

SECURE FILE SHARING: THE CURE FOR INEFFICIENCY

SUMMARY

An enterprise business's work process relies heavily on direct communication with clients and among internal departments. However, the cloud-based file sharing system the business was operating on was difficult to use and slow to navigate for remote employees, and the system lacked comprehensive security that was critical to protecting intellectual property produced by both the business and its clients. They experienced a new level of efficiency and security upon implementing the TeraGo Cloud Drive as their business file sharing platform.

CUSTOMER

To The Point Marketing Agency (TTPM) is a U.S.-based company that provides a full suite of business to business marketing services to its customers. As a full-service agency, TTPM develops and delivers marketing strategies, performance metrics, conceptual designs, campaign launch dates, and other sensitive materials critical to clients' businesses. The creation of these marketing materials requires extensive internal and external QC in order to ensure every project meets the highest quality standards.

SITUATION ANALYSIS

TTPM was initially unaware that their system could be improved, but came across TeraGo's Cloud Drive solution when a member of the production staff was looking for a better way to share a large video file with a coworker. TTPM initially signed up for a free 30-day trial of their Cloud Drive platform, attracted to its security and remote accessibility. After speaking to a TeraGo team member, TTPM users were able to fine-tune different teams' access to certain folders themselves within the TeraGo Cloud Drive, and used those same controls to implement a smoother process for collaboration with TTPM clients.

BUSINESS ISSUES

Using their old cloud storage, TTPM was faced with three primary problems:

1. Unsecure Correspondence
2. Unorganized QC Processes
3. Poor Remote User Experience

INITIAL ENVIRONMENT

On a given business day, TTPM account managers are responsible for seeking client approval on multiple marketing assets, and reviewing and issuing feedback on about twice as many projects to its own production personnel. While TTPM used its former cloud-based storage system, employees became accustomed to using simple email

correspondence to quickly share assets. Additionally, the cloud storage system could only be synchronized with on-site devices. Some of TTPM's production team members operate remotely, and were required to access files through their browser and subsequently download any project files directly to their personal hard drives. The browser interface was slow and difficult to navigate, especially on mobile devices.

SOLUTIONS

With the TeraGo Cloud Drive, TTPM was able to address each of the file sharing and workflow challenges they originally faced. Their new solution provided them with:

Enterprise-Grade File Security

Files were previously secured by simple single-factor authentication, as the original file sharing system could be accessed by anyone with the administrator's username and password credentials. With TeraGo Cloud Drive, each user at TTPM has their own set of credentials, and files are protected by an extra layer of security behind the TeraGo public cloud's firewall.

An Efficient Quality Control Process

There is no longer a risk of file loss, failed sending, or delivery of assets to the wrong recipient under the new TeraGo Cloud Drive solution. Instead, TTPM team members can share between departments by sharing project folders with the appropriate users. This also makes it easier for the production team to find the right files without having to sift through irrelevant materials.

The final client approval process also became more efficient, as final versions of project assets could be reviewed by providing a read-only access link to external users. As an added security feature, those links can be set to expire after a certain period of time.

Easier Access from Anywhere

TTPM's remote employees provided positive feedback on their experience with TeraGo Cloud Drive, citing that the user interface was not only simpler and intuitive to navigate, but the TeraGo Cloud Drive Edit from Chrome feature allows them to make quick edits to materials right in their browser without having to download the entire files to their personal devices.

RESULTS

To The Point Marketing Agency's client managers stated that the new quality control procedures enabled by TeraGo Cloud Drive allowed them to reduce the time spent on email correspondence by more than 35%, leaving them more time for strategy and business development opportunities. Remote employees also reported that they can get to the files they need (average navigation depth of 4 folders) in about 9 seconds, almost a 70% reduction in navigation time over their previous file sharing system.

From a qualitative standpoint, TTPM's Director of Client Services, John C. Wood, stated, "The procedural benefit of having TeraGo Cloud Drive is obvious. Our production staff spends less time on tracking things down during the approval process and more time looking at our clients' marketing strategy, giving us the opportunity to innovate and create better performing campaigns for them. I'd say without a doubt that [TeraGo Cloud Drive] has helped make our client relationships stronger than ever."