



Managing Your Email Before It Manages You

Protecting Your Business with Aid4Mail

Business runs on email. Client requests, emailed contracts, critical discussions: email has become the lifeblood of modern business communications. Given how important email is, you'd think that companies would spend a lot of attention to managing it.

They don't.

It's understandable. Email management is hard to do, and few tools exist that do it well. But the fact is that email content must be managed, and managed well. It is evidence of business decisions, actions and transactions. Emails are historically valuable for the information they hold. They are also legal documents and records, and many of them are governed by retention and recovery requirements.

"With the deluge of e-mail messages and the increase in corporate mailboxes, IT administrators have to deal with rising costs of e-mail management."

– Simon Piff, regional solutions marketing manager, Microsoft

If you don't manage your business email, it will manage you – with bloated storage, time-consuming searches, lost information – and serious risk for regulatory investigations and legal discovery motions.

The Challenge of Managing Email

Even when you understand how important managing your email is, it is still a challenging proposition. Here are a few of the most serious challenges:

Bloated email storage

Storing all your email on primary storage is expensive and bogs down your production servers. Email is growing exponentially at most companies, leaving storage space bursting at the seams.

Inaccessible email content

As the number of stored messages grows, it is harder and harder to retrieve the emails you need. You lose business because you cannot easily find valuable emailed information, and you risk large fines because you cannot reasonably respond to regulatory or legal requests.

Obsolete email archives

You may be observing retention periods, or may just be reluctant to delete any email. But when messages sit in archives for years, it may be impossible to retrieve them because their media or original email application have become obsolete. Business value is lost, and risk grows.

The Solution: What to Look For

To meet these challenges, an email management solution should allow you to simply and effectively manage your emails now and into the future. Here are some specifics to look for:

- **Robust import/export tools.** Look for email management solutions that support a wide number of mail formats and import messages from a variety of locations, including those stored on CD or DVD media. You should be able to choose individual and filtered messages, not just entire target folders. You should be able to export email for viewing through Internet Explorer, MS Excel, or a database, convert them to extract or re-insert attachments, and archive them to save space or to comply with legal requirements.
- **High quality conversions.** Your email management program should reliably convert all messaging information including attachments, embedded pictures, contents in HTML-formatted messages, and message status information. Attachments and embedded contents like images and sound files should be seamlessly extracted from messages and stored in separate folders inside the archive files, so you can easily access documents without needing an extra extraction utility.
- **Tight compression.** Your email management solution should make it easy to archive your older messages to avoid huge mail files and slowed performance on your production servers. It should also save your archives in a format which will be easy to retrieve years down the road, even if you have changed email clients in the meantime. The solution should automatically remove duplicates of attachments and embedded contents, which will significantly reduce the size of archives.

“I was also fascinated with the fact that Aid4Mail churned through my mail without crashing, stuttering, or spitting out any error messages: it just simply did the job.”

– Chris Jenkins, Aid4Mail user

As a result you will be able to reduce your IT messaging and storage costs, reduce legal costs and risk exposure, and improve your business's ROI.

Managing Your Email with Award-Winning Aid4Mail

Aid4Mail by Fookes Software Ltd meets critical requirements for your email management solution. Powerful, easy-to-use Aid4Mail will:

- *Significantly reduce your email storage space.* Aid4Mail will migrate old email off your production server and efficiently archive it onto less expensive media. This saves you money on less expensive storage, frees up your primary storage for critical files and applications, and improves the performance of your production servers.
- *Easily access archived email content.* Aid4Mail lets you quickly and accurately retrieve emails for business value, or to quickly respond to regulatory investigation and legal discovery. Aid4Mail stores attachments, images and sound files in separate folders within your archives, so you can choose to retrieve separate elements from emails. You can also retrieve the complete email message with attachments. Aid4Mail email archives are searchable by folder, date range and/or by matching text.
- *Protects you from obsolete email archives.* Aid4Mail enables you to observe logical retention periods and protects you from inaccessible or obsolete archives. Because its archive technology uses non-proprietary archive files, it's easy to retrieve emails into a new email client, even when the emails were originally saved from a different client.

Aid4Mail's Outstanding Features

Aid4Mail supports more than 20 mail client programs and helps you accurately migrate your email messages, export them for viewing through Internet Explorer, MS Excel, or a database, convert them to extract or re-insert attachments, and archive them to save space and to comply with legal requirements. It processes all messages without losing any information, including those with file attachments and embedded contents like pictures and background images.

- **Import/export.** Aid4Mail lets you export email as a single merged mailbox file or as individual message files. You can extract file attachments and embedded contents separately from your mail folders, and can also extract names and email addresses of your correspondents. (This feature is ideal if you need to rebuild an address book or create a mailing list.) Aid4Mail can easily read your archive files from any disk location that Windows Explorer can access, including CD-ROMs and DVDs, network and hard drives; and can convert emails back to any of the supported export formats.
- **Compressed files.** Aid4Mail's powerful archiving capability enables you to save all your mail directly into highly compressed ZIP files. These files are saved as a non-proprietary mailbox format that most mail clients can read, guaranteeing compatibility with future systems. Aid4Mail creates highly compressed mail archives in standard ZIP files, where a single ZIP file can store the contents of a 20 GB PST file. And Aid4Mail automatically removes duplicates of attachments and embedded contents, which significantly reduces the size of your archives.
- **Browser viewing.** Aid4Mail supports MHT Web archive conversion for easily viewing your messages in a browser. You can directly extract and save message attachments from within your browser, simply by clicking on the attachment link. Aid4Mail creates index pages grouped by mail folder to make it easy for you to access your messages through Internet Explorer and any other browser that supports MHT files. The pages are built according to templates that you can customize as you wish.
- **Efficient archives.** Aid4Mail extracts attachments and embedded contents like images and sound files and stores them in separate folders inside the archived file. This way you can easily access attachments and embedded contents without using special utilities. You can also search and filter by folder, date range and/or by matching text.

"In one of our tests, we used an Outlook PST file that was 1.05 GB in size. When this file was copied to a ZIP file using traditional methods with highest compression, the resulting file archive was 830 MB— too big to fit on a CD-ROM. When that same PST file was archived with Aid4Mail, the resulting ZIP file with all messages and attachments was only 313 MB – small enough that you could fit two of these onto a CD-ROM."

– Eric Fookes, president of Fookes Software Ltd

Wrote Chris Jenkins, an Aid4Mail user, "Even if your email client has the conversion features, chances are the Aid4Mail will convert those files faster, without crashes, for an error free transition. I can't translate into words what a feeling of freedom this brings to the management of my email files. The ability to easily and quickly archive my email into almost any imaginable format has simply put the icing on the cake."

Don't miss out on the chance to manage your email before it manages you.
Download your free trial copy at <http://www.aid4mail.com/> and start using Aid4Mail today!