



*A new business opportunity for
Certified Public Accounting firms*

CPAs, Small to Midsize Businesses, & The Imperative For Email Archiving

While email systems are excellent tools for transmitting data, they are inadequate tools for storing data. An abundance of recent litigation and regulations mandate that companies embrace email storage and archiving solutions. CPAs that educate their clients on this vital and wide-ranging imperative, and help provide strategic, cost-effective solutions, can expect a windfall in fees and reputation.

“Only about a fourth of today’s companies have a formal email archiving solution in place, and two-thirds of these are brand-new deployments, less than a year old. ”

Source: Email Archiving Corporate Survey 2004-2005. The Radicati Group, Inc.

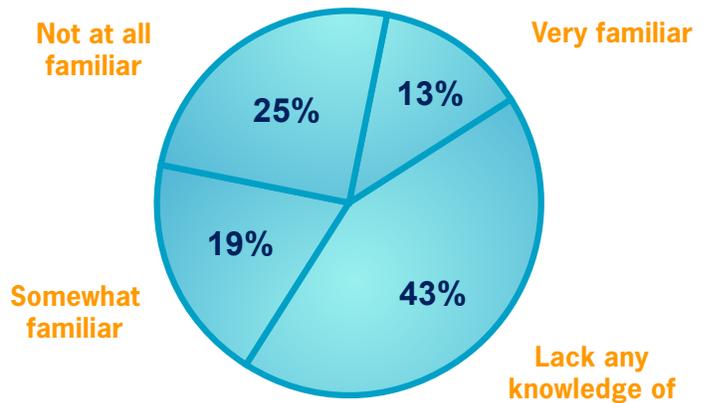
There is no longer any doubt that governmental and regulatory agencies intend to get tough on record retention rules. To date, these efforts have focused on the trustworthiness and reliability of electronic information in large companies. However, the vast majority of the record retention laws apply to every business regardless of its size.

As email has become the pervasive communication modality of the digital age, email archiving is now a strategic imperative for today’s companies. Failure to archive email effectively is an enormous threat facing businesses.

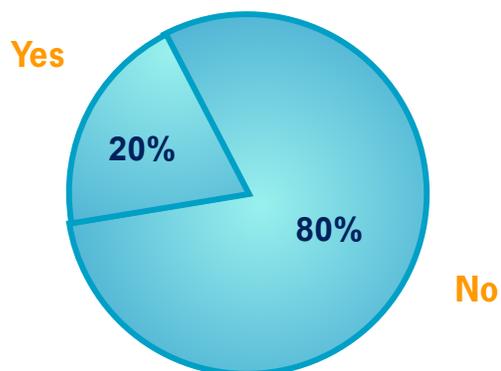
Yet most small to mid-sized businesses (SMBs) know little about the legal requirements for record retention. Fewer still have acted upon this need, as the survey results to the right indicate.

Inevitably, many companies will first find out about these requirements when they are confronted by some legal or regulatory challenge, at which point it will be too late. They may face significant fines, huge fees associated with document production, and/or a host of potential legal liabilities. This holds true for both for-profit and non-profit organizations.

Are you aware of existing electronic records retention laws?



Has your organization made any changes to comply with electronic records retention laws?



Source: Grant Thornton LLP 2004

A host of complications arise during discovery in civil litigation as a result of a corporate defendant's faulty or insufficient systems and procedures for email retention and management.

These complications, all of which are avoidable, increase litigation costs so exponentially that, in many cases, settlement becomes the only viable option.

*From "Email Discovery In Civil Litigation:
Worst Case Scenarios Vs. Best Practices"*

April, 2004

SMBs turn to their CPAs for advice on such matters. It is the CPA's role to provide practical advice and solutions in the best interest of their clients, so that their clients can do business with the confidence that they have met their records retention obligations. The need for archival email in turn provides CPA firms with the opportunity to create lucrative new revenue streams while continuing to act in their clients' best interests.

Email archiving represents a new, mission-critical category of services for CPAs to advise upon.

AthenaArchiver™ is a secure, flexible, and cost-effective solution

to the email archiving imperative. It provides a highly protected, encrypted vault and an unprecedented level of reliability, integrity, and utility. It is the most secure product of its kind on the market.

By bringing clients AthenaArchiver™, CPAs are ensuring that the companies they serve are compliant with whatever litigation or regulatory challenges might come their way vis á vis email records retention. It also ensures a significantly lower cost of compliance.

It provides CPAs with a tangible opportunity to provide valuable risk management advice to their clients and develop new revenue streams from compliance and governance related consulting services.



The **AthenaArchiver™** Alliance Program provides a flexible foundation of business-enabling resources and support that enables all types of CPA firms to participate in and benefit from the deployment of the **AthenaArchiver™** platform.

Whether you are looking to recommend, resell or integrate, the **AthenaArchiver™** Alliance Program provides you with the tools you need, including:

- Free training program – including internal use demonstration software and **AthenaArchiver™** product training programs.
- Technical support – receive direct access to the **AthenaArchiver™** Customer Support Team to report and troubleshoot problems. Partners also have direct access to online technical resources.
- Strategic selling support – including a dedicated channel resource team, marketing collateral and sales tools, product launch kits, trial license keys, lead generation programs, customer opportunity registration and access to the **AthenaArchiver™** Alliance Resource Center.
- Aggressive discounts – benefit from an aggressive discount and renewal structure for partners.
- **AthenaArchiver™** also maintains a Marketing Development Fund (MDF) and selectively co-invests in partner activities.

"83% of all lawyers say their corporate clients are not prepared to retrieve and turn over email files related to a compliance or litigation challenge."

*- American Bar Association
November 2004*

Because the priorities of information management and compliance can be conflicting, there is a strong need for objective advisory services in defining policy and processes for electronic records retention. In addition to the benefits derived from the installation of **AthenaArchiver™**, CPAs will have the opportunity to develop records retention consulting services focused on:

1. Compliance and litigation risk management
2. Policy and procedural development
3. Executive-level compliance responsibility
4. Proper delegation of compliance roles and components
5. Compliance program dissemination, communication, and training
6. Auditing and monitoring to measure program compliance
7. Effective and consistent compliance program enforcement
8. Continuous compliance program improvement

To date, there has been a temptation amongst CPAs to think of things as just a “Sarbanes-Oxley problem” or a “HIPAA problem,” and therefore not relevant to all clients. But society is now defining what transparency and accountability means in an electronic era.

The risks associated with management of electronic information must be reduced.

CPAs now have the opportunity to be on the forefront of this business advisory trend.



For more information on how your CPA firm can partner with **Athena** to grow your risk management, compliance and governance services, contact us at **(888) 613-9400** or at **info@athenaarchiver.com**.



archiver
Athena

