

## BUSINESS DRIVERS FOR THIRD-PARTY ARCHIVING

Here are 5 key reasons you need a third party archive to support Office 365 / Google

In theory, cloud-based email solutions offer unlimited storage, however the reality is that capacity management is still a key driver for email archiving. Whatever you may think, it's simply not possible to retain every email forever in your live email environment. Third-party archiving applications like MAX MailArchive have evolved to provide comprehensive solutions that address a wide range of needs for businesses that have moved their email to the cloud.

### 1 Capacity Management

Email is growing astronomically – up to 50% a year. But it's not just the growing number of emails that's causing the problem; it's also the rise in the average size of attachments. Organizations that attempt to retain all this data within Exchange can quickly run out of space.

### 2 Compliance

With email becoming embedded in the DNA of almost every organization, governments and other regulatory bodies are responding to this by enforcing compliance standards and regulations to ensure email data is managed appropriately. The penalties for non-compliance can be severe.

### 3 e-Discovery

A growing number of organizations are regularly having to perform discovery and document review exercises. This can be in response to anything from external litigation to something as relatively simple as an internal workplace dispute.

### 4 Increased Server Performance

Transferring older data out of your live email environment and reducing the overall size of the Exchange Information Store will increase the overall performance of the Exchange platform. Administrators will also find it much easier to manage as there is less data involved.

### 5 Avoid Mail Box Quotas

Most organizations enforce mail box quotas in order to manage the overall amount of data stored in Exchange. By moving less frequently accessed email out of the primary mailbox on an ongoing basis, archiving allows users to keep as much email as they need without exceeding their quota.