

# Active Archiving: Retention, Preservation, and Reuse

An IDC Muticlient Study Final Report



## Benefits to Vendors

- Capitalize on user demand for active archiving of file systems, content management repositories, desktop and laptop files, and database applications
- Establish the most effective go-to-market strategies for each active archiving segment
- Identify the key business and technical requirements that provide tactical and strategic differentiation opportunities
- Leverage the SMB active archiving opportunity

## Industry Experts



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IDC is pleased to announce the availability of the **Active Archiving: Retention, Preservation, and Reuse** study final report.

## Research Overview

Active archiving is a high-growth market (30% CAGR over the next five years,) with strong political, economic and legal drivers. IDC believes that long term, firms will mine these active archives for institutional benefit and corporate advantage. As a result of these drivers, firms are placing more attention on how they manage, classify, retain, retrieve and dispose of information according to defined policies. Active archiving, at once a process, set of policies and technologies, plays a strategic role in this ongoing process.

IDC's study analyzes the opportunities in the active archiving market by company size and vertical segment. It also examines the archiving approaches firms are using now and considering for the future.

## Key Findings

- Larger firms view archiving in the broader context of information management, in particular for nontechnical stakeholders.
- The business drivers for archiving will continue to include records retention compliance and enhance efficiencies and accuracy of discovery efforts, and overall IT optimization.
- Future archiving solutions need to address a broad spectrum of content types, primarily unstructured content, but eventually extending to structured, rich media, and Web 2.0 content.
- The role of ediscovery in archiving purchases is important across firms of all sizes because it presents the greatest risk, disruption, and unknown to the firm.
- Information reuse is a sophisticated sell.

## Methodology

- ◆ 40 in-depth interviews with risk management, records management, compliance, and legal professionals from midsize to very large U.S. firms across a range of vertical industries
- ◆ 660 online surveys with IT, compliance, risk management, records management, and legal professionals from small to very large U.S. companies

## Who Should Buy

- ◆ Storage and system vendors
- ◆ Hosted services and application providers
- ◆ Content management vendors
- ◆ Litigation support and ediscovery service providers

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