

CUSTOMER PROFILE



Upgrading to EMC SourceOne Email Management saves millions of dollars and improves eDiscovery capabilities



Business overview

EMC Corporation (NYSE: EMC) is the world's leading developer and provider of information infrastructure technology and solutions that enable organizations of all sizes to transform the way they compete and create value from their information. EMC employs approximately 33,000 people worldwide, more than 40 percent of whom work outside the US. The company is represented by approximately 400 sales offices and scores of partners in more than 60 countries around the world. 2008 marked the largest revenue year (\$14.9 billion) in EMC's 30-year history and EMC's sixth year in a row of achieving double-digit annual revenue growth.

Challenges

In recent years, as EMC has acquired and integrated more than 40 software and services companies worldwide, the company's total number of e-mail inboxes and e-mail messages sent and received has grown accordingly. Today the company has more than 48,000 Microsoft Exchange mailboxes consolidated in two data centers. The company's employees generate approximately four million e-mail messages daily, the majority of which are received internally, often by multiple recipients.

Increasing cost associated with growing e-mail storage volume

All those messages add up to 400 to 450 gigabytes of new data each day, filling up users' inboxes, bogging down the company's Exchange servers, and using up expensive storage space. "Just because EMC is a storage company doesn't mean we get storage for free," notes Wissam Halabi, chief infrastructure architect. "We still have to justify the cost every time we add a new storage array."

Outgrowing EMC EmailXtender

Consequently, in 2005, EMC implemented EMC[®] EmailXtender[®] to automatically archive older e-mail messages from Exchange servers to less expensive Tier 4 EMC Centera[®] storage systems rather than EMC Symmetrix[®] DMX storage. Archived messages could still be retrieved by clicking on shortcuts left in user's inboxes. As the company expanded, however, it eventually outgrew EmailXtender. "With its deduplication technology, EmailXtender dramatically reduced the amount of e-mail data that needed to be stored; however, the solution no longer met all of our needs," explains Halabi.

EmailXtender stored single instances of e-mail data on a per-server basis, which could mean up to 23 extra copies of e-mails on EMC's 15 archiving servers. The company also needed to be able to shortcut e-mails with multi-byte characters, such as in Asian or Arabic text. Furthermore, the ability to access archived e-mails offline had become an imperative, especially since 70 percent of the EMC workforce are mobile users.

EMC solution

To reduce the operational costs of managing e-mail while enforcing e-mail recordkeeping policies, EMC chose to standardize the entire company on EMC SourceOne™ Email Management for Microsoft Exchange. “By no means did we choose EMC SourceOne Email Management because it’s an EMC product,” says Halabi. “We look outside as well as inside the company to find the solution that best meets the specific need. No IT solution is approved within EMC unless it has first demonstrated proof of hard—not just soft—savings.”

To reduce total cost of ownership, EMC implemented EMC SourceOne Email Management in a VMware virtualized environment, running 42 virtual servers in nine physical servers. EMC IT rigorously tested the infrastructure against 64,000 mailboxes, and currently supports 10,000 mailboxes with archiving, shortcutting, deletion, and backup occurring nightly within a 10-hour window. In the near future, all of the more than 48,000 EMC mailboxes enterprise-wide will be managed using the solution.

Central database and policy setting increase server performance

Unlike EmailXtender, EMC SourceOne Email Management provides one central database regardless of the number of servers. “The central database plus an improved deduplication algorithm in EMC SourceOne Email Management ensure that only one instance of the e-mail is stored,” says Halabi. “From the start we noticed a phenomenal increase in server performance with EMC SourceOne compared to EmailXtender.” For example, with 10,000 users deployed, EMC has experienced performance more than twice as fast as for 3,000 users on EmailXtender.

Using the centralized EMC SourceOne Email Management management console, EMC IT administration sets e-mail archiving and deletion policies that also aid performance. Any e-mail message with an attachment that is more than 90 days old is automatically shortcutting—a process in which attachments are removed from Exchange and replaced with a small pointer—while the actual message and attachment are archived to Centera storage. Initially, EMC implemented a policy to archive after 120 days but found that the increase in server performance from reducing the amount of e-mail in users’ inboxes justified the policy change. In the future, the company plans to implement an even more aggressive policy of shortcutting messages after 60 or 45 days. In addition, any messages older than 30 days in a user’s Microsoft Outlook draft, deleted items, or junk folders are automatically deleted. Such policies are possible because users have access to shortcut e-mails whether they are online or offline.

Reduction in storage requirements saves millions of dollars

“When we started using EmailXtender to archive messages to Centera storage, we estimated savings of more than \$14 million in storage cost avoidance,” says Halabi. The 6,000 mailboxes in the company that didn’t use EmailXtender accounted for 18 terabytes of archival storage, compared to a total of 68 terabytes for the 42,000 mailboxes using EmailXtender. In other words, one-eighth of the total number of users took up one-fourth the total amount of storage.

“EMC SourceOne Email Management is much more powerful than EmailXtender so its ability to reduce storage costs over the long term is even greater,” says Halabi. “Such hard savings are why we are extending EMC SourceOne to our entire global enterprise, not just 80 percent.”

Elimination of PST files frees up IT administrators and increases productivity

With EMC SourceOne Email Management, EMC eliminates Microsoft Outlook PST files altogether, along with the cumbersome job of managing them—much to the delight of both IT administrators and users. “Not having to deal with PST files saves our IT administrators a huge amount of time, not to mention a giant headache, and frees them to do more important work,” says Halabi. “Users save time too because they don’t have to worry about e-mail quotas and manually archiving messages. For our power e-mail users, removing that burden is a big benefit.”

An even bigger benefit to EMC employees is the ability to search for and retrieve archived e-mail messages and attachments easily via a secure, web-based search client. With EMC SourceOne Offline Access, a cache deployed locally on employees' desktops, and a universal URL for retrieving archived e-mail, EMC users can now search for and access archived e-mail messages and attachments from their laptops or other mobile devices. To search through e-mail archived on the company's storage systems, users simply enter search queries in a web browser. Query results are visible immediately in accordance with users' authorization levels.

“With PST files no longer an issue, and easy search and retrieval of archived e-mails, we expect EMC SourceOne to save the company countless hours related to eDiscovery and audit readiness and compliance.”

Wissam Halabi, Chief Infrastructure Architect, EMC Corporation

Easy searching also facilitates eDiscovery

“With PST files no longer an issue and easy search and retrieval of archived e-mails, we expect EMC SourceOne Email Management to save the company countless hours related to e-discovery and audit readiness and compliance,” says Halabi. EMC will also benefit from EMC SourceOne Discovery Manager, a companion product that will allow EMC's legal department to search for specific e-mail archives using either EMC SourceOne Email Management or EmailXtender. With Discovery Manager, EMC's legal department can quickly find, then place relevant e-mails on legal hold. Discovery Manager culling capabilities will enable the legal department to narrow the result set and to defensibly produce e-mail content in response to eDiscovery requests.

Summary

EMC SourceOne Email Management for Microsoft Exchange saves EMC millions of hard dollars in storage costs as well as increases IT administrator and user productivity. EMC SourceOne also helps the company enforce e-mail record-keeping policies and be prepared for litigation and audit e-discovery requests.

“There's no question EMC SourceOne will save us time and money in multiple ways,” says Halabi.



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