



## **Anarchy In Your Inbox: A Guide To Email Management**

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**A Whitepaper**



Do you remember what you did with the last email you read? How about one from a week ago? Or a year? Chances are, like most business professionals, you have no idea. If asked to retrieve one of those emails, you'd probably have to start an extensive "dig" through your inbox, folders, deleted messages and so on. What you may not know is that if faced with a lawsuit, that "dig" has to end successfully, or you could be in legal trouble. Plus, on a day-to-day basis, sorting through emails can be a dreaded, time-consuming task. Are you annoyed even now, just thinking about it? What's the solution? Email Management! How does it work? Read on to learn how to turn your inbox into an organized storage system, and how to stop pulling your hair out when you see that little mail notification on your screen!

How many emails do you get in a day? Week? Month? For most of us, the number is big and exponentially increasing. Today, 182.9 billion emails are sent and received each day. That number is estimated to grow to 206.6 billion by 2017. The number of emails you receive and the amount of time you spend handling those emails is also increasing quickly. This trend will continue. The average senior executive gets anywhere from 50 to 200 emails a day. Then it takes 30 seconds to open and read each email. After 200 emails, that's 1.5 hours spent simply reading your emails each day<sup>1</sup> This doesn't even include making decisions based on those messages or further actions (deleting, replying, making phone calls, etc.). Because email is now the de facto standard for business communication across organizations, this will only get worse. This extensive email use presents major information management challenges and risks for many organizations.

## **What is an Email Management?**

Accidentally click delete on that email? Don't fret. In today's modern world where you can zap your paper into electronic files or store your data on the cloud, you can easily manage

your email inbox too. How does it work? Email management systems capture sent and received emails. Email archiving is one of the most common components of email management. At their most basic, these solutions either copy or remove messages from the messaging application and store it in another location. Using a classification scheme, more advanced email management systems can manage this content, setup retention periods and control access. Metadata associated with the emails can also be captured, allowing the information to be managed and retrieved.

Basically, email management saves your emails and keeps them organized. So even if you click delete, and delete again, you'll still have access to your messages. And in the interim, email management cleans up your inbox and stores/sorts your messages automatically.

**Email Management Definition:**

“Email management is a specific field of communications management for managing high volumes of inbound electronic mail received by organizations”

Email is considered “unstructured data” and despite how complicated it can sound, management of this information is easier than you think. Many organizations get caught up in worrying about policies, practices and procedures, but the fact that the data is unstructured doesn't necessarily require different management or compliance policies than those you already have in place for structured data like documents and electronic files. If you have an ECM system in place, it may already enable management and protection of your emails.

If you incorporate both email management and enterprise content management (ECM) simultaneously, you can then tailor an ECM system to also sort, manage and protect email messages. Email management ECM applications convert the data into full-text, so you can sort through the clutter by searching for the exact word or phrase you need.

## Lost Emails = Jail Time?

Are you confident that you could find any email you needed if faced with a lawsuit? In some instances, deleting certain types of email can get you some legal trouble, especially if those emails are supporting documents to financial documentation. ECM can help with this! It provides a comprehensive archive to control all electronic information and make it searchable and accessible when needed.

Email management is one facet of ECM. As previously mentioned, it can be used in tandem with ECM, or all on its own. If you choose to add email management to your existing document management solution, the best part is, once your emails live inside your ECM application, you can apply the same rules, workflows, and security protections you're already using to comply with regulations today. The design of your digital data landscape is completely up to you. While you can utilize email management as a standalone service, we recommend using it alongside a successful ECM system, so you can take advantage of the capabilities already in place such as retention strategies.

Companies of every size and in any industry can use email management to reduce the time, cost and burden of reproducing information. In addition to reducing the risk of legal non-compliance, utilizing ECM also brings vast business benefits such as improved operational efficiency and employee productivity.

How does email management help you comply with regulations?

- Create a complete email records system by capturing archived and real-time messages
- Prove that stores messages have not been altered and verify integrity with non-repudiation technology
- Respond to legal requests in a timely manner using full-text searches to retrieve messages in seconds
- Ensure system integrity by tracking capture policy changes

## Are You Getting The Message?

What do you think? Is email management starting to sound like a technology that could benefit your business? Not only will you protect your company from non-compliance, but you will start seeing vast improvements in day-to-day operations. Email is a time consumer! The top five email management benefits include:

- Increase productivity
- Decreased cost of compliance
- Decreased cost of litigation
- Decreased exposure to security threats
- Speedy recovery in disaster situations

## Our Email Management Solution

Automatically capture email messages and attachments with Message Manager. Index messages for faster retrieval and apply user-defined rules to govern where and which messages and attachments into a document management system.

If you would like more reading material on our email management solution, visit our [Capture Software](#) page and scroll down to view the brochure for Message Manager!

If you think you can benefit from email management and would like to talk to someone about getting you started, we have experts standing by. Contact our document specialists today by [Contacting Us!](#)

