

Case Study

TRAVERS SMITH

- Power Behind the Throne

It only takes one missing email to potentially cause a problem, which is why, as John Isitt discovered, Travers Smith is using more than one method of storing email.

In Ann Elia's view it is really quite simple. "Given the importance of email communication, we have more than one system in place to deal with the filing and storage of email.

Firstly our fee earners will print off a hard copy of the email (and any attachments) and place them on the client file.

Secondly, we have installed KVS email archiving which allows our users to selectively electronically file client-related email into a long term storage facility which mirrors the paper based client/matter file. Lastly, by using Cryoserver as a safety net, any email which is incorrectly filed can be found in seconds."

"If we had not installed Cryoserver" explains Elia, Head of IT at law firm Travers Smith "we would not have been able to allow our users to use KVS as they wished." KVS, the ubiquitous email archiving solution is popular with Elia and her users as it mirrors their traditional paper based ways of managing documents.



As with all law firms, Travers Smith is having to face up to the challenge posed by email; how to allow staff to use email as an effective business tool; retain the integrity of their document management system; and achieve

compliance with industry guidelines and Data Protection legislation.

This is a story about how Elia and her colleague Derek Fox solved that email conundrum

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"Now my users know that if they incorrectly electronically file, or even accidentally delete an email, we can get it back in seconds".

In the silver circle

Travers Smith's reputation is enviable. Consistently scooping awards, it is an independent law firm who, despite being ranked 37th by turnover, is ranked 9th in the UK when measured by profit per equity partner.

Because of its consistent success it is one of the few independent law firms whose name is mentioned in the "silver circle". The silver circle, as defined by The Lawyer, is "the new elite - challenging the magic circle on both profit per equity partner and revenue per lawyer".

Like all business in the past five years Travers Smith has experienced an eruption in the use of email. Currently, its 400 partners, lawyers and support staff in London, Paris and Berlin generate and receive in the region of 6,000 email every day.

"It's not just the quantity, but it's the actual volume you're looking at in terms of storage capacity" explains Derek Fox, network manager for Travers Smith. "We get email coming in with 100mb of data attached to them."

For Elia and Fox, although storage is an issue (in line with other law firms in England and Wales they have to keep all client documents for a minimum of seven years to comply with the Law Society) their main headache is maintaining

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the integrity of the email store and being able to retrieve electronic data fast and reliably.

"From an IT perspective the biggest problem was mailbox corruption and the inability to retrieve individual email without a great deal of trouble" explains Elia. "If we needed to restore an email or mailbox then that would involve sending a member of IT to our disaster recovery site and them recreating the whole Exchange Server which, of course, took sometime to complete." The installation of Cryoserver in January 2004 changed all that. "Now my users know that if they incorrectly electronically file, or even accidentally delete an email, we can get it back in seconds".

It only takes one missing email to potentially cause a problem, which is why, as John Isitt discovered, Travers Smith is using more than one method of storing email.

Behind the scenes

Elia's users wanted to work with their email in a system that mirrored the firms paper based document filing system and this was achieved using KVS. In effect KVS is an extension of Travers Smith's Outlook with users deciding which email should be filed rather than the system making a decision based on age of the email. "We wanted KVS to reflect our paper files and our users wanted to be able to go to that archive file and find all matter-related email in one place - without unwanted irrelevant email clogging up the system".

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However, this is balanced with the compliance issues surrounding email and this was something Elia and Fox strongly believe should not be policy driven - once choice is involved in email archiving (which suited working practice) then the system loses its integrity. The solution was simple: run Cryoserver behind KVS. "The users don't use Cryoserver—they know it is there but don't need to use it".

"Email management is one thing" says Fox. "Saving your email and compliance is a different thing altogether. This is why we've always advocated that the two products complement each other, and don't have to be in competition with each other".

"We started off thinking that KVS and Cryoserver were competitors," remembers Elia. "It just became obvious to us that they each suited different tasks and Cryoserver allows our users to take responsibility for their own email management and filing".

The beauty of Cryoserver is that it has no policies. Every single email ever generated or received by Travers Smith is encrypted, forensically fingerprinted, compressed and



stored by Cryoserver. That, combined with Cryoserver's "Google" like search performance, means that nothing escapes and nothing is lost - any email can be retrieved within seconds.

And, because Cryoserver is an independent system - like a black box flight recorder - if the Travers Smith's email system goes down it does not affect Cryoserver. It is still running behind the scenes, ensuring that the entire email history is accessible and searchable.

"It's never not been able to find [an email] ... It's never let us down".

Benefits

In an age when email and their attachments are recognised as legally valid and binding items, being able to prove that an email has or has not been generated, received or changed is essential.

With Cryoserver in place Travers Smith is now able to demonstrate a clear audit trail of all email discussions - both internally and with clients. Within seconds Elia can pull up all email relating to a discussion thread. "It's never not been able to find [an email]," points out Fox. "It's never let us down - it's been there".

Data protection and privacy legislation requires that any time a search is carried out that could impinge on people's personal information - during a search of backup tapes for example—that an audit trail should be recorded.

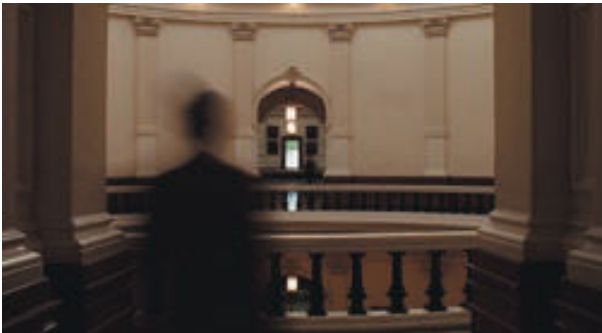
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Cryoserver automatically creates just this, sending a nominated data guardian a copy of the audit transcript.

"Only Derek and I can search the whole Cryoserver repository," explains Elia. "If either of us does a search, an



email is sent to the other as well as the IT Partner who is our Data Guardian."

"There is no possibility that someone could snoop to see what other users have been doing because everything is recorded.

It shows exactly what is searched for and you have to give a reason for running the search in the first place. The search criteria is also shown."

Travers Smith has now been running Cryoserver for two ears. In that time it has become an integral business tool

Cryoserver has been collecting email at Travers Smith since January 2004:

- Server Specification: HP ProliantDL380/Single Xeon
- 3.60mhz/2gb Ram
- Storage Specification: 6 x 300gb Drives giving 1.5TB online storage
- At time of print over 3.5 million email have been indexed
- Storage space currently being used: 188GB (Messages Index)
- Index size: 15.4GB

helping the firm to stay efficient, responsive to client needs and fully compliant with industry standards.

"I'd highly recommend the product," concludes Elia.

ABC: Added Benefits of Cryoserver

Compression

"The compression is excellent," says Elia. "KVS doesn't compress as well." "We went live with Cryoserver on 1 Jan 2004 and we are currently using, with the actual messages and the indexes for the searches, in the region of 200GB," explains Fox.

"Our replacement Cryoserver has been installed, with 1.5 terabytes of storage on it," says Fox. This is forecast to last between three and five years.

"KVS' compression is not the same. To effectively use their compression you have to buy another product," adds Fox.

Time saved

"Before we had Cryoserver, if [an email] had been deleted it could takes days [to retrieve]," says Elia. "I'd have to send one of my team to our disaster recovery site with tapes, and create the e-mail server on the disaster recovery email server."

No problems with staff leaving

Before Cryoserver was installed, a member of staff leaving could create an email headache if, years later, someone needed to find an email that had been sent to them.

"Now, with Cryoserver, it's really easy," Elia enthuses. "I just run a search on that person on Cryoserver."

Stable as a rock

The stability and the efficiency of Cryoserver impresses Fox. "We have now upgraded our Cryoserver, and have allocated 3 - 5 years worth of storage. Cryoserver made the transition from the old server to the new server seamlessly with the new server processing the backlog of 16,000 email saved during the migration within 2 hours."

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In a nutshell...

Travers Smith

- Founded more than two centuries ago, 'Travers Smith has built an enviable reputation based on offering a tailor-made, partner-led service with the accent firmly on quality', according to the Chambers Guide to the UK Legal Profession.
- Travers Smith have 200 lawyers, including 51 partners, and around 200 support staff working out of offices in London, Paris and Berlin.
- Travers Smith's broad client base includes quoted and private companies, financial intermediaries, financial institutions, institutional investors and professional firms based in the UK, the EU and the US.
- As well as the Data Protection Act, the firm has to comply with the difficult Law Society

Cryoserver

- Complies with today's email retention requirements.
- Speeds up email investigations while increasing employees' privacy and confidentiality.
- Decreases liability and increases productivity by making users think twice before they press 'send'.
- Provides forensic evidence for court actions – reliable evidence.
- Preserves knowledge in the organisation in a secure, searchable repository.
- Delivers significant cost savings (e.g. users do not have to print out email, fulfils Freedom of Information and Subject Access Re-

