retention schedule
  - 90 days, 2 years, 5 years, 7 years, 10 years
- Users drag and drop emails
- Crawler captures, verifies and deletes
- Users go to archive to retrieve



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# Approach Features

- Users could still “control” their email
- Users filed in a familiar way
- Users had enhanced search capabilities in the archive
- Once in the archive, users could not delete



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# Approach Features

- Legal holds could be placed and lifted quickly
- Discovery efforts carried out in one location – no copied PST files
- Users copied PST files into their managed folders – PST files could then be deleted
- Users rolled out in small groups to allow for support



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# Change Management

- Defined measurable goals and objectives – gained executive approval and acceptance
- Defined risks and dependencies – acknowledged the culture
- Communicated heavily – grass roots movement began > year before rollout
- Rebuttal strategies for expected pushback



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# Training

- 30 minute web based training
- In person training
- SharePoint site
  - Blogs, one pagers, FAQs, how to examples, videos, recorded trainings, preparing etc.
- White glove support
  - Hotline, IM support, email, etc.



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# Outcome = Success



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# System Problems

- PST files were shutting down the users email boxes
- The crawl could not keep up so all boxes were not cleared each night
- Users were confused by the haphazard process



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# Capability Problems

- Folders could not be deleted once created
- Messages could not be moved between folders
- Users expected the same functionality of Outlook – tasks, categories, reminders



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# User Problems

- Users were ignoring the training
  - But then confused about how to file email and where to find their email
- Those most vocal were not happy with the change – and carrying out kangaroo court with executives
  - Numbers proved overall acceptance – vocal users carried the larger torch



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# Project Still Moving Forward

- But not as quickly as expected
- PST turnoff has not gained acceptance
- Business units understand policy but don't think it applies to email



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# Lessons Learned

- Minimize user interaction
  - \$ invested up front saved at the end
- Get and maintain executive support
- Go get the PST files yourself – ingest and destroy
- Put measures in place and have everyone stack hands – always have your numbers ready!



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# Lessons Learned

- Beware of kangaroo court
- Don't underestimate the amount of support your users will need – internally
- Rip the band-aid – don't carry out the pain
- Understand the use cases
- Understand the capabilities of the system
- Archive is very different than WIP



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# Lessons Learned

- Get ready for the criticism!



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# Questions?

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