



MIMOSA
SYSTEMS

White Paper

Mimosa Systems, Inc.

August 2007

Mimosa NearPoint Competitive Differentiators

CONTENTS

Integrated Archiving, Data Protection, and Disaster Recovery.....	3
Comprehensive Data Capture and Discovery Capabilities	4
No Journaling or MAPI for Data Capture.....	4
Lowest TCO and Ease of Deployment.....	5
Side-by-Side Comparison.....	6

The Mimosa NearPoint™ solution for Microsoft® Exchange offers several distinct advantages over competing archive solutions. NearPoint is the only product that handles email archiving using a fundamentally different method than all of the competing email archive products on the market today. Mimosa's innovative approach allows for significantly advanced functionality for archive, but more important, NearPoint offers a comprehensive approach (and a single data repository) to provide unified information management for Exchange. The key differentiators of the NearPoint solution are summarized below, followed by additional details and a side-by-side comparison.

1. Integrated Archiving, Data Protection, and Disaster Recovery
2. Comprehensive Data Capture and Discovery Capabilities
3. No Journaling or MAPI for Data Capture
4. Lowest TCO and Ease of Deployment

Mimosa's competitors all use MAPI and/or journaling to capture message data. In contrast, NearPoint leverages transaction log shipping and standard Exchange ESE backup APIs for full data capture. NearPoint places zero footprint on the Exchange Server, captures all Exchange data, and enables corruption detection of Exchange databases. It is worth noting that Microsoft has incorporated a version of log shipping into Exchange 2007. It is also worth noting that all other email archiving products were architected to Exchange 5.x; NearPoint is the only email archiving product architected specifically to Exchange 2000 and beyond. Capturing data via the transaction logs offers a number of benefits that cannot be duplicated using legacy technology, such as:

Integrated Archiving, Data Protection, and Disaster Recovery

Mimosa NearPoint is an integrated solution that offers much more than just archiving. Without NearPoint, you would need to depend on three totally separate applications for archiving, data protection/recovery, and disaster recovery. You would need to pay triple the license costs, administrative costs, hardware costs (servers and storage), and costs for administrator time, as well as the costs for multiple (potentially incompatible) agents on the Exchange Server. NearPoint serves all of these functions with a single application, a single administrative console, and a single repository. In addition, NearPoint provides point-and-click, disk-based recovery for Exchange data at any level of granularity (single message, mailbox, storage group, or .EDB), so it can improve service levels while saving time and money compared with other alternatives for recovery.

Comprehensive Data Capture and Discovery Capabilities

Only NearPoint captures all Exchange data, including messages, appointments, contacts, tasks, and so on. In addition, NearPoint captures all metadata, point-in-time information, and context, such as user activity and folder structure. This capability is critical for electronic discovery, and it also enables you to use NearPoint to restore mailboxes in their entirety, or even your entire Exchange environment.

The search capabilities offered by NearPoint are vastly more comprehensive than those offered by any application from other vendors. The ability to track conversation threads, the movement of email into and out of folders, changes of states of the email (unread, read, flagged, and so on), updates to appointments and contacts that were not sent/received—all of these details can prove critical during legal discovery in trying to establish who knew what and when, and are available only with Mimosa's solution.

No Journaling or MAPI for Data Capture

All email archiving applications other than NearPoint rely on journaling and/or MAPI to capture data from Exchange, which results in significant impacts on the production environment:

- High overhead on the Exchange Server—both journaling and MAPI impede the performance of Exchange. (Studies have indicated a 15 to 35 percent overhead on the Exchange Server.)
- The need to re-architect the production environment—re-provisioning of Storage Groups and/or re-provisioning of Exchange Servers.
- Incomplete archiving—many items and real-time activity within Exchange are not captured.
- Not enough information is captured to provide DR or recovery.

The result is higher TCO for Exchange, incomplete data for discovery purposes, and the need to implement multiple, disparate solutions to archive, protect, and restore Exchange.

In contrast, Mimosa's log shipping methodology performs full data capture with minimal impact on the Exchange Server.

Lowest TCO and Ease of Deployment

NearPoint does not require the provisioning of dedicated Exchange journal servers or upgrades to existing servers. No agents are installed on the production server, ensuring worry-free deployment with no danger of causing performance and availability problems in production environments. In addition, no agents are installed on desktops, so rapid enterprise-wide deployment is enabled. All processing of messages is done off-host, imposing no load on production systems. Mimosa NearPoint is designed to be installed as a packaged solution, and it has built-in policies that enable installation and deployment in just a few hours.

In addition, NearPoint offers a GRID architecture that allows larger customers to “scale out” using low-cost commodity servers. Competing solutions require multiple, isolated archive servers for environments with more than 5,000 users, resulting in a significant, negative impact on administrative requirements for ongoing policy management, server (OS and application) maintenance, storage management, and search.

Side-by-Side Comparison

NearPoint	The Competition
Summary	
<p>Mimosa NearPoint is a next-generation information management solution for Exchange, providing the following capabilities in a single, fully integrated solution:</p> <ul style="list-style-type: none"> • Archiving • Continuous Data Protection • Disaster Recovery • Storage Management • eDiscovery 	<p>Competitive offerings are based on legacy technology. They are stand-alone email archiving applications with no capabilities for data protection or business continuity for messaging.</p>
<p>NearPoint was architected to leverage specific technologies available in Exchange 2000, 2003, and 2007 (e.g., ESE, VSS, and Transaction Log Shipping), in order to improve and facilitate data extraction and protection.</p>	<p>Competitive offerings were designed around the architecture of Exchange 5.x and are dependent on journaling and MAPI to capture data from Exchange. These methods are slow, create a performance drag on the Exchange Server, and may require a restructuring of the Exchange environment. They also do not capture 100 percent of Exchange data.</p>
<p>Mimosa NearPoint is 1 of 15 vendors selected by Microsoft as a Platinum Launch Partner for Exchange 2007. Mimosa was chosen for the tight integration and synergy of NearPoint with Exchange 2007.</p>	<p>The architecture of first-generation archive applications is fixed to Exchange 5.x.</p>
Performance	
<p>NearPoint is the only email archiving product that does not require Exchange journaling and avoids potentially costly provisioning and restructuring as a result of the performance load that journaling adds to Exchange Server (15 to 35 percent, per Microsoft Knowledgebase article).</p>	<p>The competition uses MAPI and/or journaling to capture data from Exchange. These two methods are slow and cause performance problems for Exchange. Per the Microsoft white paper <i>Journaling with Microsoft Exchange Server</i>, "Widespread journaling will have an impact on the performance of Exchange. Therefore, it is likely that you will have to deploy more hardware to maintain the current level of messaging service in your organization." Mailbox extension via MAPI also tends to reduce the number of mailboxes that can be supported on each Exchange Server.</p>
Ease of Use	
<p>With NearPoint, end users can have access to all archived content directly from within their mailbox in Outlook. Users are able to locate specific items by performing searches or by browsing their complete folder structure.</p>	<p>The only transparent means of accessing archived content using competitive offerings is via MAPI-based shortcuts. Searches must be performed using a browser-based client or plugin, and there is no ability to browse folders.</p>

NearPoint	The Competition
Completeness of Data Capture	
NearPoint is the only email archiving product that captures 100 percent of Exchange data (e.g., messages, contacts, appointments, tasks, notes, etc.). In addition, NearPoint captures contextual information such as folder hierarchy, item properties (metadata), and point-in-time history.	Both journaling and MAPI capture only a portion of the data in Exchange (e.g., messages only, and only a small subset of the message properties). Furthermore, journaling spills all mail into a “journal Mailbox,” without any folder information.
Search and Electronic Discovery	
The NearPoint eDiscovery module provides easy, intuitive global search capabilities. Auditors can search Exchange and the archive with a single query, save and share queries, save and share results, and tag results for “matter management.” Auditors also have the ability to view complete item history, conversation threads, BCCs, and point-in-time “snapshots” of a mailbox.	Competitive products do not provide any way to search in Exchange and the email archive simultaneously. Even for searches within the archive, most first-generation products require multiple, independent archive servers to handle more than one or two Exchange Servers, so multiple searches must be performed and consolidated for different users on multiple Exchange Servers. Many competitive offerings do not provide a tool designed specifically for the requirements of eDiscovery (e.g., collaboration, robust contextual searches, tagging, or item-level retention hold).
Data Protection and Recovery	
NearPoint is a continuous data protection solution for Exchange. It enables immediate disk-based recovery for Exchange data at all levels, including automated disaster recovery, full database recovery, mailbox recovery, and individual message restores. Restores take minutes, versus typical restores with other products that take hours or days to complete. NearPoint provides immediate, tangible value in improving the RTO and RPO of Exchange recovery while consuming fewer resources.	Competitive offerings are not designed to provide data protection for Exchange, and restore capabilities are very limited. The competition can only restore messages that have been archived. It does not preserve Exchange EDBs, transaction logs, or Storage Groups, and therefore cannot restore them. Improving data protection would require the addition of other stand-alone products for replicating data and/or restarting the application services.
NearPoint administrators can restore mailboxes to Exchange, redirect them to an alternate mailbox, or restore them to a PST file.	The competition has no capability to restore an entire mailbox. These products manage only individual messages that have been archived. They do not preserve a complete mailbox, as NearPoint does.
The NearPoint Disaster Recovery Option manages complete recovery of Exchange—restoration of data and re-establishing end-user access to messages, contacts, calendar, etc. The NearPoint DR Option is a fully automated (and testable) recovery solution that provides substantial benefits over an archive-only product.	First-generation archive products have no disaster recovery or business continuity protection for Exchange. They do not manage or protect Exchange EDB files and hence have no capability for disaster recovery.

NearPoint	The Competition
Storage Optimization	
NearPoint global single-instance storage (SIS) detects duplicate emails or attachments across information stores and Exchange Servers, and over time. NearPoint maintains a single authoritative copy in order to substantially reduce the capacity of archived data.	Because most competing products use the Message ID to eliminate duplicate emails from being archived, and then store messages in container files or “vaults,” multiple copies of messages can be stored in the archive. The competition must place a copy of an email into separate container files for every recipient with a different retention policy. Also, if an attachment that was sent previously is sent in a new message, a new copy is created in the archive.
Scalability	
The NearPoint Grid Architecture can support 100,000+ users running across a collection of commodity servers. It also provides high availability, a single management interface for administration and policy setting, and global single-instance and enterprise-wide search capabilities.	Competitive offerings are not architected for an enterprise environment. The competition is designed to scale by adding more archive servers, but in most cases there is no centralized database or configuration management, so each server is completely unaware of any other archive server in the environment. Archiving operations and access to archived data is completely dependent on the archive server that has been assigned to a specific Exchange Server.
Deployment and Administration	
Zero-footprint deployment—NearPoint requires no agent software on the production Exchange Server. Because NearPoint does not touch your Exchange production environment, it is easier and safer to deploy.	Most competitive offerings require installation of an agent on Exchange. Without journaling enabled, first-generation products cannot capture data sufficient for compliance and discovery purposes. Turning on journaling in Exchange and running agents on the server typically require a restructuring of the Exchange environment. As a result, competing products are very challenging to install, configure, and deploy. Weeks of implementation services and consultation are required for most installations of first-generation products.
NearPoint is configured and administered from a single, centralized management console.	Because competing solutions require multiple, independent archive servers in large environments, management of the archive infrastructure is unnecessarily time consuming. Trying to maintain consistent policies for different groups of users, especially as users are moved from one Exchange Server to another, is a tedious process that can result in human error and subsequent failure to adhere to corporate policies. Some products require a complete re-index simply to change auditor access. The multiple points of management, combined with an outdated index architecture, result in a significant net increase in the full-time equivalents required to manage the Exchange environment.

© 2007 Mimosa Systems, Inc. All rights reserved worldwide. Mimosa, Mimosa Systems, and NearPoint are trademarks of Mimosa Systems Inc. in the United States and other countries. Other product names mentioned herein may be trademarks or registered trademarks of their respective owners. Mimosa Systems has made every effort to provide accurate information regarding competitive products; however, since this information was obtained from publicly available sources, Mimosa is not responsible for its accuracy and the customer should verify the information if necessary.