

Orchestria Joins HP's Information Lifecycle Management Partner Program

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Orchestria's APM software to support HP StorageWorks solutions to help manage email, Web and instant message communication from creation to deletion

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Orchestria, a provider of real-time visibility and control solutions for email, the Web, instant messaging and other electronic communications, today announced that it has become a member of HP's Information Lifecycle Management (ILM) partner program. Under the terms of the program, the two companies will undertake joint marketing and sales activities to promote the benefits of Orchestria's Active Policy Management (APM) software running on HP servers and StorageWorks product families.

HP's ILM initiative provides combines hardware, software and services to help customers cost-effectively manage explosive volumes of electronic data and growing business and regulatory requirements for data retention. It is open to software vendors, application developers and systems integrators whose software and services are compatible with HP's systems and address the efficient management, distribution, storage and retrieval of volumes of data from creation to deletion.

Increasingly, the treatment of enterprise data must be managed and stored according to federal regulatory requirements. Few industries can now simply store data and forget about it. As such, applications for data management and storage have become much more sophisticated. Orchestria, already a member of the HP Developer & Solution Partner Program, was selected for the HP ILM partner program on the basis of its Active Policy Management (APM) software. Orchestria's APM solution automates the monitoring, management, archiving and disposal of employee emails, Web activity and Instant Messages in line with company and regulatory policy.

Orchestria's APM solution is unique in that it operates at all stages of the electronic communications lifecycle. It uses Bayesian inference technology to examine the content and context of all outgoing and incoming electronic messages before they are actually sent or received by an employee. In doing so, it can alert a user to a possible breach of regulatory compliance before any damage is done, protecting employees and companies from accidental or deliberate wrongdoing. It also provides intelligent archiving and retrieval technology that can be set to comply with appropriate data retention regulations. This means that no data can be deleted before the legal limit set out by regulators, and in the event of an investigation, relevant messages, message threads, senders and recipients can be retrieved quickly and easily.

"The massive increase in the use of electronic communications to conduct business is causing a real headache, especially to those companies that are bound by strict industry regulations pertaining to information archiving and storage," said Pete Malcolm, CEO of Orchestria. "Many companies find themselves storing and archiving every single employee email, instant message and other form of electronic communication, just to be on the safe side with the regulators. As a result, gigabytes of precious storage space are wasted on entirely irrelevant data. Orchestria addresses this issue by singling out only those communications that are affected by regulation, and automatically applying the

relevant statutory data retention period to them. As a result, storage space is optimized and the information management burden lessened.”

“Growing business and regulatory data retention requirements are resulting in rapid increases in corporate data volumes and are requiring more sophisticated strategies for managing information,” said Rusty Smith, director of Information Lifecycle Management, Technology Solutions Group at HP. “HP’s ILM program is designed to help enterprises implement a cohesive and integrated IT infrastructure that allows for the management of all corporate data forms, in the most efficient manner possible, over its entire lifetime. We are pleased to be working with Orchestra to help automate the monitoring, management, archiving and disposal of data through its lifecycle.”

Alan Rodger, of industry analyst firm Butler Group, sees Orchestra as having an important role to play in the management of unstructured communications data in regulated industries: “Orchestra enables enterprises confidently to face the challenges of regulating their use of electronic communications,” he observed in a recent technical audit of the company’s software. “The solution’s management features fulfil the most advanced requirements of organizations that are burdened by regulatory and legislative pressures that govern organizational communications.”

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About Orchestra

Orchestra is the leading innovator in technology that provides unprecedented levels of real-time visibility and control of all electronic communications, including email, the Web and Instant Messaging. This process is known as Active Policy Management (APM).

Orchestra's APM solution dynamically applies specific and explanatory policy at the point of interaction, which means that non-compliant events, such as information boundary breaches, document-sharing violations or inappropriate disclosures are determined and filtered as they occur.

Orchestra APM has been deployed by some of the world's largest corporations, including Wall Street banks, which face an increased regulatory environment since the introduction of legislation such as the Sarbanes-Oxley Act (SOX) and SEC/NASD regulations. Its pioneering technology: analyzes content, context and concepts; enforces corporate policy; optimizes existing storage solutions; eliminates unauthorized data loss; and ensures regulatory compliance.

Founded in August 2000, Orchestra has offices in New York and London, and a dedicated development facility based in Taunton, UK. It is a privately held company. More details can be found at www.orchestra.com.

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