

**Riding the eDiscovery Wave: Symantec Launches its Messaging Retention and Discovery Program**

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On August 21, 2006, Symantec [announced](#) its Messaging Retention and Discovery program, including the immediate availability of the enhanced Symantec Enterprise Vault (EV) Discovery Accelerator 6.0. The program is the vendor's response to significant interest among corporate counsels in messaging solutions that comply with the revised eDiscovery rules.

Enterprise Vault (EV) is the foundation of Symantec's enterprise message management strategy, leveraging its portfolio of content security, archival and messaging solutions. The vendor positions EV as the archiving platform and offers a series of modules tailored to address the unique business requirements of a finite group of internal stakeholders: compliance officers, legal counsel, records managers, email administrators, and storage administrators.

The Discovery Accelerator is a module tailored for legal counsel. It is positioned as the technology wrapper to eDiscovery process solutions that comply with the following [amended eDiscovery Rules](#):

- Rule 26(f),
- Rule 34,
- Rule 37(f)

Symantec also announced plans to open the APIs of EV and Discovery Accelerator to its technology partners, including Clearwell Systems, MetaLINCS, CT Summation, and IBIS Consulting. Opening the APIs would make the archives "searchable" by an "uber"-search engine. In this scenario, a user can programmatically run queries across multiple-vendor archival environments, including EV.

EV supports different types of corporate content, but IDC believes its largest near-term opportunities will come from investments in the messaging archives (e-mail, IM, Sharepoint, etc). Despite this positive outlook, competition in this segment continues to intensify. Vendors are attempting to differentiate their products by incorporating messaging security, content classification, and search capabilities. It is becoming increasingly difficult to create a sustainable advantage on technology alone.

The eDiscovery market has traditionally been served by niche vendors, offering products and services that manage and automate its unique workflows. The explosion of electronically stored information is changing the competitive dynamics in this industry. As eDiscovery costs continue to rise and as the volume of potential data source targets expands, corporations are becoming more interested in holistic and proactive solutions, including litigation readiness assessment and retention policy. Some corporations are even looking to build some of these capabilities in-house.

These developments are changing the buying dynamics for eDiscovery solutions and expanding the list of enabling technologies. Legal counsel, records managers and compliance officers are becoming more involved in the buying process for messaging and archival technologies. The sales and marketing organizations of system infrastructure vendors, like Symantec, have not traditionally interacted with this

expanded list of stakeholders. Vendors needed eDiscovery advocates to help them quickly establish their credentials and capture mindshare within this expanded group. Symantec formed strategic relationships with eDiscovery consulting and services vendors like RenewData and Redgrave Daley Ragan & Wagner (RDRW) to specifically address these critical components.

IDC has always maintained that Symantec is in a unique position to address information risk management. Its current portfolio includes storage, security, and system management products that:

- ensure the integrity and availability of the information
- enforce mandated retention policies
- assure the integrity of the computing resources that support processes and applications

In the past, Symantec has often been criticized for being slow to offer integrated solutions. Its recent activities, including this Message Retention and Discovery Program announcement, signal that it is taking the necessary steps to silence its critics. It is doing this by delivering integrated tactical solutions, while keeping its eye on strategic products that capitalize on the convergence of the system infrastructure with the content and collaborative technologies.

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