Ideagen

The ROI of better email management

Introduction

As with implementing any software, businesses want to know what return of investment (ROI) they can expect. Unlike clunky, legacy solutions that try to do a bit of everything and cost thousands upon thousands every year, email management shouldn't be that way.

Whether an AEC firm trying to better manage project risk, a financial firm who needs greater visibility of sensitive correspondence, an accounting firm who wants more complete records management, or a property firm looking to improve business efficiencies, the management of email represents a number of benefits to the business. Especially as email remains the most-used business correspondence tool today, particularly for formal and sensitive correspondence.

If you want to either see the potential ROI from better email management or are already thinking about implementing an email management solution but need to prove the value to your board, then this guide is for you.

The productivity saving

When it comes to daily email usage, the average employee spends five hours every day checking their work email, in addition to two hours per day checking personal inboxes. Assuming this is during work hours, then the average person working a 9-to-5 job spends five of their seven working hours checking email. It's therefore clear that a lack of effective email management is responsible for a massive productivity drain.

- We calculated that implementing an email management solution saves the average employee, who costs their business £15 per hour, a total of 3 hours per week.

- On a monthly basis, that equates £180 saved per user.

- Therefore, an organization with 100 users would save £18,000 per month, and a large organization with 1,000 employees would save £180,000 every month, just by improving their email management processes.

Austin-Smith:Lord's use of email management provides the perfect productivity ROI example. They were overwhelmed with information. Implementing an email management solution to align their projects and find information faster saved 4 hours per person per week. David Price, IT Manager, Austin-Smith:Lord said "If you weren't using Ideagen Mail Manager's search and were using an inbuilt search it could take you hours, if not days to find a particular email. Ideagen Mail Manager is a priceless asset to us."

RAMBØLL

Similarly, implementing an email management solution saved Ramboll staff, especially their project members and managers, 3 hours per person per week.

Gensler

Additionally, Monica Parrot, Quality Manager, Gensler said: "We calculated that by implementing Ideagen Mail Manager, the weekly savings would be enormous compared to the cost of the software per person per day making it a 'no brainer' decision to implement."

Gensler has saved 5 hours per week per person in administrative printing, file coding and hard copy filing.

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A **DORiS** Group Company

Lastly, Oshore Design Engineering have project teams spanning many different countries. Email management has become vital to the way they can easily share information: "In the event of a colleague calling in sick, daily tasks would be a lot more complicated. Project-wise, jobs often have tight deadlines and, without Mail Manager, the speed in which work is generated would be slowed down considerably."

Cameron Vella, Director and Owner, Enspire Solutions estimates that one employee would spend one hour per day for two weeks trying to manage a full inbox, which equates to around $1,500 - which would be doubled for a director. While Nasser Gamieldien, Commercial Director, GVK, said ""With Ideagen Mail Manager, I can do 3 times the amount of filing. Where I used to spend more than an hour filing 100 emails, I can now file 300 in under an hour, so a third of the time. That makes me more productive and I personally don't get frustrated anymore with this task."

> **We are drowning in information but starved for knowledge**
>
> *- John Naisbitt*

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The storage saving

Another area of ROI is in the reduction of email storage required after filling emails. The volume of collective emails for the size of a large company can quickly became a major storage issue. This problem is only getting worse as the volume of emails being sent and received increases every year. Even for smaller businesses, work emails can quickly spiral to millions.

In order to maintain acceptable data levels, Gensler set an inbox limit of 250Mb. Implementing an email management solution helped them reduce storage levels as all emails were organized into an effective, shared document management system.

Additionally, Nitsch Engineering needed to reduce their email storage and centralize their emails. They were storing an estimated 222 Gigabytes of data which was slowing down the email server. After centralizing their email, that number decreased to 35 Gigabytes of data within 3 months. The centralization of emails not only eliminated hours of time in e-discovery but saved them $10,000 a year in storage space costs.

" **From a financial perspective, we have effectively saved ourselves in excess of $10,000 in storage costs and we continue to save staff countless hours associated with e-discovery. Since the AEC market, by nature, is highly litigious, Ideagen Mail Manager also reduces our risk through improved legal compliance.**

- Michael Kenealy, VP and CFO, Nitsch Engineering

The regulatory saving

Without proper record management, how can you produce everything that has ever been said to a client or on a project if you are not filing properly? One of the biggest benefits of better email management is complete, end-to-end regulatory compliance, given that most industries require data to be stored for a set period of time and email is the most used communication method for external and client communications.

JNP Group implemented an email management solution to help them stay cyber secure and save its engineers many hours per week, plus meet stringent ISO standards. Jamie Seabrook, IT Manager, JNP Group said: "We simply would have lacked the proper email audit trail needed to achieve ISO 9001 accreditation without Ideagen Mail Manager".

The secure filing has enabled JNP to easily comply with the latest GDPR legislation. Elsewhere, John McCall realized record-keeping was critical to ISO 9001 and decided to invest in an email management solution.

This decision improved overall data security, and the ability to archive every project into a single package, providing the comfort that emails are easily located.

Gensler was also able to comply with many quality assurance and statutory standards following the implementation of an email management solution.

The risk saving

Mitigating risk is an often intangible ROI factor, as you don't realize how valuable an email is until something goes wrong or you need to prove something. The power of documents and correspondence in disputes and litigation should not be underestimated. Better record management wins cases. We've had clients who have won disputes because of being able to produce correspondence from years previous. We've also had clients who have protected themselves in claims in issues of health and safety.

Steve Burton, Associate Director, Ardent Consulting Engineers said: "Ideagen Mail Manager is an unsung hero, which has saved our bacon numerous times, where we have managed to locate emails quickly as evidence of what the client has said, sometimes years ago."

According to Lance Muller, Associate, Peerutin, the question of implementing an email management solution "is not the affordability, but rather can you afford to suer data loss?"

Lance said: "Once you've implemented it and you realize the risk mitigation it brings, ask yourself, how the hell did I not have this in place?"

Likewise, for Lilly Architects, the task of finding crucial details from past projects or even current projects caused significant stress to Directors. One project had 11,000 emails, and another was almost 14,000. With an email management solution now in place, staff have the ability to find any email on any project in seconds, creating "a sense of transparency in the firm."

> **If we don't invest in risk management, it doesn't matter what business you're in, it's a risky business.**
>
> *- Gary Cohn*

The cost of not having a handle on your emails

Failing to manage your emails means you don't know where critical emails are, likely locked in individual inboxes, how they are stored, and you will struggle to find the right information when you need to. This is made even more important in today's remote working landscape. Ideagen Mail Manager helps organizations to take control of their email management and ensure documents are always filed appropriately. It also makes it quick and simple for users to find the information they need, whenever and wherever they need it.

> **Information anxiety is the black hole between data and knowledge, and it happens when information doesn't tell us what we want or need to know."**
>
> *– Richard Soul Wurman*

Companies we've helped:

- **Ideagen Mail Manager saves around 3 hours per person per week**

- **If the average employee costs £15 per hour**

- **That equates to a cost-saving of £180 per user per month**

- **For a firm with 50 employees, that results in a total saving of £9,000 per month**

Risk reduction

Businesses can ensure they never lose track of critical email messages and conversations, which reduces the risk of fines and legal disputes.

Time-saving

Ideagen Mail Manager hugely reduces the amount of time that employees spend hunting for information, enabling them to find any email on any project in seconds.

Project deliverability

Project teams can now make better decisions as all the information they need about scope changes, approvals, and key project information is just a click of a button away.

Request a demo

Ideagen
Mail Manager