

How Symantec Can Help Organizations Save up to \$6 Million

Archiving and eDiscovery: Real World ROI from Hard Cost Savings

Who should read this paper

This white paper is intended for a broad business and technical audience who is trying to understand what are the business benefits from implementing an archiving and eDiscovery solution. There are 11 different business benefits listed based on studies and interviews with Symantec archiving and eDiscovery customers.

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Executive summary

As with any enterprise application, prospective customers of Symantec Enterprise Vault™ and the Clearwell eDiscovery Platform™ are often asked to create detailed business cases to justify the selection, purchase, and implementation of an enterprise archiving solution. This white paper is designed to help you with this process by sharing the business benefits thousands of organizations have already experienced by implementing Enterprise Vault. As one research study put it, "Almost all the buyers we spoke to were quite clear in their belief that Enterprise archiving and management had either paid for itself (usually quite quickly) or better, delivered a strong ROI."¹

This white paper will review 11 separate hard cost saving benefits that Enterprise Vault and Clearwell eDiscovery Platform customers have experienced, with nearly 40 citations to independent third-party analyst reports to provide independent validation of those benefits. There are also a number of direct customer quotations based on their real world experiences. For those considering implementing an archiving and eDiscovery solution, this white paper should clarify the business benefits from doing so.

Reduced storage costs

In this section, we will discuss the hard cost savings that many Symantec customers experience. This data is important because many C-level executives will only consider hard cash savings in evaluating the expected returns from a proposed initiative. Consequently, they do not consider soft cost or productivity gains to be relevant in their business decision.

Reduced storage occurs in at least four major areas.

Compression and single instancing

For many years, Enterprise Vault has offered customers the ability to greatly reduce the storage footprint necessary to store, manage, and discover archived content. When content is archived for the first time, Enterprise Vault will calculate a fingerprint (essentially a mathematical hash value) for that item and then store it on disk in a compressed and indexed format.

Consider this example: a financial analyst has prepared a budget vs. actual expense analysis report that is stored on a local file share. When that spreadsheet is then archived for the first time, Enterprise Vault will fingerprint, index, and compress it. When she then emails the analysis to her colleagues, the fingerprint process will determine that it has previously been archived and will not store it in the archive a second time. Similarly, when the document is later uploaded to a Microsoft SharePoint® site and then later archived, the spreadsheet will not be stored in the archive a third time; instead a pointer to that item will be stored. Known as "Optimized Single Instance Storage" [OSIS], this process is particularly important for organizations upgrading to or implementing Microsoft® Exchange 2010 as that messaging platform does not perform deduplication of mail items.

Symantec Enterprise Vault™:

Industry leading archiving and eDiscovery solution for proactive information governance.

Clearwell eDiscovery Platform™:

Leading eDiscovery software platform with advanced functionality.

www.enterprisevault.com

www.symantec.com/clearwell

"Companies reduced their email archives by 30 percent to 60 percent, saving on average more than \$123,000 each year. For unstructured data, these firms saved an average of more than \$700,000 annually."²

- Alchemy Solutions Group

Best practice:

Develop a comprehensive archiving strategy for not only email, but also other key content repositories such as Microsoft SharePoint® and file systems.

¹-CMS Watch, "The email Archiving and Management Report 2008", page 4.

²-Alchemy Solutions Group, "Business Value Analysis-Market Research Report: Archiving and eDiscovery, page 4.

Archiving and eDiscovery: Real World ROI from Hard Cost Savings How Symantec Can Help Organizations Save up to \$6 Million

In a detailed series of consulting studies (known as Business Value Analyses [BVA]) by Alchemy Solutions Group, Enterprise Vault customers have reported up to \$3 million of savings: AgFirst Farm Credit Bank with \$285,845³, BDO Israel with \$66,892⁴, Fulton County, Georgia with \$269,070⁵, ING Investment Management with nearly \$3 million⁶, Meredith Corporation with \$566,910⁷, Mississippi Baptist Health Systems with \$2,393,333⁸, National University of Singapore with \$93,825⁹, Symantec with \$1.8 million¹⁰, and UNUM with \$244,667¹¹.

Replacing content with shortcuts

In addition to the benefits from OSIS, Enterprise Vault has the optional ability to leave shortcuts in the original source system, dramatically reducing the storage needed for file systems, SharePoint, Exchange, or Domino®. A 25 megabyte file can, for example, be seamlessly replaced with a 4K shortcut that the end user can easily recall from Enterprise Vault when needed. In addition, customers can also opt to implement Virtual Vault, which presents archived content inside the Microsoft Outlook® client as if it were an attached Personal Storage Table (PST) file. This method does not necessarily require any short cuts in Exchange and has the additional benefit of no incremental load on the messaging server.

Many customers have reported significant benefits. According to a 2009 study conducted by Alchemy Solutions Group of some 16 detailed BVA, "Companies reduced their email archives by 30 percent to 60 percent, saving on average more than \$123,000 each year. For unstructured data, these firms saved an average of more than \$700,000 annually.¹² Gartner also profiled a customer, Standard Bank, reporting disk reclamation from shortcutting by as much as 60 percent for Exchange archiving and 65 percent for File System Archiving.¹³

Implementing tiered storage

A third benefit is derived from the fact that Enterprise Vault does not require expensive Tier 1 storage and can migrate data over time to far less expensive media including Tier 3 Serial Advanced Technology Attachment (SATA) or even tape. According to Alchemy Solutions Group, "By moving data from Tier 1 to lower cost Tier 3 storage, firms saved from 44 percent to 88 percent of the storage cost. The average company saved \$362,000 annually."¹⁵ By way of example, Meredith Corporation's documented savings from lower cost tiered storage exceeded \$818,000.¹⁶ National University of Singapore also reported \$97,320 in savings from tiered storage.¹⁷

Best practice: Use Virtual Vault to create what appears to be a limitless mailbox experience while eliminating the need for local Personal Storage Table (PST) files.

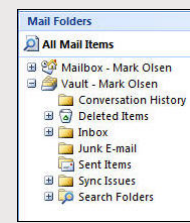


Figure 1. Virtual Vault example

"Firms in the BVA studies benefited from being able to automatically delete email and unstructured data as various retention periods expired. The use of automated expiration policies enabled firms to trim archives by as much as 72.5 percent, saving an average of \$100,000 per year in reduced storage costs."¹⁴

- Alchemy Solutions Group

3-Alchemy Solutions Group, "AgFirst Farm Credit Bank Business Value Analysis", page 4.

4-Alchemy Solutions Group, "BDO Israel Business Value Analysis", page 11.

5-Alchemy Solutions Group, "Fulton County Georgia Business Value Analysis", page 11.

6-Alchemy Solutions Group, "ING Investment Management Business Value Analysis", pages 18-19.

7-Alchemy Solutions Group, "Meredith Corporation Business Value Analysis", page 18.

8-Alchemy Solutions Group, "Mississippi Baptist Health Systems Business Value Analysis", page 13.

9-Alchemy Solutions Group, "National University of Singapore Business Value Analysis", page 13.

10-Alchemy Solutions Group, "Symantec Business Value Analysis", page 12.

11-Alchemy Solutions Group, "UNUM Business Value Analysis", page 14.

12-Alchemy Solutions Group, "Business Value Analysis-Market Research Report: Archiving and eDiscovery", page 4. Symantec's own implementation of Enterprise Vault has reduced the number of Exchange servers by 54 percent, resulting in a documented savings of more than \$2.6 million. See Alchemy Solutions Group, "Symantec Business Value Analysis", page 12.

13-Gartner, "Case Study: Standard Bank Dramatically Improves Storage Utilization and Compliance Through Enterprise Information Archiving", ID Number G00173778, page 1.

14-Alchemy Solutions Group, "Business Value Analysis-Market Research Report: Archiving and eDiscovery", page 4.

15-Alchemy Solutions Group, "Business Value Analysis-Market Research Report: Archiving and eDiscovery", page 4.

16-Alchemy Solutions Group, "Meredith Corporation Business Value Analysis", page 18.

17-Alchemy Solutions Group, "National University of Singapore Business Value Analysis", page 13.

Disk reclamation from automatic expiry

Enterprise Vault has the ability to automatically expire data after it has reached its defined retention period, allowing customers to experience significant disk reclamation by as much as 72.5 percent.¹⁸ BDO Israel, for example, reported that by implementing expiry of file system content, they were able to defer \$66,892 in hardware purchases.¹⁹

Reduced legal fees

In today's increasingly litigious business environment, legal fees paid to outside vendors for document processing analysis and review are growing exponentially and are frequently uncontrollable. According to Gartner, the average litigation costs \$1.7 million per case.²⁰ These fees occur in every step of the eDiscovery process, especially review.

Identification and collection phase: Reduced evidence collection costs

Consider the example of a proactive organization like Mitel; they fully implemented Enterprise Vault and collected some 8,000 Outlook PST files. As a part of this process, they used Microsoft Active Directory® to prevent future creation or usage of PST files, thus assuring that all relevant content was already identified and universally collected in Enterprise Vault. According to their BVA, Mitel realized nearly \$2.7 million in avoided eDiscovery labor costs by not having to visit desktops to collect PST's for future legal matters.²¹ Further, Alchemy Solutions Group noted that "companies cut time spent in discovery by nearly 90 percent on average—about 780 hours—and saved \$145,000 in labor costs every year."²²

Robert Taylor, former CIO of Fulton County, Georgia, reported that "Enterprise Vault, along with Discovery Accelerator, enabled us to reduce the time for email searches from days to literally minutes." An analysis estimated that Fulton County, by reducing the search time for open records requests, will realize a labor savings of \$251,767 in just over two years.²³

Review and analysis phase: In-source case processing and review

Particularly during the economic downturn, many customers have significantly reduced legal costs by bringing eDiscovery activities in-house. Once a customer has fully deployed Enterprise Vault with the Clearwell eDiscovery Platform, they can easily create a case, run searches, and begin reviewing the resulting content in less than an hour.²⁵ By utilizing in-house staff or low cost subcontractors, this can lead to dramatic reductions in processing, review, and analysis fees.

Specifically in the processing phase, the Clearwell eDiscovery Platform not only offers the ability to process data rapidly, but enables users to interactively filter data by custodian, date, strong file type, and file size prior to processing. By viewing graphical representations of data with automatically generated pre-processing filters (shown in Figure 2) and excluding profoundly non-relevant data sets, like National Institute of Standards and Technology (NIST) files, or files outside the particular case timeframe or purview, users can visualize their savings in

Best practice: Develop an information management strategy that includes regular deletion of content that is no longer needed for legal, business, or regulatory reasons.

Best practice: Eradicate PST files in the enterprise by ingesting them into Enterprise Vault.

"We were recently presented with a request that required retrieving 7,700 relevant emails. Using Enterprise Vault's search and retrieval capabilities, we spent only five hours searching for and restoring the emails and burning them onto CDs, a process that would have taken over 1,000 man-hours to complete under our old method of restoring from volumes of back-up tapes."²⁴

- David Taylor, Former CIO, State of Florida

18-Alchemy Solutions Group, "Business Value Analysis-Market Research Report: Archiving and eDiscovery", page 8.

19-Alchemy Solutions Group, "BDO Israel Business Value Analysis", page 11.

20-Gartner, "Dataquest Insight: eDiscovery Market Drives New Information Governance Investments".

21-Alchemy Solutions Group, "Mitel Business Value Analysis", November, page 14.

22-Alchemy Solutions Group, "Business Value Analysis-Market Research Report: Archiving and eDiscovery", page 5.

23-Alchemy Solutions Group, "Fulton County Georgia Business Value Analysis", page 10.

24-<http://www.allbusiness.com/legal/administrative-law-freedom-information/5664287-1.html>

downstream processing and review costs. Advanced processing and analysis also rapidly confirms that all case data has been collected and allows for accurate estimation of eDiscovery budgets and timelines.



Figure 2: Clearwell advanced processing and analysis

Contrast this to the prior traditional practice of simply collecting the corpus of data and sending it to an outside firm for indexing and review. This ability to manage eDiscovery in-house results in the customer being able to take control of their own data (regardless of the law firms or vendor they choose to use for a matter), possibly even eliminating outside vendors altogether. They are now the ones in control of disseminating the relevant data, and therefore have more control over the content and cost of what is being reviewed.

Best practice: Fully utilize Clearwell eDiscovery Platform or Discovery Accelerator's rich review and marking capabilities rather than using costly third-party vendors.

Consider also the experiences of ING Investment Management, which reported important compliance and discovery efficiency gains totaling nearly \$500,000 in savings over a three year period.²⁶ Another international firm use to scan printed evidence collected from international offices; they have saved millions of dollars in reduced legal fees since implementing the Clearwell eDiscovery Platform.²⁷

Similarly, NBC Universal reported a 40 to 45 percent eDiscovery process efficiency gain. According to Jonathan Chow, Chief Information Security Officer at NBC Universal, "Clearwell has clearly made the existing resources more efficient in performing their work and enabled them to handle more than we have a right to ask of them. With Clearwell, my team is twice as productive as it was before."²⁸

Recurring legal review costs

Another hard cost eDiscovery saving results from Enterprise Vault's ability to expire or delete data not on legal hold and that is older than its defined retention period. Because this data is no longer available, it no longer appears in search results in future cases. By way of example, one customer reports that without a system like Enterprise Vault, some 65 million items would be permanently retained. If only 0.01

25-The average time will vary depending on a number of factors including the size of the organization, number and complexity of searches, and number of custodians.

26-Alchemy Solutions Group, "ING Investment Management Business Value Analysis", page 17. Another customer realizing savings includes Memorial Health System with \$51,303 in discovery savings. See Alchemy Solutions Group, "Memorial Health System Business Value Analysis", page 11. An analysis of Meredith Corporation also showed eDiscovery related savings of \$631,406. See Alchemy Solutions Group, "Meredith Corporation Business Value Analysis", page 18. Consider also the case of UNUM, which experienced a total of \$148,000 in eDiscovery related cost savings. See Alchemy Solutions Group, "UNUM Business Value Analysis", page 12. One customer reported that "a typical discovery request that previously took up to three months or longer is now completed in 24 hours." See Forrester Research, "The Total Economic Impact Of The Symantec Enterprise Vault", page 5.

27-Enterprise Strategy Group, "Leveraging Analytics to Lower eDiscovery Costs: A Study of Clearwell Systems' Customers", page 4.

28-Symantec/Clearwell Systems, "NBC Universal Case Study", page 2.

percent of those items continue to regularly appear in future cases, that means 65,000 items per case, which could easily increase legal review costs by \$200,000 to \$400,000 per case.²⁹

Deduplication in legal review

The Clearwell eDiscovery Platform has extensive deduplication functionality which results in yet additional hard cost savings for legal teams. This new feature not only allows reviewers to easily bulk mark "similar" or "duplicate" items upon review, but it also prevents them from being produced repetitively to outside counsel or third-party review platforms. Eliminating duplicates from the review process will directly impact the amount of time billed by outside counsel and other third party eDiscovery service providers.

Moreover, for serial litigants or customers that may have overlapping cases, there is the ability to leverage prior work product. For example, if the exact same data collection is needed in a related matter and has already been collected and reviewed by outside counsel, that work product can be exported and does not have to be re-reviewed by another law firm, for overlapping matters, these savings are significant. They can only exist when the data belongs to the company and not to an outside service provider. In essence, customers can diligently reuse attorney work product by creating a repository.

According to an independent study conducted by Enterprise Strategy Group, "Clearwell's customers consistently mentioned the benefits of using the solution to conduct early analysis and cull-down of emails and files. With Clearwell's advanced analytical capabilities, customers were able to reduce processing costs by an average of 63 percent and data by 80 percent, with one customer reducing over 360,000 messages by over 90 percent to 32,000 relevant ones."³⁰

Similarly, Home Depot used the Clearwell eDiscovery Platform to reduce the number of documents it sent for legal review for one case from 1,150,000 to 57,500, reducing their review costs by \$411,000, a 92 percent reduction.

Lower IT operations costs

The use of advanced archiving and eDiscovery tools can also have a measurable impact on related operational cost centers.

Reduced backup times and media costs

Because Enterprise Vault can dramatically reduce the size of both the source and resulting archives, the cost of protecting that data will be proportionately lower as well. In fact, it is not at all unusual for customers to report 60 percent reduction in data store sizes and related backup times. This translates into direct cost savings by not having to purchase as many backup tapes, not to mention attendant reductions in off-site storage costs at firms. In addition, wear and tear on physical tape backup devices is reduced, resulting in fewer hardware repairs and costly outages. ECI Telecom, for example, reported that due to this and other operational efficiencies, they were able to save \$117,706 over a three year period.³¹ Memorial Health System also noted nearly \$90,000 in backup tape savings.³²

Lower risk insurance costs

Many large firms purchase specialized insurance to lower overall corporate risk from unexpected events such as losing a large lawsuit. In determining pricing for such policies, insurance providers such as Marsh McClellan are starting to give credit to firms that have in place

Best practice: Use analysis from cases whenever possible. Save time and money by creating a repository for information that you may need again. Also create policies that will retire that data when it is no longer needed for an present or anticipated cases.

29-Gartner, "eDiscovery Vendor Pricing: Quick Return On Investment If You Know Where To Look".
30-Enterprise Strategy Group, "Leveraging Analytics to Lower eDiscovery Costs: A Study of Clearwell Systems' Customers", page 4.
31-Alchemy Solutions Group, "ECI Telecom Business Value Analysis", page 15.
32-Alchemy Solutions Group, "Memorial Health Systems Business Value Analysis", page 11.

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standard litigation processes and tool sets like Enterprise Vault and the Clearwell eDiscovery Platform. Lower risk insurance premiums are resulting in yet additional hard cost savings for our customers.

Green IT savings

Because Enterprise Vault often results in fewer servers and storage platforms, many of our customers are able to lower total energy consumption. While often difficult to quantify, an analysis of Symantec's own implementation of Enterprise Vault shows not only a total energy savings of \$90,000 over a three year period, but also indirect benefit of some 500,000 kilograms of carbon savings.³³

Soft cost savings

In addition to the above hard cost savings for storage, eDiscovery and operations, there are additional savings which are described in a companion white paper, "Archiving and eDiscovery: Real World ROI From Soft Cost Savings." Although more difficult to measure, these benefits are nevertheless very real and can only further bolster the very high return on investment organizations will experience. Examples include:

Search benefits:

- **End user search productivity gains**—Finding items in seconds, instead of hours
- **Early case assessment**—Quickly determine if retaining outside counsel is needed
- **Strategic search**—Turn unmanaged data into a corporate asset
- **Expiry of data**—Risk reduction in eDiscovery cases
- **Automated expiry**—End user productivity gains

IT operational benefits:

- **Stability**—Improved application stability and up-time for Exchange, etc.
- **Data loss**—Reduced data loss from PST file corruption
- **Reduced service desk call volume**—Employees can find lost items
- **Quota elimination benefits**—Enhanced employee productivity
- **Email recovery efficiency**—IT staff time savings
- **Email application upgrades**—Reduced messaging system upgrade times

Other risk reductions:

- **Enforced legal holds**—Reduced risk of sanctions from failure to preserve
- **Regulatory compliance**—Avoiding fines from regulators
- **Proactive data indexing**—Quickly search and discover information
- **Protection against fraud**—Maintain evidence quality

33-Alchemy Solutions Group, "Symantec Business Value Analysis", page 13.

Conclusion

In this white paper, we have presented 11 separate real world ROI hard cost saving examples that our customers have experienced from implementing Enterprise Vault and the Clearwell eDiscovery Platform. Whether they result from hard or soft cost savings, the results are very real. In fact, customers have repeatedly expressed that implementing archiving and eDiscovery tools has resulted in the highest ROI of any IT related project with which they have been involved. To illustrate the point, consider the below charts which summarize the results of all the Business Value Analyses conducted by Alchemy Solutions Group for Enterprise Vault.

Figure 3 below depicts the most commonly cited benefits across all the studies, with the top four being savings from hardware (30 percent), PST eradication (27 percent), storage (18 percent), and end user productivity (17 percent).

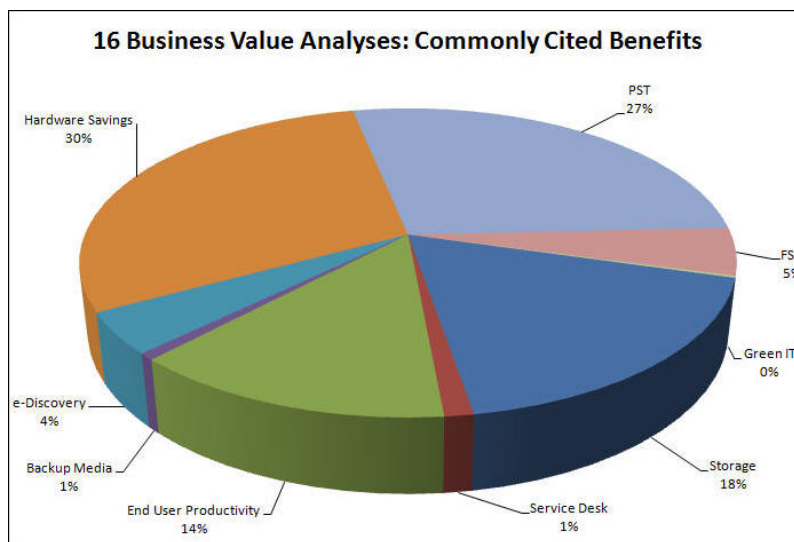


Figure 3. BVA commonly cited business benefits

Figure 4 depicts the total savings for each firm in increasing order of benefit:

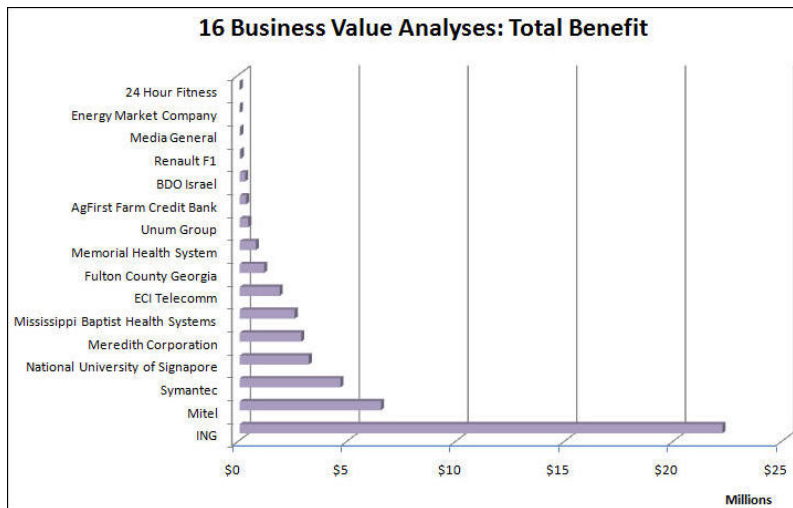


Figure 4. BVA total benefit by customer

Additional benefits can be realized by deploying the Clearwell eDiscovery Platform. According to the Enterprise Strategy Group, "The tangible savings ascertained from Clearwell customers should help other organizations address similar electronic discoveries...the impact of Clearwell's solution is proof that significant benefits and ROI is readily achievable."³⁴

Visit <http://www.enterprisevault.com> and www.symantec.com/clearwell for more information about Symantec archiving and eDiscovery products and to learn how you can achieve similar economic benefits for your organization.

34-Enterprise Strategy Group, "Leveraging Analytics to Lower eDiscovery Costs: A Study of Clearwell Systems' Customers", page 8.

About Symantec

Symantec is a global leader in providing security, storage, and systems management solutions to help consumers and organizations secure and manage their information-driven world. Our software and services protect against more risks at more points, more completely and efficiently, enabling confidence wherever information is used or stored. Headquartered in Mountain View, Calif., Symantec has operations in 40 countries. More information is available at www.symantec.com.

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Symantec helps organizations secure and manage their information-driven world with **IT Compliance, discovery and retention management, data loss prevention, and messaging security** solutions.

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