

Up to Half of All Emails Stored in Company Archives are Irrelevant and Wasting Space: Orchestria

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...New ROI analysis service from Orchestria shows how companies can slash data storage costs by weeding out "irrelevant" electronic communications before they are archived...

New York, 16 August 2004 – Between a third and a half of all electronic communications kept in company storage devices are irrelevant to the business and don't need to be there, according to Orchestria, a provider of real-time visibility and control solutions for email, the Web, instant messaging and BlackBerry handhelds.

The company has today launched a "Return on Investment" analysis service to help large enterprises to accurately calculate how much it is costing to store irrelevant communications and how much they could save by installing better policy management software to properly determine retention periods and storage destination according to message content.

The need to store communications data in order to comply with industry regulations is leading many large companies simply to route all employee emails and other electronic communications to expensive, high availability storage. However, discovery projects conducted by Orchestria among its client base have revealed that between a third and a half of these communications are personal emails and spam that have no bearing on the business.

Based on a sophisticated analysis model developed by Dr Gavin Ray of management consultancy Xierus, Orchestria consultants worked with participating clients to analyze operational data relating to storage and data lifecycle costs. The ROI structure is based entirely on verifiable customer information and the results provide

an accurate picture of the potential return on investment from improved handling and intelligent storage of electronic communications .

"Companies have a tendency to store everything, in the fear that not doing so will put them in breach of regulations," said Bo Manning, president and CEO, Orchestria. "What they end up with is a data archive that is crammed to bursting point with communications that are irrelevant to the business and which are simply taking up expensive storage space."

Through its work with existing clients, most of which are global investment banking corporations, Orchestria has discovered that companies can typically save 30-40% on storage costs and free up 30% of storage space by implementing a software system to analyze incoming and outgoing messages and archive them according to their relevance to the business.

Orchestria offers such a system with its Active Policy Management (APM) solution, which analyzes incoming and outgoing electronic communications to ensure compliance with industry regulations such as the US Sarbanes-Oxley Act of 2002, the UK Financial Services Authority (FSA) Guidelines and the US Health Insurance Portability and Accessibility Act (HIPAA).

Paul Johns, vice president of global marketing for Orchestra said, "Users of Orchestra's APM have reported that not only does the Orchestra software help them stay on the right side of the regulators, but it also saves them a considerable amount of money on data storage costs. "Our customers have typically realized a return on investment in four to six months."

More information about Orchestra's Return on Investment analysis service is available at www.orchestria.com/roi.

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, Instant Messaging and handheld devices such as BlackBerry and GoodLink. 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's 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; lowers risk; 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.orchestria.com.

For more information please contact:

Hazel Butters or Fiona Blamey at Prompt PR:

Tel: + 44 (0) 20 8296 1887

Mob: + 44 (0) 7780 68 78 13

hbutters@prompt-pr.com / fblamey@prompt-pr.com