

# Trustwave Secure Email Archiving Prospecting Guide



## Solution Description

**Secure email archiving is not just about sending and receiving. It's about saving and finding.** Trustwave Secure Email Archiving is a 100% cloud-based secure, compliant, and cost-effective archiving solution that stores company emails in a reliable and secure format that is easy to search and retrieve email data. This solution delivers:

### Compliance

- Real-time capture of emails so businesses have a full copy of every email sent or received
- Secure storage so once emails are archived, they can't be removed or tampered with making them fully admissible for legal/court requests
- Audited access to the archive to allow customers to prove information requests have been completed

### Cost Effectiveness

- By having all data stored in an easy to search archive users can keep less data in their mailboxes to save storage
- Information requests are quicker to complete

### Ease of Managing Growing email volumes

- By having data stored securely off the primary mail environment a business' email service will run more efficiently
- By having less data in users' mailboxes, back ups will run more quickly and migrations between email platforms will be simpler to manage and more secure

## Key Buyers and Discovery Questions

Security Leader Buyer (CISO, VP/Dir. Security)	Compliance Buyer	IT/Security Operations Buyer (Director/Manager: IT Operations/Security Operations, Email/Messaging Administrator)
Responsible for security strategy, risk management and brand, intellectual property (IP) and data protection.	Responsible for regulatory compliance, data governance, and privacy.	Responsible for the operations and security of the organization's messaging infrastructure.
<b>Discovery Questions</b>		
<ol style="list-style-type: none"> <li>1. Can your users delete email if they would like to?</li> <li>2. How does / would your business deal with a right to be forgotten request?</li> <li>3. Can anyone in your business access anyone else's emails in an unaudited way?</li> <li>4. Which compliance standards you need to adhere to (HIPAA, PCI-DSS, SEC, Sarbanes-Oxley, GDPR, CCPA, etc)?</li> </ol>	<ol style="list-style-type: none"> <li>1. Which compliance standards you need to adhere to (HIPAA, PCI-DSS, SEC, Sarbanes-Oxley, GDPR, CCPA, etc)?</li> <li>2. How do you currently store emails?</li> <li>3. Have you recently moved to Office 365 or Google G-Suite?</li> <li>4. How quickly can you respond to an information request or subpoena?</li> <li>5. Do you have a formal auditing process for searching for emails?</li> <li>6. Can your users delete email if they would like to?</li> <li>7. Does the IT department have to run those searches, or can that be delegated to other more relevant departments?</li> </ol>	<ol style="list-style-type: none"> <li>1. Does the IT department have to run searches that could be delegated to more relevant departments such as HR, Legal or Compliance?</li> <li>2. Do you have mailbox quotas enforced on your users?</li> <li>3. Are you using Office 365?</li> <li>4. Do you ever take calls from users who can't find an email they have sent or received previously?</li> </ol>
<b>Keywords to Listen For</b>		
<ul style="list-style-type: none"> <li>• Reduce costs</li> <li>• Enhance business efficiency</li> <li>• Improve business continuity and disaster recovery</li> </ul>	<ul style="list-style-type: none"> <li>• Compliance improvement</li> <li>• Reliable email capture</li> <li>• Carry out investigations without IT</li> </ul>	<ul style="list-style-type: none"> <li>• Reduction in the mail server storage space</li> <li>• Reduce end-user help requests</li> <li>• Improve IT security</li> </ul>

## Trustwave Secure Email Encryption Value Proposition

Trustwave Secure Email Archiving Email archiving allows you to ensure email is tamper proof and cost effectively stored for long periods of time. With an easy to use front-end search interface, businesses can find information they need quickly and easily. This helps you work towards and maintain regulatory compliance, improved business efficiency, save money and easily demonstrate a positive ROI.

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## Competitive Positioning by Key Competitor



Competitor	Strengths	Weaknesses	Positioning
<b>Microsoft Office 365</b>	<ul style="list-style-type: none"> <li>In-place email archive, in-place hold and litigation hold</li> <li>An integrated management interface</li> <li>Unlimited storage (requires additional fees), and deleted item recovery and deleted mailbox recovery.</li> <li>Users can access archive email from within their inbox</li> </ul>	<ul style="list-style-type: none"> <li>Due to the mailbox-based indexing model, Office 365 <b>does not</b> execute searches in real-time</li> <li>Office 365's archiving and eDiscovery tools are quite limited</li> <li>Office 365 doesn't archive externally, so there's an increased risk of data loss should outages occur</li> <li>It isn't tamper-proof archiving; in fact, altering an email, either accidentally or maliciously, is easy in Office 365</li> <li>It's slow in retrieving emails when users search for them</li> </ul>	<ul style="list-style-type: none"> <li>Keep all email and attachments secure by protecting and controlling access to data</li> <li>Meet eDiscovery requirements with fast and accurate searches</li> <li>Provide tamper-evident emails that are admissible in court</li> <li>Meet industry specific legislation, data privacy and human rights regulations</li> <li>Scalable, cloud-centric email archiving solution with 99.99% uptime</li> <li>Reduce consumption of expensive primary storage by up to 75%</li> <li>Improve email search speed by up to 80%</li> <li>Query archives of many millions of emails in milliseconds.</li> <li>Allows users to find their own lost or deleted email eliminating the need to involve expensive IT resources</li> <li>Migrate from one email platform to another with ease</li> <li>Gain almost instantaneous disaster recovery</li> <li>Have enough storage to meet the seven-year retention requirement</li> </ul> <p>Trustwave Secure Email Archiving is a secure online repository to store tamper proof emails, which helps users reduce the size of their inboxes ensuring optimal system performance. And it complies with compliance and data sovereignty rules (EU GDPR, HIPPA, PCI) at a fraction of the per user, per year cost of an E5 license through Microsoft.</p>
<b>Proofpoint</b>	<ul style="list-style-type: none"> <li>Invests heavily in R&amp;D</li> <li>Strong competitor with a strong product</li> <li>Dedicated focus on email</li> </ul>	<ul style="list-style-type: none"> <li>Part on premise part cloud technology makes deployment difficult and expensive to implement</li> <li>Difficult to move off the Proofpoint system should you choose to.</li> </ul>	
<b>Symantec</b>	<ul style="list-style-type: none"> <li>Big brand name with long history in archiving</li> <li>Good security overlay to archive</li> </ul>	<ul style="list-style-type: none"> <li>Outage problems and poor performance</li> <li>Support is weak</li> <li>Very little focus on R&amp;D</li> <li>Expensive to manage as size of data set increases</li> <li>Limited development of cloud solution leaving customers vulnerable</li> </ul>	

### Objection Handling

#### 1. I have never needed to search / keep emails before

That is great news, but unlikely to last. Growing regulation statistics now say that 75% of all businesses have been ordered to produce email as part of legal proceedings. If that happened to you, how quickly could you produce ordered emails, and would you be 100% confident that you found every email you needed to find?

#### 2. We are moving / have moved to Office 365, our mailboxes are very large, and we plan on using Office 365 to retain our emails

Office 365 is a mail system designed to send and receive email, and because of this, Office 365 E3 and E5 enterprise tiers provide an unlimited sized mailbox. In fact users find it very difficult to manage large mailboxes because emails are hard to find, and the search in Office 365 is slow, creating huge levels of frustration for users and this frustration leads to more calls to the IT department. Also, and most importantly, the archiving functionality in Office 365 **is not tamper-proof**. In fact, altering an email, either accidentally or maliciously, is easy in Office 365 severely challenging eDiscovery requirements.

#### 3. We have a solution and getting data out of the archive is difficult and expensive

That has historically been the case, however we have a number of tools and techniques that mean the export of data is a lot less complex and expensive than it use to be. I would suggest that we have an exploratory call to understand your current environment and see how we can help you.

### Customer Success Story

A manufacturing organization moving from on-premise Exchange to Office 365, with 3,500 users and 31TB of legacy data. They wanted to move to be risk free, tamper proof, quick and cost effective.

- The customer had lots of valuable data they needed to be sure wouldn't be lost
- Expensive migration of data made it more cost effective to stay on premise, they wanted to move to the cloud
- They had issues with searching legacy user data in O365

Migration to Trustwave secure email archiving took 12 weeks less time than had initially been predicted and the cost of email archiving was 35% less than the migration cost + legacy mailbox cost to keep old emails