



The email management message gains strength

Morgan Stanley was yet another in a long line of companies hit by an embarrassing email blunder — an email sent describing Singapore's Prime Minister as having been "fawned on like a prince" resulted in one of its key employees' exit from the company.

Such cases of inappropriate emails resulting in an employee's dismissal are becoming more and more commonplace. This much-publicised corporate embarrassment should be seen as a real opportunity for the channel to hammer home the importance of businesses taking control of their corporate-wide email management.

There is no getting away from the fact that companies need to put in place the right technologies to avoid the dangers of emails, especially considering the corporate governance surrounding the issue.

With this in mind, it is therefore essential that businesses not only enforce policies on what should be said in emails, but they must also ensure that the right information is stored for the correct length of time and that information can be retrieved on demand. The alternative is to face suspicion over the company's business conduct.

There is a real opportunity for resellers to take hold of this issue and position themselves as experts in email management. Firstly, by providing advice on what policies companies need to consider implementing to control the vast quantities of emails that exist. And secondly, by offering insight into the technologies that will enable businesses to keep records of millions of business and private emails, in accordance with regulation and/or legislation.

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