ument is e-mailed as an encrypted, password-secured attachment to the customer, including marketing information and response links. The company says that this solution has proven to provide adoption rates ten times the industry average.

"Our EBPP solutions have consistently delivered high recipient adoption," said H.A. "Pete" Kenning, Jr., president of Cedar. "It's important that we become the advocate for the recipient when it comes to e-documents. We design the electronic document to be easier to use and process than its printed counterpart and then we deliver it to the one place the recipient goes eveeryday — their e-mail inbox.

Contact Fidelity. Web:
www.fidelityinfoservices.com

Finance Sector Struggles With Cost and Burden of Email Management

According to a survey conducted by MORI on behalf of BT, 77 per cent of IT directors questioned at financial services firms in the USA, continental Europe and the UK do not know, or cannot calculate, the total cost of ownership (TCO) for their current message management infrastructure. This is despite the growing reliance on electronic communication channels.

The survey also shows that IT directors in the financial services industry are willing, or are planning, to continue increasing their budgets for secure messaging. Over the next three years, most firms expect to spend even more money protecting email and other channels against potential attacks. But the largest proportion of respondents — 65 per cent — expect to see increases in compliance costs over the next three years.

However, firms that currently outsource their messaging infrastructure, or would consider outsourcing in the future, expect the message management costs to decrease compared to those who keep the solution in-house. The one in five respondents who do currently outsource, or would consider outsourcing, are also more confident they will meet regulatory requests to provide a three-year audit trail within 48 hours.

Chris Hughes, marketing director, financial services, BT Consulting & Systems Integration, said "Email is now widely recognized as the foundation of business communication. Electronic messaging channels are now considered viable media for taking orders, sending approvals and contracts, and discussing sensitive financial issues. It's amazing that most firms can't tell you how much their messaging infrastructure costs, yet continue to throw money at the problem with no difficulty at all.

"Of course, as financial services organizations open up their networks to clients and partners, they need to take the threat of spam, virus and denial of service attacks seriously to avoid any disruption to their business, and to ensure compliance with corporate governance regulations. But they need to manage these challenges based on a clear understanding of the cost of their current infrastructure."

The survey also shows that most organizations use multiple suppliers to provide software and services to support messaging. Over half use more than one supplier and almost one in five use more than four different providers. Despite this, most respondents see there is a clear advantage in having a single point for management: simplifying the implementation of policies for individuals or groups; providing one user interface to centralize administration; lowering the cost of control; and speeding up the re-

sponse to incidents.

David Axford, senior research executive, MORI, said, "Limited understanding of TCO in current messaging environments suggests that organizations should look more closely at their current, complex, messaging set-ups."

Ray Stanton, global head of BT security practice, said "The results from this survey provide a valuable insight into the messaging challenges that are shared by financial services organizations across two continents. It is clear that a comprehensive secure message management solution can help ease the pressure on many organizations' messaging infrastructures.

"BT's own Message Management Platform (MMP) enables firms to meet the challenges identified in the survey by providing a complete range of anti-spam, anti-virus, content control, archiving, compliance and mailbox management tools, all accessed via a common management interface. It simplifies management and control across existing email systems, directories and messaging products, and protects investments already made in message management software and services, thus reducing the total cost of ownership."

Other key survey findings include:

- 86 per cent view viruses as significant issues for their organization.

- 81 per cent of IT respondents agree the threat of email anarchy is real for those companies that do not address message management correctly.

- 78 per cent consider archiving a significant issue today. In the UK, this figure is as high as 90 per cent.

- 64 per cent see viruses increasing in significance over the next three years.

- 65 per cent of IT respondents expect a budget increase in compliance over the next three years.

- 60 per cent of retail finance respondents say they want to increase email interaction with clients and 72 per cent say security is the biggest deterrent.

A number of financial services institutions are already benefiting from BT's extensive experience in secure communication management and are taking advantage of the benefits of BT's MMP solution. Discussions are underway with many more throughout Europe and the US.

The report is available from http://www.btconsulting.com/ financial services/mori

Verbatim Increases Lead in Recordable and Rewritable CD and DVD Media Markets

The Q1, 2005 report from the Santa Clara Consulting Group (SCCG) shows that Verbatim has continued to increase its global market share in the rapidly expanding CD and DVD media arena. With worldwide demand for DVD recordable media increasing by 126 percent annually, and recordable CD demand relatively stable, SCCG reported that Verbatim and its parent company, Mitsubishi Kagaku Media (MKM), reached number 1 position worldwide in CD-R, CD-RW, DVDR and DVDRW

volume.

In addition, the company has yet again gained number 1 position in Europe for CD-R and DVDR.

The market for recordable CD and DVD media is being driven by the growing demand for DVD burners that write to both CD and DVD media. SCCG forecasts the worldwide installed base of DVD writers will grow from less than 100 million to over 180 million by the end of 2005.

"Today, more than 95 percent of all audio, video and data content starts as and stays digital," Sato Rhyuei, Verbatim's Director of Optical Products commented. "According to most industry analysts, the volume of content we store is doubling every 12 months. CD/DVD optical discs provide low-cost, secure storage that can be shared almost universally. The CD has become the floppy disc of the 21st century, as people everywhere store and exchange personal and business content. At the same time, DVD technology has finally reached the mass market consumer which wants economical, high-performance video, audio and data storage that is stable, has a long data life and is compatible across the widest possible range of devices."

Verbatim/MKM say that, with each technical advance, CD/DVD burners and recorders have become less tolerant of media imperfections. As a result, consistent media quality has become even more important for professionals and businesses. To meet hardware/software manufacturer requirements and end-user demands, Verbatim/MKM invests

heavily in its R&D activities to develop new media dyes and coatings as well as production processes and procedures for next-generation media with higher speeds and capacities.

Contact Verbatim/MKM. Web: www.verbatim-europe.com

Hummingbird and Omtool Announce AccuRoute Integration with LegalKEY Records Management

Hummingbird, Ltd. and Omtool, Ltd. completed the integration of Omtool AccuRoute to LegalKEY Records Management. The integrated offering is designed to enable customers to scan and import hardcopy documents into the LegalKEY Records Management system, ensuring attorneys and legal workgroups can deliver and control paper documents in electronic form. Users will have the capability to archive, track, secure, digitally sign and print these documents - all from the end-user desktop - using either the AccuRoute client or the LegalKEY Attorney Desktop Web-based interface.

Omtool AccuRoute enables businesses to incorporate electronic and paper documents into an integrated communications system that is efficient and cost-effective. Leveraging the integration between LegalKEY and AccuRoute, users can scan paper documents using devices such as a digital copier or multi-function peripherals (MFPs) and import them as file attachments to records in the LegalKEY

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