Magic Quadrant for Enterprise Information Archiving

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VIEW SUMMARY

Enterprise information archiving is contributing to organizational needs for e-discovery and compliance requirements, and reducing primary storage costs. Gartner evaluates vendors offering products and services that provide archiving for email, files and other content types.

Market Definition/Description

The term "enterprise information archiving" incorporates products and solutions for archiving user content (for example, email, files, IM, SharePoint documents) and other data types (such as structured data and social media content). These products provide features such as data deduplication across content types, retention management, content indexing and at least basic tools for e-discovery (which, in this case, includes functionality for legal hold, advanced search, export and other features specific to managing data for e-discovery within the archive).

Due to the complexity associated with managing multiple data types within the archive, enterprise information archiving (EIA) can more broadly encompass capabilities such as federated archive repository management, and common policy management for migration, retention and discovery across multiple repositories.

Evolving use cases, new cloud solutions and the closely related e-discovery software market, along with new partnerships and acquisitions, have made EIA a fast-changing market, and there are a significant number of both dropped and added vendors this year (see the Vendors Added or Dropped section).

Placement on the Magic Quadrant is based on Gartner's view of a vendor's performance against the criteria noted in this research. Gartner's view regarding vendor placement on the Magic Quadrant is heavily influenced by more than 1,000 unsolicited conversations conducted during the past 12 months with Gartner clients on the topic of EIA. In addition, the Magic Quadrant methodology includes the solicitation of references from each vendor; for this Magic Quadrant, Gartner conducted over 100 reference checks from a set of customers provided by each vendor.

It is important to remember that the Magic Quadrant does not just rate a product's quality, capabilities and features. The product is an important part of the rating, but the vendor's ability to acquire and support customers is equally important, as is its ability to grow product and service revenue. A vendor that offers a strong, technically elegant product, but is unable or unwilling to invest in marketing and sales to generate revenue and growth, will find itself unable to invest in future development. In addition, a vendor's ability to understand market dynamics and adjust product road maps accordingly (such as offering support for cloud archiving) is important in a market like EIA, where change is constant, and establishing leadership, vision and credibility will propel some vendors to the front of the pack.

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Magic Quadrant

Figure 1. Magic Quadrant for Enterprise Information Archiving

EVALUATION CRITERIA DEFINITIONS

Ability to Execute

Product/Service: Core goods and services offered by the vendor that compete in/serve the defined market. This includes current product/service capabilities, quality, feature sets, skills and so on, whether offered natively or through OEM agreements/partnerships as defined in the market definition and detailed in the subcriteria.

Overall Viability (Business Unit, Financial, Strategy, Organization): Viability includes an assessment of the overall organization's financial health, the financial and practical success of the business unit, and the likelihood that the individual business unit will continue investing in the product, will continue offering the product and will advance the state of the art within the organization's portfolio of products.

Sales Execution/Pricing: The vendor's capabilities in all presales activities and the structure that supports them. This includes deal management, pricing and negotiation, presales support, and the overall effectiveness of the sales channel.

Market Responsiveness and Track Record: Ability to respond, change direction, be flexible and achieve competitive success as opportunities develop, competitors act, customer needs evolve and market dynamics change. This criterion also considers the vendor's history of responsiveness.

Marketing Execution: The clarity, quality, creativity and efficacy of programs designed to deliver the organization's message to influence the market, promote the brand and business, increase awareness of the products, and establish a positive identification with the product/brand and organization in the minds of buyers. This "mind share" can be driven by a combination of publicity, promotional initiatives, thought leadership, word-of-mouth and sales activities.

Customer Experience: Relationships, products and services/programs that enable clients to be successful with the products evaluated. Specifically, this includes the ways customers receive technical support or account support. This can also include ancillary tools, customer support programs (and the quality thereof), availability of user groups, service-level agreements and so on.

Operations: The ability of the organization to meet

challengers | leaders

Global Relay
Sonian
Bloomberg
Smarsh
EMC
CommVault
Mimecast
MessageSolution
C2C
OpenText
Metalogix
dataglobal

Symantec
Proofpoint
IBM
ZL Technologies
Autonomy, an HP company

ability to execute

niche players | visionaries

completeness of vision

As of December 2012

Source: Gartner (December 2012)

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Vendor Strengths and Cautions

Autonomy, an HP company

Autonomy was acquired by publicly traded HP in 2011 for just over $10 billion in cash. Autonomy has been offering EIA products and services since the acquisition of Zantaz in 2007, and Autonomy has made numerous other acquisitions in support of its e-discovery and archiving business, including CA Technologies' information governance business in 2010 and Iron Mountain's digital business in 2011. Autonomy has completed consolidation of all legacy archiving technologies into one offering, Autonomy Consolidated Archive (ACA), offered on-premises, in the cloud or in a hybrid configuration, and is presently in the process of rolling out a comprehensive customer migration plan for its legacy archiving customers. The products leverage the company's Intelligent Data Operating Layer (IDOL) technology for sophisticated search and review capabilities and as an integration point for other HP products, including records management and e-discovery. ACA includes support for multiple content types, including native support for some social media content. Autonomy is a strong cloud player — particularly for large enterprise environments — managing approximately 28 PB of archive data for approximately 75% of its customers who have opted for cloud deployments. The company has suffered of late due to its reputation for poor sales behavior, problems with technical support and high prices, but the departure of the Autonomy CEO and some of his direct staff earlier in 2012 has presented HP with an opportunity to improve significantly in these areas. In fact, Gartner is seeing Autonomy take a strong approach to addressing these issues, and we are beginning to see improvements as a result. Thirty-five percent of its customers are in financial services, but it has a good representation of customers in other industries. Historically, the company has sold direct, but this is changing as the products are introduced to the HP channel. The product is well-suited for large, highly regulated and sophisticated customers, and Autonomy is working on simplifying ACA (along with simplifying pricing) to ensure its attractiveness to smaller customers with fewer complex requirements.

Strengths

Autonomy's differentiated IDOL technology is particularly attractive to organizations that have a need for complex unstructured content analysis as part of their archiving and e-discovery solution due to its capabilities to analyze data using probabilistic modeling and Bayesian inference (see Note 1).

Autonomy has a good understanding of market trends, and has a large installed base of customers; many are happy and can be referenced. The company is anxious to be seen as competitive and flexible, which presents a strong opportunity for prospective customers to negotiate.

The company holds a market share leadership position in cloud archiving, and is able to meet the requirements of large organizations looking to move their archives to the cloud.

Cautions

Autonomy has lost many customers due to issues with support, and many of its archiving competitors are executing Autonomy replacement campaigns. While the company's customer liaison program provided some initial relief, widespread correction of this issue remains elusive, particularly for customers of the acquired products. This trend has had an impact on Autonomy's ability to execute.

Autonomy has experienced high sales turnover, which has resulted in customer dissatisfaction.

Some customers that deployed IDOL-based products on-premises report that the infrastructure required to sustain acceptable performance can be costly.

© its goals and commitments. Factors include the quality of the organizational structure, including skills, experiences, programs, systems and other vehicles that enable the organization to operate effectively and efficiently on an ongoing basis.

Completeness of Vision

Market Understanding: Ability of the vendor to understand buyers' wants and needs and to translate those into products and services. Vendors that show the highest degree of vision listen and understand buyers' wants and needs, and can shape or enhance those with their added vision.

Marketing Strategy: A clear, differentiated set of messages consistently communicated throughout the organization and externalized through the website, advertising, customer programs and positioning statements.

Sales Strategy: The strategy for selling products that uses the appropriate network of direct and indirect sales, marketing, service, and communication affiliates that extend the scope and depth of market reach, skills, expertise, technologies, services and the customer base.

Offering (Product) Strategy: The vendor's approach to product development and delivery that emphasizes differentiation, functionality, methodology and feature sets as they map to current and future requirements.

Business Model: The soundness and logic of the vendor's underlying business proposition.

Vertical/Industry Strategy: The vendor's strategy to direct resources, skills and offerings to meet the specific needs of individual market segments, including vertical markets.

Innovation: Direct, related, complementary and synergistic layouts of resources, expertise or capital for investment, consolidation, defensive or pre-emptive purposes.

Geographic Strategy: The vendor's strategy to direct resources, skills and offerings to meet the specific needs of geographies outside the "home" or native geography, either directly or through partners, channels and subsidiaries as appropriate for that geography and market.

Bloomberg

Privately held Bloomberg is a well-known company that has been offering financial software, real-time analytics and information services, including Bloomberg Professional service, to the financial industry as an application service provider via software as a service (SaaS) for decades. Capitalizing on its rich understanding of this industry, in 2005, the vendor began offering real-time policy monitoring, surveillance and archiving for all messages exchanged on the system. As an extension of this compliance infrastructure, Bloomberg Vault was launched in 2011 to provide archiving, compliance supervision and basic e-discovery for Exchange, Lotus Domino and social media content, and it has gained more than 500 customers since then. File archiving is initially available for files managed by Bloomberg Personal File Manager, and archiving of this specific content is not available from other vendors. In October 2012, the company announced Local Vault, an extension of Bloomberg Vault that takes advantage of the company's 120 data centers worldwide, allowing data to be managed globally according to a set of corporate policies, but stored locally in various countries (as required by the European Union Privacy Directive, etc.). As a new offering in the market, the product is missing some key functionality (such as user access to archived data); consequently, Bloomberg's road map is aggressive and ambitious. Today, 70% of its customers are in North America, with a growing presence in Europe and Asia. Bloomberg's pricing model is per user per month, plus a per GB per month fee, and includes training, Securities and Exchange Commission (SEC)/Financial Industry Regulatory Authority (FINRA) attestation letters (as required) and historical archive data ingestion. The company has professed a desire to extend Bloomberg Vault and Bloomberg Local Vault beyond financial services to other verticals.

Strengths

- Bloomberg is uniquely suited to provide a highly scalable archive service because it is leveraging an architecture that currently supports 300,000 subscribers who are exchanging up to 225 million messages daily on the Bloomberg Mail service.

- Strong knowledge of the financial services industry results in strong compliance and supervision capabilities.

- Support for Microsoft Exchange/Office 365 and Domino — as well as unique native ingestion capabilities for Bloomberg messaging and integration with Bloomberg's analytical services, legal research and trading systems — make Bloomberg Vault particularly attractive to financial services customers.

Cautions

- Bloomberg Vault does not currently support user access to archived mail, and there is no Outlook access to archived data. This is on the road map for early 2013.

- E-discovery functionality is basic (advanced search, legal hold and export only).

- Bloomberg is targeting large organizations (with 50,000-plus employees) as customers; however, to date, most of its wins have been departments within these larger firms, as well as small to midsize companies.

C2C

C2C is a privately held company founded in 1992 that has been offering email and other content-archiving products since 2003. Today, the company offers ArchiveOne Enterprise as an on-premises product, with support for private and hybrid cloud storage by virtue of its support for Amazon Simple Storage Service (Amazon S3) as a target repository. In October 2012, the company announced that, in addition to support for third-party storage, customers can purchase ArchiveOne as a single solution for archiving (including C2C-managed cloud storage). The company also offers ArchiveOne Express, packaged for smaller organizations (with under 200 mailboxes) with fewer sophisticated requirements. This product is delivered only through channel partners, and is usually one release behind the Enterprise version. ArchiveOne currently supports Exchange, Domino, Windows file systems and SharePoint. Support for social media content is on the road map. C2C has invested in support for PST management and has strong capabilities around PST discovery and management, with or without ingestion into the archive. The company offers basic Electronic Discovery Reference Model (EDRM; see Note 2) left-hand-side e-discovery functionality, but is differentiated by the fact that its information management, collect, preserve and legal hold capabilities can be applied to archived data, production email, calendars and PST data (C2C calls collection and preservation "in-place legal hold"). The company is beginning to message information governance, but doesn't believe that its customers in Europe (mainly midsize and enterprise organizations) are ready for it yet. C2C sells both direct and via partners, and its business is evenly split (49%/49%) between North America and Europe. Its largest customer is archiving 70,000 mailboxes.

Strengths

- ArchiveOne Enterprise and ArchiveOne Express are cost-effective and simple to install and manage.

- C2C's PST management capabilities are extensive and include discovery, management, ingestion into the archive and comprehensive reporting.

- The company's continued focus on e-discovery and information governance will be welcomed by its current and target customers. C2C is adding attorneys and experienced marketing people to its staff to build out this business, and is investing in additional development in this area.

Cautions

- Despite its longevity in the market, C2C remains a small company with minimal resources,

meaning it sometimes has trouble responding rapidly to changing market demands.

Some customers state that, although first-line support is responsive, problems that have been escalated to U.K.-based developers can take longer to resolve.

The majority of C2C's customers are small to midsize enterprises managing between 500 to 5,000 mailboxes.

CommVault

Incorporated in 1996 as an offshoot of Bell Labs/AT&T Network Systems, CommVault is a publicly traded company, best-known for its backup and recovery products. It has been offering file and email archiving for more than a decade, and while most customers have seen these offerings as tools for data management and storage optimization, the company is working hard at promoting information governance as it tries to broaden its appeal to legal and compliance buyers. Sold as part of the Simpana platform, archiving is part of a highly integrated backup/archiving solution. CommVault is one of a few EIA vendors with customers using the file-archiving product to manage hundreds of TBs of data, and Windows, Linux and Unix are supported. CommVault supports a relatively high number of SharePoint-archiving customers, and provides support for SAP archiving via SAP ArchiveLink. CommVault continues to enhance its support for e-discovery and compliance, and partners with companies such as Exterro and ZyLAB to provide customers with a full-spectrum EDRM offering. CommVault sells Simpana to management service providers (MSPs) that offer the product via SaaS. The company has a broad set of global sales partners, and has a heavy concentration of customers in the federal, state and local government; healthcare; education and service provider verticals. Its largest deployments are in the 30,000-mailbox range.

Strengths

There is excellent availability of the solution through partners. Dell, NetApp, HP, Fujitsu and Hitachi Data Systems all sell and support it, along with many smaller vendors, including MSPs.

CommVault offers solutions that focus on vertical industries, including healthcare (PACS/DICOM archiving with Cerner, McKesson and Dell) and high-performance computing (with HP [X9000]), and it continues to expand this list for vertical markets.

Integrated backup/archiving means less data to be stored, and information is managed commonly for backup, archiving and e-discovery. The company's recent release of the Simpana OnePass feature is an example of this.

Cautions

CommVault's broad focus on integrated backup/archiving and vertical expertise means that it is still perceived as a backup company. Its access to information governance, compliance and e-discovery buyers is still a work in progress.

Pricing is complex, compared with other vendors.

Currently, there is no support for Office 365 or Gmail content archiving.

dataglobal

Dataglobal is a privately held company founded in 1992 that has focused on products to analyze, manage and archive large data and information repositories using autoclassification. The company's Unified Archiving is the newest generation of archiving products to address a broad range of content, including business applications data. The company's heritage is the archiving of SAP data and documents, with many of its customers expanding beyond to email and other files. Dataglobal provides an on-premises solution with SaaS offered via MSPs that resell the technology as a service. The product currently supports Exchange, Domino, Windows file systems, NetApp filers, SharePoint and SAP, as well as other applications via a standard API. It supports archiving of other ERP applications (such as JD Edwards and Microsoft Dynamics) using third-party connectors provided by its partners. Unified Archiving uses self-learning autoclassification to identify data that needs to be archived or protected. In support of its classification capabilities, dataglobal has launched an industry initiative to promote dynamic access control based on automatic classification as a key innovation in security (the Dynamic Access Control Knowledge Base is owned by dataglobal, but is a shared partner and a Microsoft Resource Center). Unified Archiving has integrated e-discovery features, including legal hold, review and case management. The company's products support a wide range of European and U.S. regulations, with certification for some. It sells both directly (30%) and through value-added resellers (VARs) and OEMs (70%), with the majority of sales in Europe. The company's largest customer is archiving 8,500 mailboxes and combines data with SAP systems, totaling 40 million objects in the archive.

Strengths

Support is offered for a broad range of content types, including structured data from SAP, JD Edwards, and Microsoft Dynamics.

There is a strong focus on, and there are capabilities for, policy-based autoclassification of content to be archived.

Unified Archiving provides an importer module to ingest PST or NSF files, including backfiles.

Cautions

The company's email-archiving implementations are relatively small, with the largest being 8,500 users.

Unified Archiving does not have supervision capabilities.

The company is relatively unknown outside of Europe. It may be difficult to expand and get mind share in the U.S. and other geographies.

EMC

Publicly traded EMC offers its EMC SourceOne portfolio of archiving products for EIA. The products replaced the legacy EMC EmailXtender suite in 2009, which has been discontinued but is still supported. The EMC SourceOne portfolio consists of EMC SourceOne Email Management (supporting Exchange, Domino and other mail systems via SMTP), EMC SourceOne for File Systems (Windows) and EMC SourceOne for Microsoft SharePoint, as well as complementary products for e-discovery and compliance supervision. The products are on-premises solutions built to scale to the needs of large data centers. The company offers EMC SourceOne File Intelligence as a complementary product for in-place, full-text indexing and classification. In 2012, EMC moved the SourceOne product team to the Backup and Recovery Systems group, and has been focusing on tight integration with various EMC storage platforms (including Data Doman, Atmos and others), which make up its broader EMC archiving portfolio. EMC supports a large partner community, and does an effective job of enabling this channel. The largest EMC SourceOne customer is archiving 165,000 mailboxes across multiple geographies.

Strengths

EMC SourceOne is developed, sold and supported from within the Backup and Recovery Systems group of EMC, which should ensure that the product gets good corporate attention and support.

It is a good product for companies looking to leverage common EMC infrastructure (storage) for backup and archiving.

EMC SourceOne is available worldwide via a broad set of partners. The product is localized into multiple languages, and partners are provided with comprehensive training and accreditation, providing customers worldwide with local expertise.

Cautions

Although SourceOne supports cloud storage as an archive target and EMC counts a number of MSPs as customers for the product, it is only available directly from EMC as an on-premises solution.

EMC SourceOne Discovery Manager currently supports discovery for archived email content only. EMC's strength and presence as an e-discovery vendor may diminish in part as a result of the transfer of EMC SourceOne to the Backup and Recovery Systems group.

The company's continued focus on improving and selling its strong architecture hampers its ability to appeal to customers looking for products that meet broader information governance requirements.

Global Relay

Founded in 1999, privately held Vancouver, Canada-based Global Relay's primary focus is on email archiving and compliance for financial services organizations. Of the company's revenue, 85% is from the financial services vertical and the company counts 22 of the world's top banks among its customers. In 2011, Global Relay was selected to participate in FINRA's Compliance Resource Provider program, which recommends specific technologies to its member companies. The archiving solution is provided only as a cloud service, with two copies of each object stored in each of two separate green-designed data centers. Global Relay Message was released in 4Q12 as a messaging and unified collaboration communications service designed to address the messaging, federation, compliance, privacy and security needs of regulated industries, and Global Relay hopes to use it to interconnect several million users. Although about 85% of the company's business is in North America, the product is localized into nine languages and the service has customers in more than 90 countries. Many of Global Relay's customers are using the service to archive content beyond their internal email systems, including Bloomberg Mail, IM and social media content. Global Relay's largest production customer is archiving 80,000 mailboxes.

Strengths

Global Relay has a very good presence and focus on financial services, and can respond rapidly to demands from this vertical.

Customers indicate extremely high satisfaction with Global Relay's service, in part due to the company's focus on technology: 50% of Global Relay's employees are developers and all code is written internally.

The company offers strong SLAs — zero messages lost, 99.999% uptime, and 24-hour response to e-discovery and audit requests (physical extraction of data), supported by in-house legal, audit and e-discovery teams. The company contracts for annual third-party validation testing (with KPMG) on all its security, business and operational controls.

Cautions

File archiving is new and has not yet been fully vetted in the market.

The company continues to add large enterprise clients, but the bulk continues to be small to midsize customers.

Few technology partnerships with e-discovery vendors may mean that integration might be

difficult to manage.

IBM

Armonk, New York-based IBM has been offering EIA products for more than a decade. In 2009, the company launched a rearchitected set of archiving products under the IBM Content Collector (ICC) name, along with complementary products for e-discovery (IBM eDiscovery Analyzer and IBM eDiscovery Manager). ICC is offered as an on-premises solution and, recently, as a component of the IBM SmartCloud Archive. In addition, IBM offers IBM SmartCloud Archive Essentials for small to midsize businesses. ICC supports Exchange, Domino and other messaging applications via SMTP, as well as file systems, SharePoint and IBM Connections. Additional social media archiving is offered via partnerships with Actiance and others, and SAP-certified archiving is supported via ICC for SAP. The ICC products utilize IBM's enterprise content management (ECM) systems (FileNet Content Manager or IBM Content Manager) as the archive repository, and can leverage existing implementations; however, full-blown FileNet deployments are not required for those who want to use it for archiving only. In 2010, IBM acquired PSS Systems and now offers the acquired PSS solutions and IBM archiving, records management and e-discovery products under the unified information life cycle governance (ILG) and defensible disposal solution portfolios. IBM also offers IBM InfoSphere Optim database-archiving products for structured application data, and supports unified policy management for Optim data and unstructured data collected by ICC. The majority of IBM's EIA customers buy direct from IBM (80%), and 60% of its customers are in North America (26% are in Europe). A large percentage of the company's business is in the federal government vertical, where IBM has historically established strong relationships. The largest EIA customer is archiving 200,000 mailboxes.

Strengths

IBM has a broad vision for ILG that appeals to large companies that are savvy enough to understand it. The ILG portfolio is feature-rich and comprehensive, including support for federated policy management across multiple content types.

IBM's new SmartCloud Archive and SmartCloud Archive Essentials will be competitive offerings, with support for email, file, SharePoint and structured data archiving, backed by a strong and credible vendor.

IBM offers complementary technologies across many different areas, including storage, data protection, data management and security, and customers can expect ongoing integrations and innovations from the company.

Cautions

Some ICC customers cite product performance and support as areas that could be improved.

At times, IBM's vision is so expansive, customers are challenged to figure out what they really need. In fact, it's unlikely that most customers will need the comprehensive set of ILG solutions that IBM will propose, and the vendor sometimes misses the mark with respect to simplicity, ease of deployment and management.

IBM's pricing is among the most complicated of all vendors in this Magic Quadrant — many customers indicate that they don't like the model, especially for something as simple as archiving.

MessageSolution

MessageSolution is a privately held company founded in 2004 and based in Milpitas, California. The company's initial differentiator was support for Domino and Novell GroupWise, and it is still a strong player in this area, but has expanded its products and focus as GroupWise archiving and Domino email migration opportunities have diminished. MessageSolution's Enterprise Archive and Enterprise eDiscovery support Exchange, Domino, files (Windows, Unix, Linux), SharePoint and, most recently, the company has added the capability to archive IBM Lotus Quickr content. MessageSolution has comparable e-discovery capabilities, but most of its customers only use the email-archiving functions. The company targets midsize customers with its on-premises solution. MessageSolution's archiving is also designed to be multitenant and the product is deployed in the cloud by its MSP and ISP partners. MessageSolution's offerings are available worldwide, and the company has a strong presence in Asia — 35% of its revenue is derived from China. MessageSolution's largest customer is archiving 60,000 mailboxes in a clustered email environment.

Strengths

Enterprise Archiving and Enterprise eDiscovery are simple to deploy and manage, and easy to use (all cited by customers as important selection requirements). Customer satisfaction is high.

The product can be deployed in the cloud, via MessageSolution's data center or through one of its many partners, as well as on-premises.

MessageSolution has a strong presence in China and good experience with customers outside the U.S.

Cautions

Large enterprises should be aware that typical MessageSolution deployments are with small to midsize organizations.

MessageSolution suffers from low brand awareness and, subsequently, is not often considered in competitive situations. The vendor needs to continue to invest in marketing, particularly around its cloud offering.

Although its products offer competitive e-discovery features, e-discovery is not used by most of

MessageSolution's archiving customers, who tend to be more focused on storage management use cases.

Metalogix

Metalogix is a privately held company headquartered in Washington, D.C. The company has been offering its archiving software, Archive Manager, for Exchange, SharePoint, Windows and Unix files since 2008. Since the company's acquisition of SharePoint vendor BlueThread Technologies in 2010, Metalogix has focused heavily on solutions for SharePoint data management, and the majority of its growth has come from this market. The archiving products provide strong storage management functionality, including hierarchical storage management capabilities to support what the company calls "light" and "deep" archives, and the policies to migrate data between these tiers. Archive Manager supports a broad variety of secondary storage devices, as well as various cloud storage infrastructure providers. While most customers for the archiving products are small to midsize businesses, the company is beginning to acquire larger customers, due to its SharePoint management capabilities and as a result of a strong sales partnership with EMC (again, for the SharePoint data management products). Metalogix sells Archive Manager as on-premises software, but supports a few MSPs that offer it as a cloud service. Nearly half of the company's business comes from EMEA, supported in part by the product's localization into 14 languages. Its largest production customer is archiving 55,000 mailboxes.

Strengths

- Metalogix has a strong focus on managing SharePoint content. Archive Manager for SharePoint is part of a broader set of products aimed at SharePoint, including solutions for storage management, migration and replication, and the company intends to continue to more tightly integrate archiving with these complementary products.

- There is good hierarchical storage management (HSM) functionality and support for secondary storage, with shared infrastructure for files, SharePoint and email, enabling the effective use of tiered storage.

- Metalogix has brand recognition as an archiving vendor, particularly among small to midsize customers. This, coupled with the fact that pricing is attractive (it is often cited as the vendor with the lowest price), means Metalogix wins a fair number of deals.

Cautions

- Support for social media content, and more advanced e-discovery and compliance functionality offered as part of the archive solution is light — customers mainly use the product for storage optimization.

- Customers should ensure that they are comfortable with the fact that Metalogix's strong focus on SharePoint data management/ECM will not result in a decreased investment in Metalogix's archiving business.

- Customers cite support as an area for improvement, and some note that, while the most recent versions of the product are stable, installations can be difficult and the response time for fixing problems can be long.

Mimecast

Privately held Mimecast was founded in 2003 with a primary focus on cloud-based email archiving and management. Headquartered in the U.K., with offices in the U.S. and South Africa, Mimecast offers its Unified Email Management (UEM) as a service that includes email archiving, security and continuity. File archiving was introduced in July 2012 and is only being used currently by a few customers. Minimal SharePoint archiving is supported with documents, list items and list items with attachments. UEM security capabilities include protection against malware, spam, data leaks, etc., and UEM's email continuity allows users to work from the UEM source if their primary email system is down. Three copies of all data are maintained across multiple data centers, and currently the company is managing almost 4 PB of data for its customers. Pricing is simple (per mailbox per month) and varies according to specific functionality. The product is most attractive to midsize companies, and Mimecast's largest customer is archiving 64,300 mailboxes. In September 2012, Mimecast secured an additional $62 million in Series C funding, which it will use to continue to differentiate its product offering and to expand within the U.S. market.

Strengths

- Mimecast is an established company dedicated to email and other content archiving and management. It is growing fast and understands its customers well, and customers note its excellent service.

- UEM provides an attractive bundle of integrated archiving, security and continuity services for Exchange.

- A significant percentage of Mimecast's business is in Europe and South Africa, and a rapidly growing presence in the U.S. means it can support multinational companies.

Cautions

- The company has been late to market with some features (for example, retention policies applied at a folder level and search via Outlook Web Access [OWA]).

- File archiving is new as of July 2012; customers should be sure to check with references that have had experience using the new functionality.

UEM is Microsoft-centric.

OpenText

OpenText is a publicly traded company headquartered in Toronto, Canada, and provides archiving products as part of its ECM product set. OpenText has the following products for archiving email: OpenText Email Archiving, OpenText Email Management and OpenText Email Monitoring. The company offers additional products for archiving of files and SharePoint. OpenText also provides SAP archiving through OpenText Archiving for SAP Solutions, and continues to enjoy a market-leading position in this area due to its strong relationship with SAP. Most of the customers deploying OpenText EIA are either those that also use the product for ECM, because records management is integrated into both product sets, or those that are choosing to add it on to their OpenText Archiving for SAP Solutions implementation. OpenText partners with Actiance to support archiving for IM, SMS and social media content, and partners with Recommind for e-discovery. OpenText's archiving solutions are offered predominantly on-premises; however, OpenText offers support for private and hybrid clouds, and supports a number of partners that offer it as a cloud service. OpenText will also offer it directly as its own SaaS solution hosted on its partners' clouds (including some with Federal Information Security Management Act [FISMA] certification), and is seeing high customer interest in its cloud strategy. For organizations looking to implement information governance, leveraging the complete set of OpenText products provides a good option. OpenText sells 60% of its archiving products direct and 40% through VARs. Its sales channels have broad geographic reach. The largest OpenText customer is archiving 170,000 mailboxes.

Strengths

The company's archiving products support a broad range of unstructured and structured content, and are available through a number of deployment models (on-premises, hosted and hybrid).

Records management is integrated into the archiving products as part of an ECM platform.

Content-based autoclassification (new in 2012), integrated with records management and archiving, enables comprehensive retention management.

Cautions

Customers using OpenText are able to leverage the ECM platform, but those not using OpenText may find higher costs associated with archiving as a stand-alone product.

The packaging of the various archiving modules requires more diligence in assessing which products are required.

OpenText faces more challenges in expanding beyond its existing ECM and SAP customer base.

Proofpoint

Publicly traded since April 2012, Sunnyvale, California-based Proofpoint offers security and compliance solutions, including cloud archiving (SaaS launched in 2008). In December 2011, the company acquired enterprise governance software vendor NextPage to strengthen its information governance story via support for management of on-premises file content. Along with support for journaling and mailbox management, the archiving solution provides support for e-discovery and compliance supervision for regulated broker-dealers. The product provides support for Exchange, Bloomberg Mail, IM and social media (via partners). Support for file archiving is provided by NextPage technology, which Proofpoint has branded Proofpoint Enterprise Governance. Integration between this product and the archive service is under way — the company released Proofpoint Enterprise Archive Content Collection in September 2012, to support identification, collection and legal hold for file and SharePoint content as part of the archive. The archiving service requires an on-premises appliance (except in the case of Office 365 deployments) that connects to Exchange and Active Directory, and supports the company's patented DoubleBlind Key Architecture encryption technology. Proofpoint enjoys a reseller relationship with Microsoft as a provider of archiving and e-discovery for Office 365 when customers want more functionality than is currently available in Exchange 2010. Of the company's current customers, 83% are in North America. Pricing is per user per year, with an additional cost for the supervision review process and a cost for the appliance. The company has historically focused on large and midsize enterprises, and currently manages almost 4 PB across its cloud data centers, with its largest customer archiving 125,000 mailboxes. Currently, archiving represents the company's fastest-growing line of business.

Strengths

Proofpoint provides a strong back-end cloud infrastructure, guaranteed search performance SLAs and an unlimited storage pricing model that appeals to large organizations looking for highly scalable solutions.

Proofpoint maintains a heavy focus on security, as evidenced by its DoubleBlind Key Architecture encryption technology and road map for integrated data loss prevention (DLP). In addition, the company operates a set of FISMA-certified data centers to serve government customers, meeting the rigorous controls and operational standards dictated by this accreditation process (see Note 3).

Customers cite the product's roles-based access to data, e-discovery and supervision capabilities as strengths.

Cautions

Due to its focus on information governance and the features that support it, Proofpoint Enterprise

Archive and Proofpoint Enterprise Governance are not appropriate for storage-optimization-focused file archiving.

Despite being highly Microsoft-centric, Proofpoint Enterprise Archive does not currently support archiving of Outlook entries, other than messages and attachments (calendar items, tasks, contacts).

Some customers note that the user interface for the archiving product could be improved.

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Smarsh

Founded in 2001, privately held Smarsh first offered email archiving to customers in 2003 as a hosted service. In 2007, the company followed up with Virtual Compliance Officer (VCO; targeted at financial services and broker-dealers), and, in 2009, security products smarshEncrypt and smarshDLP were introduced. In 2012, Quest Software replaced the company's current investors, and now owns 60% of the company. (Note: Quest Software was acquired by Dell in September 2012.) Smarsh targets small to midsize customers, with a high penetration rate in the financial services industry. Cloud facilities are located on the U.S. East Coast and West Coast, and have been reviewed by an independent third party for compliance requirements, including transparency, accountability and choice (the TRUSTe privacy seal). Customers can have their data shipped to them monthly on DVDs, if they desire, or they can export it directly from the management console or with help from the Smarsh data services team. Ninety-five percent of its customers are in North America. In 2012, Smarsh acquired former TechCrunch TC50 finalist Perpetually, along with its founder, to add website archiving to its portfolio (Smarsh Web Archiving). Along with websites, this service captures blogs, RSS, YouTube videos, Windows file shares, original-format Web pages, etc. The content is captured via HTTP capture and is accessible in its original native format. Smarsh partners with Actiance to capture SharePoint sites, and offers its own technology to capture social media content, salesforce.com's Salesforce Chatter and Yammer (now part of Microsoft's Office Division). Basic right-hand e-discovery functionality is supported, and the company partners with Recommind and Catalyst for full-spectrum EDRM coverage. Smarsh is only available in English, and its largest customer is archiving more than 10,000 mailboxes.

Strengths

Smarsh is focused on financial services, and has invested heavily in understanding this market and in ensuring that it meets industry requirements.

The archiving service provides strong compliance supervision, including risk-based scoring and relevancy scoring with VCO to assist in better identification of compliance issues.

The Perpetually acquisition gives Smarsh good Web archiving; file archiving is also included in this offering.

Cautions

Most of Smarsh's customers are small to midsize businesses; larger organizations should check with references to make sure that the service can scale to meet their requirements.

Some features are lacking, such as mailbox management, support for messaging application objects beyond messages and attachments, and the ability to purge messages on the Exchange server once archived.

The Dell acquisition of Smarsh's majority-owner Quest Software means that customers should understand the future funding support for the company.

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Sonian

Sonian is a privately held cloud archiving vendor headquartered in Newton, Massachusetts, that has been offering archiving as a service since March 2008. The company has experienced 100%-plus growth during the past few years and now supports more than 9,000 customers. Most of those customers are small to midsize organizations; Sonian's largest customer is archiving 10,000 mailboxes. The service provides support for on-premises and hosted Exchange, GroupWise and other mail applications via SMTP and IMAP, as well as for IBM LotusLive. Sonian was one of the first cloud archiving vendors to provide support for files. Support for social media archiving is enabled via a desktop agent. Sonian's archiving application runs on Amazon's cloud (Amazon Elastic Compute Cloud [EC2]/S3), Rackspace's cloud and IBM's SmartCloud. The company goes to market largely through partners and the service is white-labeled and offered by a large number of MSPs, including IBM, which sells the service under the brand IBM SmartCloud Archive Essentials. Customers can purchase the service directly from Sonian (12% of the company's revenue is via direct sales); however, Sonian believes that MSPs continuing to differentiate their offerings affords a rapid and efficient route to market, and is focused on ensuring that the Sonian archiving service is simple for MSPs to integrate and sell. The company supports customers in EMEA and Australia, but the majority of its business (70%) is in North America. Sonian's simple pricing model is per mailbox per month for email (inclusive of all functionality, including unlimited storage and retention) and per GB for files.

Strengths

Customers cite Sonian's innovation and technical expertise as strengths. For example, the company was one of the first cloud archiving vendors to bring file archiving to market, and the service supports features like multipartition uploads and the skipping of already uploaded files for performance optimization.

Sonian's new Folder Synchronization maintains PST folder structures, and a new Java applet enables user self-service drag-and-drop upload of PSTs directly from the desktop to the archive.

While not a household name, Sonian is widely available through a variety of MSPs, and this

breadth-of-market entry point gives the company a good sense of customer requirements.

Cautions

Some functionality is lacking: mailbox management, support for archiving of Outlook items other than messages and attachments (calendar entries, tasks, contacts), and localization into languages other than English.

There is no support for SharePoint archiving.

As a vendor offering solid functionality via partners in a fast-growing market, Sonian may be an attractive acquisition target. Customers should include language in their contracts with providers that facilitates migration of data if company ownership changes to a vendor they don't want to do business with.

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Symantec

Publicly traded Symantec entered the archiving business 13 years ago and has more than 25,000 customers (over 27 million users). The company offers Enterprise Vault as its on-premises archiving product, and Enterprise Vault.cloud (formerly LiveOffice, which was acquired in January 2012) as its hosted archiving service. The company offers the archiving products and its Clearwell eDiscovery Platform as the core elements of its information governance portfolio. The products support Exchange, Domino and other mail applications via SMTP, as well as file archiving (Windows and Unix) and social media content via partners (including Socialware, Actiance, Globanet and Hanzo Archives). (Note: There are some differences in content support between Enterprise Vault and Enterprise Vault.cloud.) Enterprise Vault offers strong support for SharePoint archiving, and currently has more SharePoint archiving customers than other vendors cited in this research. Enterprise Vault 10 represents a constantly updated architecture — in this case, supporting new indexing and a new Data Classification Service (provided via embedded DLP) that lets customers apply classification using a comprehensive rule set. The Enterprise Vault end-user console is localized into 15 languages and Enterprise Vault.cloud is available in more than 25 languages. The Enterprise Vault add-on e-discovery product Discovery Accelerator is available for discovery from the archive only, but if a customer purchases Clearwell eDiscovery Platform for its full EDRM feature set, then Discovery Accelerator is not necessary, as there is direct integration with Enterprise Vault. All products are sold by the Symantec sales team (with no preference toward on-premises versus cloud), and the company offers migration from on-premises to cloud, helping it retain customers that want to go to the cloud. Symantec sells the products directly, as well as through numerous partners, and the customer base is fairly well-distributed across verticals. Symantec's largest email customer is archiving 350,000 mailboxes and its largest journaling-only customer is capturing content from 850,000 mailboxes. Its largest cloud customer is archiving 130,000 mailboxes.

Strengths

Symantec is the clear market leader, with tens of thousands of customers, and it does an excellent job of leveraging this large installed base for continuous product improvement.

The Enterprise Vault technology has continued to evolve. Customer issues are minimal, given the relatively high number of them for Enterprise Vault and Enterprise Vault.cloud.

The Enterprise Vault.cloud offering is growing rapidly, and has strong features and good support.

Cautions

Some customers state that LiveOffice's keen focus on innovation has decreased somewhat since Symantec's acquisition.

When customers eliminate Enterprise Vault from a competitive selection process, they most often cite price as the reason for going with an alternative solution.

Some users indicate that the administrative interfaces for Enterprise Vault could be easier to use and more intuitive.

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ZL Technologies

Privately held ZL Technologies was founded in 1999 and is based in San Jose, California. The company currently offers EIA as well as e-discovery, compliance and records management modules as part of its ZL Unified Archive product set. ZL Unified Archive is sold as an on-premises solution or as a cloud service, and the company currently supports a number of cloud services providers as customers offering it as their own service, including SunGard and Viewpointe (for hosted archiving), and RenewData (for hosted e-discovery services). Oracle offers ZL's technology via an OEM relationship. The product supports Exchange, Domino and other email applications via SMTP/IMAP, as well as Windows and Unix file systems and SharePoint. ZL provides strong e-discovery, compliance, archiving and records management within one unified system supporting single-instance storage, one control point for retention policy management, minimal data movement and common search functionality across all its modules. The product provides a competitive set of integrated e-discovery features as a complement to the archive product, including redaction, Bates numbering, machine-assisted review, and the ability to manage data in place by creating a full text index for file and email data without bringing the content into the archive. Compliance supervision capabilities are offered for broker-dealers, and social media content is supported via a partnership with Actiance. More than 40% of the company's customers are in the financial services industry, with the remainder deployed across a broad set of industry verticals. ZL predominantly sells in North America; however, the product is available worldwide through partners and 15% of its business comes from Japan. The vendor's largest customer is archiving more than 200,000 mailboxes, in addition to files and other content types.

Strengths

> ZL offers strong technology based on a scalable GRID architecture that supports a unified archive approach, dramatically reducing storage requirements and including common policy management, search and compliance functionality across all content types and supported modules (archiving, e-discovery and Department of Defense [DoD] 5015-compliant records management).

> The vendor targets very large organizations as customers, and is able to provide them with the support they require, as evidenced by high customer renewals. ZL offers remote diagnostic services and healthchecks, high-level support access to senior engineers, and fast problem resolution.

> The product is available as an on-premises solution and as a cloud service from a good set of marquee partners, including Oracle, PwC, SunGard, Viewpointe and RenewData.

Cautions

> As a small company with a historically highly technical focus, ZL continues to face lower market awareness than its larger competitors.

> All reference customers cited training as an area for improvement.

> Customers note that ZL Unified Archive can be complex to implement, which can, in part, be attributed to its typically larger-scale deployments. References continue to note that the product's user and administrative interfaces could be more intuitive.

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Vendors Added or Dropped

We review and adjust our inclusion criteria for Magic Quadrants and MarketScopes as markets change. As a result of these adjustments, the mix of vendors in any Magic Quadrant or MarketScope may change over time. A vendor appearing in a Magic Quadrant or MarketScope one year and not the next does not necessarily indicate that we have changed our opinion of that vendor. This may be a reflection of a change in the market and, therefore, changed evaluation criteria, or a change of focus by a vendor.

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Added

Global Relay, Bloomberg, Smarsh, Mimecast and dataglobal are new to the Magic Quadrant this year.

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Dropped

LiveOffice has been acquired by Symantec, and is now incorporated in the Symantec section.

AXS-One, a Daegis company, Waterford Technologies and Atempo (now part of ASG Software) did not meet the criteria for inclusion in the Magic Quadrant this year.

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Inclusion and Exclusion Criteria

To be included in the 2012 EIA Magic Quadrant, a vendor must:

> Be the developer of the product, not just a reseller or VAR

> Support a growing base of customers, including at least 10 enterprise customers (with 5,000 users or more) that are using the software in a production environment for email archiving (mailbox management and compliance archiving), *and* with at least three of those also using the product for file archiving

> Have a presence in at least two geographies worldwide and be industry-independent

> Provide its solution either as an on-premises software product, a SaaS offering or some combination

> Achieve more than $5 million in new license or maintenance revenue annually

Although it is not an inclusion criterion, vendors are strongly encouraged to brief Gartner on their products. We will also request five references to support the criteria; three of these references should be using the product for both email and file archiving.

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Evaluation Criteria

Ability to Execute

Product: This is an evaluation of the features and functions of the vendor's EIA solution. Products must support integrated email and file archiving.

Integration must support the following:

> Data reduction across multiple content types (e.g., deduplication, single instance storage)

Common management across content types, for supported features (e.g., policy management, user definition, retention management, basic e-discovery [legal hold, advanced search, tagging, export])

Full-text indexing and search for all content types

Higher ratings are assessed for support of Microsoft SharePoint, IM, text messages, video/audio, social media content and structured data (applications and databases) — that is, support for these content types is optional, but is considered favorably.

Higher ratings are assigned to solutions with strong archive architectures, policy-based archiving and mailbox management features (email), and e-discovery and retention management capabilities.

Overall Viability: This includes an assessment of the vendor's overall financial health, the financial and practical success of the EIA business unit, and the likelihood of the individual business unit to continue to invest in an EIA solution.

Sales Execution/Pricing: This is an evaluation of the vendors' capabilities in all sales activities and the structure that supports them. This includes pricing and negotiation, presales support, and the overall effectiveness of the sales channel.

Market Responsiveness and Track Record: This includes an assessment of the ability to respond, change direction and be flexible as market dynamics vary. This criterion also considers the vendor's history of responsiveness.

Marketing Execution: This criterion assesses the effectiveness of the vendor's marketing programs, and its ability to create awareness and mind share in the market. It assesses whether the messaging is clear, whether the vendor provided references that used the unique features of the product in its target environment and whether the promotion of the product on the company's website is effective.

Customer Experience: This is an assessment of the quality of the customer experience, based on reference calls and Gartner client teleconferences (inquiry).

Operations: This criterion assesses the ability of the organization to meet its goals and commitments in an efficient manner. Past performance is weighted heavily.

Table 1. Ability to Execute Evaluation Criteria

Evaluation Criteria	Weighting
Product/Service	High
Overall Viability (Business Unit, Financial, Strategy, Organization)	High
Sales Execution/Pricing	High
Market Responsiveness and Track Record	Standard
Marketing Execution	Standard
Customer Experience	High
Operations	Low

Source: Gartner (December 2012)

Completeness of Vision

Market Understanding: This is an assessment of the ability of the vendor to understand buyers' needs and to translate these needs into the appropriate features in its EIA product. Also assessed are the ability to anticipate market trends (for example, the requirement to archive other content and to provide strong e-discovery support), and to quickly adapt via new features or partnerships and/or acquisitions.

Marketing Strategy: This criterion assesses whether the vendor has a clear set of messages that positions the product and differentiates it from competitors, consistently communicated throughout the organization and externalized through the vendor's website, advertising, customer programs and positioning statements.

Sales Strategy: This is an assessment of the vendor's strategy for selling to its target audience, including an analysis of the appropriate mix of direct and indirect sales channels.

Business Model: This criterion assesses the soundness and logic of a vendor's underlying business proposition.

Offering (Product) Strategy: This is an evaluation of the vendor's strategic product direction, including an analysis of its road map.

Vertical/Industry Strategy: This criterion assesses the vendor's strategy for meeting the specific needs of individual vertical markets and market segments (for example, financial industry-regulated employee supervision, or state and local government information retention and disclosure requirements).

Innovation: This criterion includes an assessment of product leadership, and the ability to deliver archiving features and functions that distinguish the vendor from its competitors.

Geographic Strategy: This is an evaluation of the vendor's strategy for penetrating geographies outside its home or native market.

Table 2. Completeness of Vision Evaluation Criteria

Evaluation Criteria	Weighting
Market Understanding	High
Marketing Strategy	Standard
Sales Strategy	High
Offering (Product) Strategy	High
Business Model	Low
Vertical/Industry Strategy	Standard
Innovation	Standard
Geographic Strategy	Standard

Source: Gartner (December 2012)

Quadrant Descriptions

Leaders

Leaders have the highest combined measures of Ability to Execute and Completeness of Vision. They may have the most comprehensive and scalable products. They have a proven track record of financial performance and an established market presence. In terms of vision, they are perceived as thought leaders, with well-articulated plans for ease of use, product breadth and how to address scalability. For vendors to have long-term success, they must plan to address the expanded market requirements for EIA, including support for multiple content types, support for the cloud, solid relevant e-discovery functionality and a seamless user experience.

Leaders must not only deliver to current market requirements, which continue to change, but they also need to anticipate and begin to deliver on future requirements. A cornerstone for Leaders is the ability to articulate how these requirements will be addressed as part of their vision for expanded archive management. As a group, Leaders are considered as part of most new purchase proposals, and have high success rates in winning new business. There are three Leaders in this Magic Quadrant: IBM, Proofpoint and Symantec.

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Challengers

Challengers can execute today, but have a limited or an evolving vision. They have capable products and can perform well for many enterprises. These vendors have the financial and market resources and capabilities to become Leaders, but may have elected to focus more heavily on one vertical industry or one EIA use case. The Challengers in this Magic Quadrant include Bloomberg, CommVault, EMC, GlobalRelay, Smarsh and Sonian.

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Visionaries

Visionaries are forward-thinking, but their execution has not propelled them into a leadership position. These vendors are differentiated by product innovation, but they have not achieved the sales and marketing success required to give them the high visibility of Leaders. In the case of this Magic Quadrant, they may be hampered by their product integration or technical support execution. Visionaries in this year's Magic Quadrant are Autonomy, an HP company, and ZL Technologies.

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Niche Players

Niche Players are narrowly focused on an application, a market or a product mix, or they offer broad capabilities without the relative success of their competitors in other quadrants. Niche Players may focus on a segment of the market and do it well, or they may simply have modest horizons and lower overall capabilities, compared with competitors. Others are simply too new to the market or have fallen behind, and, although they're worth watching, they have not yet developed complete functionality or the ability to execute. Niche Players in this Magic Quadrant include C2C, dataglobal, MessageSolution, Mimecast, Metalogix and OpenText.

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Context

The EIA market is healthy and growing rapidly. EIA has emerged as a commonly used technology underpinning for higher-level use cases supporting information governance, e-discovery, historical preservation of data and application retirement. Originating as a technology solution targeted specifically at email applications, the EIA market has expanded to include broad support for multiple content types. Basic functionality (including the ability to define retention policies, support advanced search, provide transparent access to data and export data for legal review) has become standard, and

we see vendors differentiating their solutions based on a number of other emerging trends:

> Broader information governance concerns (regulatory compliance, business-focused retention and deletion of data, and managing aging data based on a clear understanding of its value) are beginning to surpass e-discovery as the primary driver for deploying EIA.

> Organizations are looking to archive and manage multiple content types, including (but not limited to) email, files, collaboration applications (such as Microsoft SharePoint) and social media content.

> Archiving as a service (aka cloud archiving) has rapidly surpassed on-premises archiving as the preferred deployment model for most organizations.

> Aging on-premises archiving platforms are being replaced by more modern solutions, and migration from one archive to another, although difficult, is becoming commonplace.

> Storage capacity management has become less of a driver for EIA than it has been historically, in large part due to the continued data management improvement in storage technologies.

This Magic Quadrant profiles vendors that offer, at a minimum, integrated email and file archiving utilized predominantly for information governance and e-discovery, with storage capacity management as a secondary benefit. Archiving of other content types, including structured application data, is discussed, but is not required for participation in this research. This research does *not* include the following:

> Pure HSM products

> Products designed to address storage growth via archiving, HSM or storage virtualization in very large-scale file environments

> Vertically focused archiving solutions that are tightly integrated with specific applications (for example, vendor-neutral archives within the healthcare vertical)

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Market Overview

Gartner tracks the market for distributed system archiving as a subsegment of the storage management software market called HSM and archiving. This market will continue to see strong growth, experiencing a five-year compound annual growth rate (CAGR) of 15.8% through 2016, from a baseline of $1.58 billion in 2011.

The Trend Toward Management of Multiple Content Types

Historically, organizations initially deploy EIA solutions to address email content, and that trend continues. However, there are a number of factors that are causing many organizations to look beyond email.

The requirement for good retention, deletion and legal hold policy management goes beyond email content. Organizations that have successfully implemented email archiving have seen associated benefits in their ability to better organize their data, find information when they need it, produce it in response to a discovery request, and, as a side benefit, reduce the size of their primary and secondary storage environments. These organizations have come to realize that these benefits are extensible to content beyond email, and are looking to implement policies and technologies that can do the same for files and Microsoft SharePoint and other content.

In some industries, such as financial services, it has become important to be able to capture social media content (such as that generated via Facebook, LinkedIn or Twitter), as well as text messages, IM, and even content residing in SaaS applications or cloud file-sharing services. Even though this is an emerging requirement and highly dependent on an organization's requirements for regulatory compliance, most vendors have responded and now offer the ability to support archiving of this content, either natively or via partners, such as Actiance or Socialware. In addition, website archiving is a nascent technology that some vendors are beginning to offer.

Another trend that is emerging as an offshoot of an organization's desire to better manage its archiving and e-discovery processes is in-place legal hold. This functionality offers the ability to identify data wherever it resides and either apply legal holds to the data without moving it to an archive or to move it to a temporary archive at that point. This functionality is particularly useful for organizations that have large amounts of file data and do not want to move it to a central archive, but that have the requirement for policy-based retention and deletion. Some vendors are adding this functionality directly to their archiving products (such as C2C), offering complementary products (such as Proofpoint Enterprise Governance) or partnering with third parties to deliver.

Structured data archiving is not included in this year's EIA Magic Quadrant — there is no evaluation of a vendor's products or capabilities in this area. However, a strategy to support structured data archiving as part of a vendor's vision is considered favorably.

Overall, email is still the predominant content type being archived by EIA products (including content from cloud messaging applications like Office 365 and Gmail), with 68% of overall archiving revenue in 2011 resulting from email archiving product sales.

The Importance of Compliance and E-Discovery

Often, the customer's most important requirement is to facilitate and simplify e-discovery. All vendors describe their e-discovery functionality as it aligns with the EDRM, and most organizations that are looking closely at an e-discovery solution have become familiar with it as well. EIA vendors promote

their archiving tools as being aligned with the information management stage of this model, and also offer varying degrees of functionality for identification, preservation, collection, review and analysis. At a minimum, e-discovery features should include the ability to set legal holds, provide multiuser search capability with an interface that is targeted toward legal reviewers, allow user tagging and export in one of several formats, including a native format for more extensive legal review. This functionality should be available for all supported content types.

During the past 12 months, Gartner has observed that more organizations are becoming comfortable with bringing some of their e-discovery processes in-house (see "Magic Quadrant for E-Discovery"). E-discovery has become slightly more mainstream, and organizations are seeing it as a business process supported by policies and tools. Forward-thinking organizations have realized that it, along with regulatory compliance mandates, is part of a broader information governance strategy.

Archiving in the Cloud

The interest in archiving data using a cloud or SaaS solution has intensified. While cloud archiving can be very cost-effective, the prevailing sentiment to simply give the problem of managing this data to someone else seems to be one of the most common reasons organizations cite for selecting cloud archiving. Cloud archiving is attractive to organizations of all sizes. There are thousands of these deployments, with the more well-known cloud archiving vendors each claiming 10,000 or more customers. Cloud archiving is also benefiting from the interest that organizations are showing in Office 365, Google Apps, and other hosted messaging and collaboration deployments. Inhibitors to cloud archiving persist, however. Concerns include privacy (particularly in Europe), physical location of the archive and organizational loss of control of the data. Despite these concerns about privacy and location, new EIA deployments in the cloud are increasing rapidly.

Cloud vendors that meet the criteria are included in this EIA Magic Quadrant. Note, however, that the cloud vendors included here offer some file archiving, but this support is new in all cases. Gartner chose to include these cloud vendors even though their file-archiving capabilities are new and, in some cases, references were light, due to the importance of cloud within the broader EIA market. Cloud and on-premises solutions also are evolving differently, and archiving on-premises file content using a cloud-based EIA service may not materialize as a common use case. Most cloud-archiving vendors offer support for multiple content types; however, these comprise things like IM, social media content and text messages. Gartner predicts that EIA cloud vendors will offer support for files going forward, but the method by which it will be developed, purchased and deployed remains to be seen. In this area, EIA cloud vendors may see competition from cloud storage or cloud storage gateway vendors that are promoting their offerings as inexpensive alternatives to on-premises file storage. It is interesting to note that, as a group, the cloud vendors ranked higher in this Magic Quadrant than did their on-premises-only competitors. This can be attributed to the high levels of customer satisfaction (customer satisfaction ratings are near-perfect for all the cloud vendors evaluated), simple pricing, ease of deployment and use, and the remarkable growth rates of these vendors overall. Vendors that do not offer cloud as an option are seeing their market share erode.

Upgrades and Migrations

Email-archiving solutions first came to market in the 1990s and, due to SEC regulatory requirements, were broadly deployed in financial services. Other vertical industries followed suit, mostly to address storage growth issues, and, as a result, there are a large number of legacy on-premises systems deployed across organizations of all sizes. Skip forward five to 10 years, and we see that some of these systems are pushing the limits with respect to scalability (number of objects, size of the archive, indexing and search speed, infrastructure). As a result, most vendors have rearchitected their products, and, consequently, their customers are faced with an opportunity to upgrade or migrate to a new solution. A significant number of organizations are opting to migrate to a cloud archive.

Migration has become not only a challenge, but also a bona fide business, and there are a number of vendors (including Trusted Data Solutions, Globanet, TransVault Software and Akaibu) that offer software and services to migrate customers from one archive repository to another. Archiving vendors partner with these specialty software providers, and charge accordingly. Customers should expect the process of migration to be lengthy and potentially expensive, depending on the amount of data to be migrated. The alternative is to leave previously archived data in the original system; most organizations elect not to do this, as the costs and risks to maintain the original system over the life of the archived data are high. All the vendors evaluated in this Magic Quadrant have done migrations for their customers.

Mergers and Acquisitions

Since the last EIA Magic Quadrant, there have been a number of mergers and acquisitions in that space.

    In January 2012, Symantec acquired cloud archiving vendor LiveOffice.

    In January 2012, Proofpoint acquired information governance vendor NextPage.

    In January 2012, Sonian acquired MSP vendor Webroot's archiving business.

    In May 2012, Smarsh acquired Web archiving technology vendor Perpetually.

Vendors to Watch

Note that there are numerous vendors that offer archiving products specifically for messaging applications. The following list includes selected vendors that provide, or have plans to provide, support for integrated email and file archiving:

    ArcMail: ArcMail has traditionally been known for its email archiving appliance product line for Exchange. In 2011, the company introduced support for IM, Salesforce Chatter and Gmail, along

with a Cloud Storage Gateway solution. SharePoint support was announced this year along with a virtual appliance alternative. The vendor is not included in this research because file archiving is a road map item.

AXS-One, a Daegis company: AXS-One offers AXS-One Central Archive for email, IM, files, SharePoint and SAP data. The product is part of a broader records management and e-discovery portfolio. It has a long history in the EIA market and is particularly strong in its support for Domino. AXS-One did not meet the minimum revenue requirements for this Magic Quadrant.

Geminare: In July 2012, Geminare added email archiving to its recovery as a service (RaaS) data protection suite with its myVault Email Archive offering. It is targeted at partners that want to add archiving to their portfolio of services, and it is deployable on-premises within the providers' environment, or via private or public cloud, such as Microsoft Azure. This new service is email-only today; support for other content types, including files and SharePoint, was in beta at the time of publication of this research.

Google: In 2012, Google announced the introduction of a new archiving service, called Google Apps Vault, as an optional add-on to Google Apps for archiving, e-discovery and information governance. The service currently supports Gmail and Google chat, and manages those messages directly in the Gmail data store. The service replaces the older Google Postini archive that has been widely deployed by Gmail users. Google is not included in this Magic Quadrant because it does not yet provide file archiving, although it has stated its intention to do so.

Index Engines: Index Engines offers Octane Archiving, an archiving appliance that supports files and email, and provides a unique capability to capture legacy content from backup tapes. The product is delivered as an appliance and was announced in January 2012 as an extension to the company's compliance and e-discovery product line. At the time of this Magic Quadrant analysis, Index Engines did not meet the minimum revenue requirements for its archiving product.

Microsoft: Microsoft added native archiving to its Exchange application in 2010, and currently offers it as part of its on-premises deployments or as part of Office 365. The company continues to enhance this functionality, as well as its complementary e-discovery feature set, and plans to expand archiving and e-discovery to SharePoint, files and other content. Microsoft is not included in this Magic Quadrant because, at the time of publication, archiving was available for email only; file archiving is on the road map.

Perimeter E-Security: Perimeter E-Security offers email archiving services in the cloud. The company has a large base of customers using its secure messaging, managed security and email security services. It has been offering email archiving for nearly a decade. Perimeter E-Security does not currently offer file archiving — it is on the road map.

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