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Contoural Inc. Announces E-mail Archiving Master Webcast Series Sponsored by Google

Mountain View, Calif. – February 12, 2009 - [Contoural, Inc.](http://www.contoural.com), a leading, independent provider of strategic business and technology consulting services, today announced the company will present a four-part E-mail Archiving Master Webcast Series with [Google Inc.](http://www.google.com)

The webcasts will focus on topics like why companies are considering e-mail archiving, the business case for doing so, the development of retention policy, and how to get started with an archiving solution. The Master Series will address a variety of business, legal, compliance, and technical issues around e-mail archiving.

The first webcast, "[Why Even Archive E-mail? \(Why Not Just Delete it?\)](#)," will be held on February 19, 2009, and will explore the key reasons why companies are archiving e-mail and why e-mail deletion policies can often backfire. Presented by [Mark Diamond](#), CEO of Contoural and recognized industry thought leader in e-mail archiving, it will include a number of real-world examples.

The second webcast, on March 26, 2009, will feature a discussion on analyzing the business case for e-mail archiving. In "[Is There a Real ROI for E-mail Archiving: Building a Business Case](#)," expert Stephen Foskett of Contoural will offer advice and insight on critical factors impacting return on investment, as well as specific advice on developing an ROI.

Addressing a common problem many organizations face, the third webcast, "How to Gain Agreement Between Legal and IT on the Right E-mail Retention Policy for You," will review how to balance the needs of a number of stakeholders, how to

create a consensus within an organization, and how to develop the right e-mail retention policy. It will be held on on April 30, 2009.

The final webcast, on May 28, 2009, will address “How to Get Started.” It will include a review of how e-mail archiving initiatives get stuck and how to unstick them, as well as a discussion of effective project plans.

“Many organizations are struggling with issues around e-mail archiving, and it can be a challenging task to analyze the ROI of these projects,” said Bill Kee, Product Marketing Manager in Google’s Enterprise division. “This Master Series addresses a range of issues, with an emphasis on practical, real-world advice. Through our participation in this webcast series, we hope to provide customers with the information they need to better understand email archiving.” Links to register for the webcast series can be found on www.contoural.com.

About Contoural

Contoural is an independent provider of business and technology consulting services. The company provides litigation readiness, compliance, information and records management, and data retention strategy consulting services to more than 10% of the Fortune 500, as well as many mid-sized clients. With headquarters in Mountain View, CA and providing services throughout North America, the company is composed of experienced, industry-leading consultants. The company does not sell any hardware or software products or document warehousing services – allowing it to provide objective advice that is tailored to the business needs of each client. The Contoural corporate offices are located at 1935 Landings Drive Mountain View, CA 94043. The company can be reached via e-mail at info@contoural.com or on the Web at <http://www.contoural.com>.

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