



**CLEARWELL EMAIL INTELLIGENCE CONTROLS THE COST OF EMAIL LITIGATION-PREPARATION & DOCUMENT REVIEW**

*Today's Email Archiving Solutions alone will not meet your E-Discovery Response Service Level*

*Transform email discovery from Information overload to Intelligent Process with Clearwell:*

- 80 percent reduction in compliance and discovery costs
- Reduced corporate risk; eliminates exposure from inaccurate information
- Faster response
- Less reactive process
- More control
- Quick and easy implementation

**Email Analysis**

- Single window into Multiple data sources
- Communication Flow Analysis
- Message Thread Analysis
- Relevancy Ranking
- Keyword Highlighting
- De-Duplication
- Proactive monitoring
- Actionable Business Intelligence

Analysts estimate that nearly 70 percent of a company's business-critical information resides in the messages and attachments sent through its email system. As a result, corporate email systems have evolved to become the repository of record for a company's intellectual property.

The emergence of email as a corporate record repository raises a host of new challenges, particularly in this age of increased emphasis on regulatory compliance and legal discovery. Email Archiving solutions have taken a first step towards addressing these challenges but they do little good if enterprises don't have the ability to analyze this information and extract actionable intelligence from it.

Enterprises need "Email Intelligence," a new class of analytical solutions that discover, organize and analyze the information contained in corporate email systems. Just as business intelligence products enable executives to extract intelligence from the data captured in databases, Email Intelligence solutions do the same for corporate email.

A robust Email Intelligence solution, as dictated by customers and analysts, must go beyond keyword search tools or legal discovery products. It must provide a single interface into all email repositories—Exchange Servers, PST files, Journaling Servers and Archives. It must provide sophisticated analytics capabilities such as discussion threads, the ranking of email search results based on relevance, and dashboards with drill-down capabilities. The solution must scale to analyze terabytes of data and must be easy to use, deploy and maintain.

**EMAIL INTELLIGENCE CAPABILITIES**

The Clearwell solution is based upon the premise that a true Email Intelligence solution must provide the following six key capabilities:

- **Federated View into all Email Repositories:** Most companies that have implemented an archive don't have all of their emails in the archive. Historical data continues to remain on information stores and exchange servers, and most companies only archive emails from select groups. Therefore, a robust Email Intelligence solution must integrate with and provide a single interface to all email data sources—Exchange Servers, PST files, Journaling Servers and Archives.
- **Discussion Threads:** Once a troublesome email is found, enterprises often struggle to identify all the participants who may have been involved in the discussion, who knew what and when. An effective Email Intelligence solution must dynamically link all related messages together into threads and provide a chronological thread of the entire discussion, including all replies and forwards.

Sender	Recipients	Originated	Length	Score
<ul style="list-style-type: none"> <li><input type="checkbox"/> Kamal Shah</li> <li><input type="checkbox"/> Charu Rudrakshi</li> <li><input type="checkbox"/> Kurt Leafstrand</li> <li><input type="checkbox"/> Phu Trinh</li> <li><input type="checkbox"/> Kurt Leafstrand</li> <li><input type="checkbox"/> Eileen Guerrero</li> <li><input type="checkbox"/> Eileen Guerrero</li> <li><input type="checkbox"/> Phu Trinh</li> <li><input type="checkbox"/> Kurt Leafstrand</li> <li><input type="checkbox"/> Kamal Shah</li> </ul>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Kurt Leafstrand</li> </ul>	12/02/2005	10	<div style="width: 100%; height: 10px; background-color: #90EE90;"></div>

**Header**

**From:** Kamal Shah  
**To:** Kurt Leafstrand  
**Cc:** Charu Rudrakshi  
**Sent:** Fri Dec 02 07:54:41 PST 2005  
**Subject:** testing **manual groups**

Kurt,

Can you please follow up with Charu and help with the testing of **manual groups** feature? The QA team is swamped with other items and you have a great understanding of the requirements as you defined them :). Therefore, your help will be greatly appreciated. I am happy to help as well and come in over the weekend to do 2-3 hours of solid testing.

Let me know.

**More Information:**  
[www.re-soft.com/clearwell](http://www.re-soft.com/clearwell)

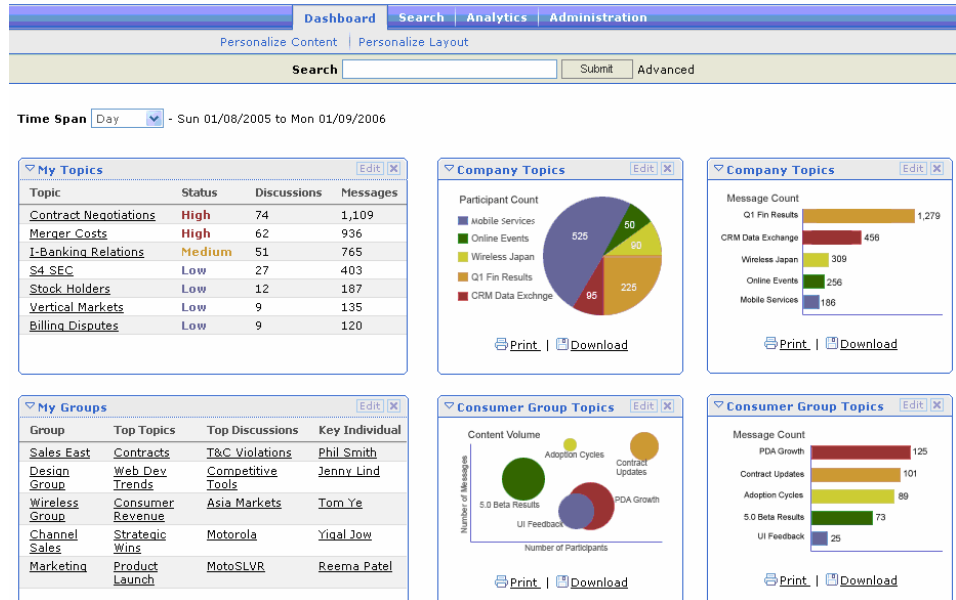
*“Given the amount of time we spend manually reviewing email, we expect our deployment of the Clearwell Email Intelligence Platform to deliver millions of dollars in cost savings related to future investigations.”*  
**John Petruzzi, Director of Enterprise Security**

*“The Clearwell Email Intelligence Platform delivered an impressive ROI, providing a deeper level of intelligence that helps us quickly and accurately analyze email with significantly fewer resources.”*  
**Scott Dettmer, Partner, Gunderson Dettmer**

- **Email Relevance Ranking:** Keyword searches return tens of thousands of irrelevant results, resulting in wasted time and cost. Much like Google, which analyzes the unique properties of the Internet to display the most relevant Web pages first, an Email Intelligence solution must analyze the unique properties of email and apply email-specific algorithms to display the most relevant emails first. Just like you would never search the Internet without page rank, why would you settle for searching email without email relevance rank?

Compliance Topics <span>Edit   X</span>		
Topic	Status	Messages
<a href="#">Solicitation</a>	High	1,309
<a href="#">Information Boundary</a>	High	936
<a href="#">Insider Trading</a>	Medium	765
<a href="#">Market Timing and Late Trading</a>	Low	403
<a href="#">Fair &amp; Balanced Communications</a>	Low	187
<a href="#">Earnings</a>	Low	135

- **Dashboards and Analytics:** An Email Intelligence solution must go beyond search and retrieval, and extract intelligence from emails and attachments using sophisticated algorithms. It must deliver a scalable data mart which can be used to analyze trends via powerful dashboards with drill-down capabilities. It must proactively identify and notify issues in violation of company and industry policies. Furthermore, it must provide these capabilities while respecting privacy and security.



- **Scalability:** An effective Email Intelligence solution must provide a scalable architecture that can handle an enterprise’s entire email corpus across all email data stores. It must handle terabytes of email and process millions of new emails everyday.
- **Ease of Use and Ease of Deployment:** Corporate email systems are the backbone of a company’s operations. An Email Intelligence solution must not impact email systems, it must not sit in line and interrupt the flow of email. It must be easy to deploy and be up and running within minutes. The interface should be simple, intuitive and achieve rapid user adoption with minimal training. Lastly, the product needs to be easy to maintain and operate, providing a very low total cost of ownership to the enterprise.

Designed as a complement to current archiving solutions, Clearwell is easy to use, install and maintain delivering an immediate ROI and lowest total cost of ownership to the enterprise.

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