Messaging Policy Market Trends, 2010-2013

Description: This report focuses on drivers for messaging policy management in mid-sized and large organizations in North America, as well as the current state of policy development. The research conducted for this report, as well as the report itself, are focused on the needs of vendors, investors and others who are interested in participating in the messaging policy management market in some way, whether as providers of messaging policy management systems or as those who support the use of these systems. The information presented in this report is designed to help these vendors and interested parties make informed decisions about the future opportunities available in this market.

The research was conducted, and this report was written, from an objective standpoint, not with any predisposition for or against a particular point of view. Because multiple vendors were involved in funding this report, no particular vendor's viewpoint had an influence on shaping the research focus, although early subscribers to the report were given the opportunity to provide input to the research program conducted specifically for this report.

Overview

Virtually every aspect of messaging management must follow a set of policies that are dictated by corporate best practice, legal requirements, regulatory obligations or industry standards. For example, every organization should address a growing number of sometimes-difficult issues focused on their messaging infrastructure:

- Which communication technologies are allowed in the workplace and which are not?
- How will personal devices used for work purposes be managed?
- How will content be managed for long periods to satisfy legal, regulatory and other requirements?
- What constitutes “acceptable use” of corporate communications resources and what does not?
- Should different employees be subject to different policy requirements based on their role in the organization?
- To what extent does an organization have the right to dictate what employees tweet or post on Facebook?

The answers to these questions, and the technologies and practices that organizations implement to address them, are critically important to minimize corporate risk, maximize employee productivity and generally advance the cause of the organization.

Contents:

Chapter 1
Executive Summary

Chapter 2
Background and Methodology

Chapter 3
Policy Management Issues and Drivers

Chapter 4
Email Policy Management

Chapter 5
Real-Time Communications Policy Management

Chapter 6
Mobile Device Policy Management

Chapter 7
Content Archiving Policy Management

Chapter 8
Content Management and Threat Policy Management

Chapter 9
How Organizations Want to Manage Policies

Chapter 10
Unified Communications Vendor issues

List of Figures

Thorroughness of Corporate Policies for Various Systems

Which of the following best describes your organization's email policy?“

Do you have different email policies for different levels of users in the organization?”

Employees’ Understanding of and Compliance With Organizational Email Policies

Number of Messaging-Related Policies in Place

Does your organization have different policies for inbound messages, outbound messages and internal content?”

Methods by Which Email Policy Compliance Effectiveness is Being Measured

Does your organization apply any sort of return-on-investment (ROI) considers to the whole notion of email monitoring or policy management?”

Completeness of Organizations’ Instant Messaging Policies

Extent to Which Employees Understand and Comply With the Organization’s Instant Messaging Policy

Capabilities Used to Limit or Block Unwanted Instant Messaging Use

Capabilities Used to Limit or Block Unwanted Peer-to-Peer File-Sharing

Motivation to Migrate Toward an Enterprise Instant Messaging System Among Organizations Currently Using Consumer Instant Messaging

Does your organization have the ability to monitor and manage employees’communications on employer-supplied smartphones?”

Proportion of North American Employees Using Company-Supplied/Funded Smartphones

Mobile Platforms Supported in North American Mid-Sized and Large Organizations

If the technology was available, would your organization scan messages for content and archive them based on content?

Methods Used to Ensure That Users Do Not Delete Messaging System Content That is Important for Organization to Retain on a Long-Term Basis

Current Policies Focused on Email Archiving

Can you currently archive communications that your employees send on employer-supplied smartphones?”
Does your organization have automated systems in place that scan outbound content for policy violations, sensitive information, credit card numbers, information that needs to be encrypted, etc?“

Actions Taken During Automated Scanning of Outbound Email

Preferred Methods for Defining Corporate Policies

Preferences for Dealing With Encrypted Messages for Content-Monitoring Purposes

Extent to Which Organizations are Dependent on Training vs Automated Technologies to Ensure Messaging Policy Compliance

Effectiveness of Training Programs vs Automated Technologies in Ensuring Email Policy Compliance

Extent to Which Various Groups are Involved in Creating and Managing/Maintaining Communications-Related Policies

Preferred Methods for Managing DLP

Preferred Methods for Managing Anti-Spam and Anti-Virus Filtering

IT Agreement With Policy Creation and Enforcement Capabilities

List of Tables

Concern With Various Policy-Related Issues

Extent to Which Various Issues are Drivers for Motivating Organizations to Establish New or Better Policies Regarding the Use of Email, Social Media and Other Tools

Development of Policies for Various Tools

Degree to Which Employees Understand and Comply With Organizational Policies

Extent to Which Current Corporate Email Use Policy Addresses Organizational Needs in Various Areas

Extent to Which Organizations are Protected from Various Threats

Importance of Various Policy-Focused Issues

Preferences for Managing Policy Violations

Preferences for Managing Various Problems

Ordering:

Order Online - [http://www.researchandmarkets.com/reports/2190137/](http://www.researchandmarkets.com/reports/2190137/)

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct.

<table>
<thead>
<tr>
<th>Product Name:</th>
<th>Messaging Policy Market Trends, 2010-2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Address:</td>
<td><a href="http://www.researchandmarkets.com/reports/2190137/">http://www.researchandmarkets.com/reports/2190137/</a></td>
</tr>
<tr>
<td>Office Code:</td>
<td>SC</td>
</tr>
</tbody>
</table>

Product Format
Please select the product format and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>USD 2495 + USD 59 Shipping/Handling</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic and Hard Copy (PDF)</td>
<td>Single User:</td>
</tr>
</tbody>
</table>

* Shipping/Handling is only charged once per order.
* The price quoted above is only valid for 30 days. Please submit your order within that time frame to avail of this price as all prices are subject to change.

Contact Information
Please enter all the information below in BLOCK CAPITALS

<table>
<thead>
<tr>
<th>Title:</th>
<th>Mr ☐ Mrs ☐ Dr ☐ Miss ☐ Ms ☐ Prof ☐</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name:</td>
<td></td>
</tr>
<tr>
<td>Email Address:</td>
<td>*</td>
</tr>
<tr>
<td>Job Title:</td>
<td></td>
</tr>
<tr>
<td>Organisation:</td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td></td>
</tr>
<tr>
<td>City:</td>
<td></td>
</tr>
<tr>
<td>Postal / Zip Code:</td>
<td></td>
</tr>
<tr>
<td>Country:</td>
<td></td>
</tr>
<tr>
<td>Phone Number:</td>
<td></td>
</tr>
<tr>
<td>Fax Number:</td>
<td></td>
</tr>
</tbody>
</table>

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by Wire Transfer: Bank details will be provided on the invoice which you will receive after you place your order with us.

If you have a Marketing Code please enter it below:

Marketing Code: _________________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:

(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World