

## Many SMBs Not Archiving E-Mail

(Raleigh, NC) — Recently, David Kelleher, global communications for GFI, and I talked at length about the results of a new survey completed by eMediaUSA on behalf of GFI, an e-mail archiving software developer. In particular, we talked about whether the results came as a surprise to GFI — more than half of small companies in the United States currently do not have an e-mail archiving system implemented, and one in four that do rely on end users to manage e-mail archiving on their own. “We were actually expecting the percentage who used no archive to be higher,” explains Kelleher. “The smaller end of the SMB market is just starting to realize the importance of e-mail archiving; they see e-mail as a powerful business tool, but they are not looking beyond that.”

The research showed that 53% of the 421 SMB IT executives surveyed have not implemented an e-mail archiving system. Also, among those companies currently using an e-mail archiving solution, 35% are relying on end users to maintain their own e-mail archives, while another 35% use an in-house solution to archive

e-mails, and 33% use tape backups. The top reasons provided by survey participants about why they retain e-mails included internal inquiries and investigations (39%), backup (31%), and compliance (28%). Various reasons were given by SMBs who do not use an e-mail archiving solution. They felt they were too small (26%) or were not impacted by compliance regulations (21%), while others had no budget (26%), and some stored e-mails on a mail server (23%).

For GFI, the message to its channel partners is simple: If you want archiving business, you have to educate potential clients on both the management and legal reasons for archiving.

On a positive note, the survey did show the market is open to service: Thirty-six percent of respondents consider e-mail archiving important and 23% very important. “We find it important that our resellers are aware of what the [e-mail archiving] obligations are for SMB customers, which makes it easier for them to explain to those customers what solutions they need,” says Kelleher.