

### Who Should Read This Brief?

If your company uses email to transmit any commercial information, regardless of size you may have a duty of care to ensure your emails and their attachments are retained in a tamper proof environment.

Equally as important is the cost associated with losing and reviving (or attempting to find) old emails. By reading this Brief you should have a clear understanding of the benefits associated with Active Email Archiving. This brief is suitable for business managers and IT staff.

### Who Should Read This White Paper

Email is now a critical part of the business eco-systems and as such best practice needs to be employed for email usage. Any business manager or IT staff member whose responsibility it is to ensure appropriate use of email is best advised to read this paper.

### Synopsis

Email is discrete and efficient form of communication and its growth as the primary form of communications is unquestionable. However as a consequence of its importance is the need maximize the use of email as a business intelligence tool and productivity with key attributes such as data mining across the enterprise and efficient reviving.

### Background

Traditionally companies had strong policies over the use on company resources for personal activities. A clear historical example would be the use of the telephone for personal calls. However through the 1990s there has been a breaking of the tradition due to the demands of a more flexible working environment and the valuing of human capital as companies move towards more service based industries.

Consequently individuals now expect and use email for personal and work activities. Contrary to this is the demand that management and legislation place on archiving, discovery and viewing of emails against private use of emails addresses.

### Set Expectations

When employees join as part of induction program have understand, sign and adhere to your company's email policy guidelines.

## Increase Productivity

Email can increase productivity. However since it is such an efficient form of communications it does have an Achilles heel. It's ability to engage so quickly on a many to one basis. Therefore some key aspect of using email efficiently is:

## Use of Bouncing, Forwarding, CC and BCC

Know the difference between bouncing (or redirecting) and forwarding email. The main difference is in the message processing. Bouncing is when you have no intention of modifying the content of message - the complete and original information is passed on elsewhere. Forwarding is to pass on an email which is modified, annotated or edited. Forward if you have something to add or change, bounce if you don't or if the message has been sent to you in error.

Don't forward or bounce email unnecessarily and never forward virus hoaxes, chain letters, petitions or "make money fast" schemes. Never reply to SPAM or junk mail - ever.

Only CC when absolutely required and avoid creating un-necessary work for others. If you use CC and BCC excessively when an email needs to be actioned it may well be ignored.

## Courtesy and politeness

Email combines some of the worst features of written communication. You can respond immediately without time for reflection, but have none of the advantages of a face-to-face conversation (such as being able to read facial expressions). Responding to heated email should be done cautiously if at all; waiting till the next day is often wise. Flaming (sending strongly emotional email) is rarely appropriate and is unlikely ever to encourage a positive response.

Don't write in CAPITALS as it is considered to be SHOUTING. Avoid sarcastic comments, as these can be taken out of context and be very hurtful. Use emoticons or smileys sparingly (if at all), more than a couple in a message look tacky. They are never totally appropriate or professional in email communication. Never use emoticons as an excuse to write something you would not say to someone face-to-face. Do not circulate emails which are critical of someone's conduct to people who do not need to know - this constitutes bullying.

## Subject line

Always include a subject line in your message. Almost all mailers present you with the subject line when you browse your mailbox so it is often the only clue people will get as to what the email is about. Make sure the subject line is meaningful and descriptive (e.g. "Today's meeting of the training committee - an agenda", not "Hello"). Messages without subject lines are also more likely to be identified and tagged as SPAM or deleted before being read by the recipient.

The subject line is the single most important part of an email message - make sure you use it well.

## Attachments

**Don't attach files unnecessarily.** Are you absolutely sure your recipient can read the attached format you are about to send them? Are they expecting the attachment from you? They may delete it unread if not - a sensible precaution considering the recent virus outbreaks that spread via email attachments. Even if you know your recipient can read the multi-megabyte attachment you are about to send them, are you sure they are not picking their email up over a slow dial-up link or on a wireless device this time? Attachments take longer to download than plain text emails and can be a source of viruses. For security reasons many receiving email systems can block or return attachments, and even if they don't, they will have to spend a great deal more time checking the attachment for known viruses.

## Make Email Revival Part of the Business Culture

Regardless of the solution chosen ensure that proper archiving of emails and their attachments are on the corporate agenda to protect the Intellectual Property of the Enterprise, Human Resources and Legislative requirements.

## About MailRevive™

MailRevive™ is a managed application service that operates in conjunction with your existing IT network to ensure the protection, preservation and continuous operation of email communication for your business, while providing on-demand access for users anywhere and anytime. For any size business MailRevive™ will ensure that email data is automatically filtered and preserved, can be intelligently discovered, easily recovered and that continuous access is available at all times.