

## The Barracuda Message Archiver: Enabling Corporate Compliance

Without question, email is the de facto standard for business communication. A recent IDC estimate indicates that total person-to-person business email messages sent daily in 2006 reached nearly 22 billion messages worldwide . \* This number is expected to increase to as much 27 billion messages daily by 2011. With this growth, more and more companies are facing the challenge of ensuring that their email traffic is adequately stored and compliant with various industry regulations as well as other corporate policies.

A decade or more ago, and before the onset of many of the corporate, government and industry regulations that companies must adhere to today, the predominant way to store email and other sensitive data was through backup tape. Not surprisingly, many companies still rely on this method of storage. According to a study conducted by Osterman Research, as much as 46 percent of businesses use backup tape as a means to 'archive' email. One reason for the reliance on this form of data retention is that, until now, the cost and complexity of email archiving solutions made it difficult for businesses to consider. However, accessing data through backup storage can often be costly and inconvenient for most companies. Email archiving solutions present a much more centralized and secure option for storing email that can be retrieved easily and in a timely fashion. In addition, administrators can set up parameters that specify who has access to the email storage, ensuring data integrity, confidentiality and compliance.

### Reasons For An Email Archiving Solution

- 1) **Litigation support** – Most companies, no matter what vertical, will at some point in the course of normal operations be implicated in lawsuits. Litigation discovery involves all parties in a lawsuit and requires that all data or information relevant to the lawsuit be provided as requested by the court of law. The cost of finding and producing such information can often outweigh the actual damages claimed in the lawsuit itself. This is most often the case for companies that are not using an email archiving solution.
- 2) **Storage Management** – Not only does the volume of email messages continue to increase, the size of the average email itself is also on the rise. Due to the increased use of file attachments in email messages, the average email size can range between 22KB and 350KB. As such, the ability for an organization to adequately keep up with the storage demands of email can be costly. While storage solutions can be used to deal with the problem of email message growth in the short term, email archiving solutions can provide a more resourceful way of handling the issue over a longer period.
- 3) **Knowledge Management** – A company's email system contains a vast amount of vital corporate intelligence, some of which is not replicated in any other data or material. If email is lost or cannot be easily accessed, a company runs the risk of losing that intelligence. An email archiving solution can provide management tools essential to storing and controlling access to an organizations knowledge base.
- 4) **Compliance** – Compliance issues are perhaps the driving force behind the increase in demand for email archiving solutions. The sheer number of regulations – as many as 10,000 in effect worldwide by some industry estimates – that require some form of email retention as well as the more specific parameters of how the email should be stored and for how long can be confusing for administrators.

This white paper will explore some key regulations as well as describe how the Barracuda Message Archiver can help organizations achieve compliance in various industry verticals.

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#### Archive

A repository or non-production environment to provide secure preservation of email for compliance and operational purposes.

#### Archive versus Backup

To "backup" data preserves it only against failure or disaster. Accessing data stored via backup storage devices can be costly and time consuming.

To "archive" data preserves and protects data for access whenever needed. Accessing data stored via an archive solution can be done quickly, cost-effectively and in a timely fashion.

\* "Worldwide Email Usage 2007-2011 Forecast: Resurgence of Spam Takes its Toll," M. Levitt, IDC, March 2007, IDC #206038.

### Three Main Concepts of Compliance

Although many regulations exist and have varying requirements, compliance across all verticals is based on three concepts:

- 1) **Email permanence** – Email must be maintained in its original form without alteration or deletion.
- 2) **Security of Email** – Information must be protected against all threats including unauthorized access to the email as well as physical damage. This same concept applies to the process of legal discovery which often specifies who can access the email (i.e. legal teams) as well as safeguards against the destruction of hard copies of the data.
- 3) **Auditability** – Email must be easily accessible in a timely fashion by authorized personnel upon request.

### Descriptions of Important Regulations for Businesses

#### Federal Rules of Civil Procedure (FRCP)

Established in 1936, the FRCP sets rules for governing court procedures in managing civil suits in the United States district courts. Since many of the rules were established prior to the use of electronically stored information (ESI) and email in businesses, amendments to the FRCP to cover ESI were passed by Congress and went into effect in December 2006. Many of these changes require organizations to manage their data in such a way that it can be produced in a timely and complete fashion when required, such as when called to do so in the course of legal proceedings. The FRCP applies to any organization that may be involved in federal legal proceedings, which essentially applies to any and all businesses in the United States.

The changes to FRCP in 2006 reflect the reality that email discovery is a critical practice and organizations need to prepare themselves well ahead of time in the event that they are called upon. An email archiving solution is an invaluable tool when it comes to FRCP and email discovery in general. Most solutions enable the organization to judiciously access electronic data in its entirety without alteration, saving them time, resources and money in the long run.

The Barracuda Message Archiver assists organizations with the complex task of email discovery by ensuring that all email that is sent and received by an organization is stored and searchable. In addition, the Barracuda Message Archiver tracks access records and can be delivered in a timely manner through easily-accessible file formats, including Microsoft Outlook archive (PST) files. If you choose to provide online access to your Barracuda Message Archiver for outside counsel, you can create a special user or designate one from your LDAP directory and assign it the appropriate permissions to access relevant email.

#### Sarbanes-Oxley (SOX)

The Sarbanes-Oxley Act of 2002 requires companies to implement policies and systems to monitor and prevent fraudulent activities. All publicly-traded companies under the jurisdiction of the U.S. Securities and Exchange Commission (SEC) must comply with the Sarbanes-Oxley Act. In addition, private firms that may one day be merged with, or acquired by, a public company will fall under these regulations as well. It is recommended that all such entities implement a data retention strategy and all financial controls must be verified and documented by independent auditors. Penalties for non-compliance include fines of up to \$5 million and up to 20-year prison term.

The requirements for Sarbanes-Oxley specify keeping electronic data for no less than three but up to seven years. To use a backup device to try to store this amount of data would be costly and difficult to manage, in addition to being nearly impossible from which to retrieve data. With an email archiving solution, organizations can typically specify the amount of time data must be stored as well as take advantage of custom search and tagging tools for easy message retrieval.

The Barracuda Message Archiver has the capacity to store and index 10 years worth of data through a combination of internal and external storage. In addition, the Barracuda Message Archiver's comprehensive email indexing features allow administrators and auditors to quickly sort emails based on typical message fields: sender, recipient, received date, created date, subject line, size, attachments, importance, words in message body and so on. In addition, email attachments are fully indexed and messages can also be tagged for in-depth searches in the case of legal discovery, regulatory compliance requirements or for efficient sorting of large repositories of emails.

#### **SEC/NASD**

Firms in the financial services industries must adhere to strict sets of rules imposed by governing bodies such as the Securities and Exchange Commission (SEC), the National Association of Securities Dealers (NASD) and New York Stock Exchange (NYSE). Among these rule sets is SEC Rule 17a which imposes a series of rules governing securities brokers and dealers. SEC Rule 17a-3 through 17a-4 outlines the effective handling of electronic records and how long such records must be kept. In conjunction with this SEC rule set is NASD Rule 3110, a requirement to keep records in compliance with SEC Rule 17a. In addition, there is NASD 2860, a requirement to maintain and keep a separate central log for all options-related complaints. Also of importance is NASD Rule 3010 which requires that brokers and dealers follow specific rules when sampling and reviewing messages to make sure they are in compliance.

Again, an email archiving solution is an invaluable tool for compliance with the many rules and regulations governing electronic communications in the financial services sector. The Barracuda Message Archiver helps achieve compliance by maintaining integrity over the storage, access, and content-based policies governing emails. With its role based administration, the Barracuda Message Archiver enables you to assign special privileges to Auditors that enable them to search and enforce content-based policy to comply with regulations. With a set of tamper-resistant protections built into the system, the Barracuda Message Archiver safeguards against potential alterations or deletion of archived emails.

#### **Health Insurance Portability and Accountability Act (HIPAA)**

Perhaps the most important regulation concerning healthcare organizations, HIPAA mandates all healthcare and insurance providers determine who has access to health information and ensure that such information remains inaccessible to unauthorized parties. In addition any transmission of health or personally identifiable information must be protected, i.e. encrypted, and the storage of such information must be very carefully handled.

Email archiving solutions can be used to alert the administrator of violations in email transmission. For instance, the Barracuda Message Archiver can be set up to inform the administrator at a physician's office if an email with a patient's social security number is being sent in clear text. Through standard or custom policies, any transmission of Personally Identifiable Information in clear text can automatically generate alerts to auditors.

In addition, most policies designed to comply with HIPAA also control transmission of emails referencing certain terms and disease codes. Through Energize Updates and their associated policy definitions, the Barracuda Message Archiver standard policies automatically keep up with changes in the health care industry.

**Enabling Compliance**

The table below summarizes some of the key government regulations described in this white paper and indicates how the Barracuda Message Archiver, using a sophisticated set of logging, auditing, and management capabilities can help organizations to achieve compliance.

Regulation	Logging/Storage	Search/Alerts
FRCP	The Barracuda Message Archiver stores up to 10 years worth of email through a combination of internal and external storage.	Email messages are fully indexed according to popular message fields including subject, sender/receiver, date, attachment, importance and more. Custom policies can be set to alert when terms related to ongoing litigation are contained in emails and their attachments.
SOX	The Barracuda Message Archiver stores up to 10 years worth of email through a combination of internal and external storage.	Email messages are fully indexed according to popular message fields including subject, sender/receiver, date, attachment, importance and more.
SEC/NASD	The Barracuda Message Archiver stores up to 10 years worth of email through a combination of internal and external storage. The Barracuda Message Archiver also includes tamper-resistant safeguards to protect the integrity of the email archive.	Email messages are fully indexed according to popular message fields including subject, sender/receiver, date, attachment, importance and more. Reports can also be generated that log attempts to tamper with the archive storage.
HIPAA	The Barracuda Message Archiver stores up to 10 years worth of email through a combination of internal and external storage.	Alerts can be customized to notify the administrator when a policy has been violated. Policy definitions included with Energize Updates will update the Barracuda Message Archiver's lexicon with the latest advances in health care industry.

**Barracuda Message Archiver: Enabling Corporate and Regulatory Compliance**

Barracuda Networks has eliminated some of the confusion of corporate and governmental regulation requirements for organizations with the Barracuda Message Archiver. Designed with compliance in mind, the Barracuda Message Archiver is a powerful, easy to use and affordable solution for organizations of all sizes.

*Powerful*

The Barracuda Message Archiver provides everything an organization needs to comply with government regulations in an easy to install and administer plug-and-play hardware solution. The Barracuda Message Archiver stores and indexes all email for easy search and retrieval by both regular users and third-party auditors. Backed by Energize Updates, delivered by Barracuda Central, the Barracuda Message Archiver receives automatic updates to its extensive library of virus and policy definitions to enable enhanced monitoring of compliance and corporate guidelines as well as document file format updates needed to decode content within email attachments.

*Easy to Use*

The Barracuda Message Archiver features an easy-to-use Web user interface, creating an intuitive and cost-effective administration tool for the integrated hardware and software solution. The Web user interface allows administrators to define, manage and control corporate archiving settings and rules from one central location.

*Affordable*

Unlike competitive offerings, the Barracuda Message Archiver has no per user licensing fees, no hardware issues to attend to, no database integration headaches and no security holes to patch, making it the most affordable and reliable email archiving solution available today.

For more information on the Barracuda Message Archiver, please visit <http://www.barracuda.com> or call a Barracuda Networks regional sales representative at 1-888-ANTI-SPAM for a free 30-day evaluation.

**About Barracuda Networks, Inc.**

Barracuda Networks is a leading provider of network security appliances for comprehensive email, Internet and IM protection. Its products protect over 40,000 customers around the world, including Adaptec, Caltrans, CBS, Georgia Institute of Technology, IBM, NASA, Pizza Hut, Union Pacific Railroad Company, and the U.S. Treasury Department. The Barracuda Spam Firewall and Barracuda Spam Firewall - Outbound protect organizations against spam, viruses, and violations to e-mail security policy. The Barracuda Web Filter offers comprehensive content filtering and complete network protection against spyware, malware and viruses. The Barracuda IM Firewall is the only all in one gateway solution for IM traffic management and security. The Barracuda Load Balancer offers easy to configure, secure and comprehensive IP network traffic management across multiple servers. Barracuda Networks is a privately held company with headquarters in Campbell, California. Barracuda Networks has offices in eight international locations and distributors in over 80 countries. More information is available at [www.barracuda.com](http://www.barracuda.com).