

Three Steps to Email Knowledge Management

By Laurent Simoneau, President and CEO, Coveo

Access to information in active and archived emails is critical.

Email, in its purest definition, is a store-and-forward method of writing, sending, receiving and saving messages over electronic communication systems (Wikipedia). And it's the "saving" aspect that is critical to knowledge management. If you're like most people, your business life is stored in email inboxes and archives—and you're constantly wasting time looking for information that could be used to make critical business decisions. You look for this information from the office or from your mobile device by scrolling through your last three or four days of emails, by sender, by date received. Or, you simply pick up the phone or email someone with a request to "send me the latest information that was sent out last week in that email from Peter." Email is the most fundamental form of knowledge management. But what if that information is in an old email

from last year? Or in an attachment from two years ago? What then?

Many companies actually encourage the movement or deletion of emails from an active email server to an archive on a local PC or laptop (.pst file) simply to free up space on the active email servers. But if emails are addressed in this fashion, the ability to access these critical files using one comprehensive enterprise application is lost—desktop search simply is not the answer. And above all, the information in these emails stored locally is certainly not searchable from a mobile device. Therefore, moving data is a losing game. The key to successful email management is a central archive that is automatic and searchable.

Mobility, Knowledge Management and the BlackBerry®

Once you realize that a central email archive is critical to managing and navigating

"In 2008, on a typical day, 785 million people will send 25 billion person-to-person business emails worldwide," said Mark Levitt, program vice president for collaborative computing and the enterprise workplace at IDC. "By enabling business users to quickly access their live and archived email information on their mobile devices, Coveo G2B for Email is designed to address the requirement that many workers have for mobile access to the critical business information that exists in email for making important business decisions."

one of the largest and best repositories of enterprise knowledge, the issue of mobility seems only natural. Your mobile workforce—deal professionals and executives—consider information inside their emails and calendars a lifeline to success. Emails contain documents like contracts, proposals, pricing, customer support emails, contact information—everything a mobile professional needs to do their job efficiently and effectively.

The amount of emails sent and received each day is mind boggling. And the need to store these emails centrally in an archive makes sense from both a knowledge management as well as a corporate compliance perspective. But with mailbox sizes growing at such an alarming rate, an information access solution to manage the content has to be scalable to grow with the company—meaning the solution must grow as the amount of content grows. Until now, the only way to scale an information access solution to handle more queries and more content at speeds demanded by businesses today has been to buy more hardware.

But now, Coveo's search experts have developed search technology with the ability to deliver information access with all the speed, relevance, security and scalability with a fraction of the hardware demanded by all other enterprise search solutions. What does all this mean? Simple—you no longer need to spend tens of thousands on all those extra servers to deploy a scalable solution to navigate the critical information inside email servers and archives. ■

Try Coveo G2B for Email for 30 days for free. Download in minutes. Deploy in hours. Visit us or see a demo at www.coveo.com/bestKM.

The Coveo Solution to Email Knowledge Management

1. Access

It's somewhere in your email. A 3-year old attachment. You can get it—now. In the office or on the go. Coveo G2B™ for Email empowers workers to navigate their emails inside active and archive email servers in seconds, eliminating the need for redundant work and increasing worker productivity.

2. Mobility

Imagine split-second access to calendar appointments, travel itineraries, emails and their attachments, and contacts from yesterday, last week or even years ago. Right from your Blackberry or Windows mobile device.

3. Economical Scalability™—Total Cost of Ownership

The value of instant access to email information is clear: better decisions, higher worker productivity, minimized legal/operational exposure. Coveo challenges the information access market with a lower total cost of ownership (TCO)—and "economical scalability." Simply translated: Coveo delivers solutions scalable to billions of documents with a radically simple trial and deployment—from free trial, to deployment on thirty percent of the infrastructures of typical search platforms, to world-class people and support. You're up and running in a matter of hours!