Making Everything Easier!™

Cloud File Sharing

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Learn to:

- Increase productivity by sharing files in the cloud
- Keep your data safe with security and controls
- Access and share on the move using mobile apps

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HIGHTAIL®

John Arnold

About Hightail

Founded in 2004, Hightail was working in the cloud before the term was even coined. At first, the service was a simple way to send the large attachments that email couldn't process, but it has since grown to offer robust online sharing, storage, and file management capabilities. Today, the company serves more than 45 million registered users across 193 countries and 98 percent of the Fortune 500.

Hightail is the simple professional way to securely access, sync, and share files from anywhere, anytime.

Enterprise-grade encryption, admin controls, and popular integrations make Hightail the professional file sharing service trusted by more than 45 million users and 150,000 businesses worldwide, including Clorox, Sony Pictures, MillerCoors, and PGA Tour. Learn more about Hightail at www.hightail.com or call 1-866-558-7363.

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Hightail Special Edition

by John Arnold

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Introduction

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*E*mbrace cloud or die." This was the warning given by analyst firm Gartner in a research report that predicts strong growth in public cloud services, with end-user spending on public cloud services likely to grow to more than $180 billion next year. Collaboration and information sharing are two of the most important operational assets your business has. Switching to the cloud makes these assets more effective and your business more productive. If you're not working in the cloud, you can bet your competitors are. Embrace cloud or die.

Effective collaboration and information sharing are two of the most important operational assets a company has. If you want your employees to be effective collaborators, start by looking at how they're working with their files, documents, and other information.

The cloud has provided benefits of increased collaboration, productivity, and cost savings to many companies. Employees are more efficient because they can share files with just a few clicks. Companies also save money by offloading IT efforts and selected hardware expenses to a third party. According to NSK, Inc., 82 percent of companies saved money by moving to the cloud.

This book explains the benefits and advantages of storing, sharing, signing, and synchronizing information via cloud file sharing to drive your business forward more effectively and efficiently. It shows you what you need to know before and after you choose a cloud file-sharing solution.

Foolish Assumptions

I assume you're the head of a business unit, a project manager, or someone else who oversees one or more teams that are interested in being more collaborative and efficient when working with files and information. I also assume that you're familiar with sending and receiving files via email, and storing files on computers and online.

Icons Used in This Book

Throughout this book, I place special icons in the margins to highlight important information. Here's what the icons mean:

This icon points out advice that saves time, money, or headaches.

This icon points out mobile strategies or key mobility considerations.

This icon is used to identify information you can geek out on.

Beyond the Book

This book is packed with advice and tips, but there's only so much I could fit in 48 pages. When you're done reading, go to www.hightail.com/enterprise to get more technical information and to kick the tires with your very own enterprise cloud file-sharing trial account.

Chapter 1

Cloud File-Sharing Basics

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In This Chapter

▶ Defining cloud file sharing

▶ Keeping up with trends

▶ Evaluating your current situation

· ·

*I*f computer files could talk, they would tell you they belong in a cloud. They would tell you they get lonely on a hard drive, because only one person can work with them at a time. They would tell you they're scared to travel via email because they might disappear somewhere along the way or end up in a junk email folder. They would tell you they want to be stored and shared securely so they can't be stolen or corrupted.

Your company's files may not have much personality, but they have a lot of potential. This chapter explains the basics of how you can use the cloud to share and collaborate with your files while keeping them safe.

Understanding Cloud File Sharing

Cloud file sharing is a technology solution that combines information storage with secure collaboration and synchronization across multiple devices and users. It allows your employees the flexibility to share, send, sign, and synchronize all kinds of different documents and other files while maintaining control over security, administration, and reporting.

TECHNICAL STUFF When users upload a file to the cloud, it is transmitted through secure channels to the service provider's servers (data centers) and is sent to anyone who is downloading. That way, users can sync files across the web using mobile and desktop applications and can also integrate with enterprise applications and repositories such as email, enterprise content management (ECM), enterprise resource planning (ERP), and customer relationship management (CRM).

The next sections help you understand the key differences between cloud file sharing and other types of more traditional file sharing, which are becoming obsolete.

Comparing cloud file sharing and traditional file sharing

Storing and sharing large files can get pretty complicated and inefficient without the cloud. The following list compares cloud file sharing to three other traditional methods of file sharing:

- ✔ **Email** can't handle large files (because of attachment size limits), so collaboration is difficult. Also, there are no controls to prevent unauthorized access and forwarding of attachments. Cloud file sharing can handle extremely large files, up to several gigabytes, and versions are always in sync no matter how many collaborators you have. When sharing files via the cloud, users can apply controls such as passwords, file expiration, and recipient login and download restrictions (preview only) to ensure their information is safe.

- ✔ **File transfer protocol (FTP)** can transfer large files, but in order to share files, you need to take a security risk and grant network access to your users. FTP is not reliable and users don't know for sure if the file has reached the destination (which is why a lot of people used to send hard drives via FedEx to track and ensure that their files reached the intended recipients safely). FTP is also hard for people to use if they aren't very technical. Cloud file sharing is easy to use and completely reliable compared to FTP. And, it provides complete tracking so you know who is seeing and downloading your files.

- ✔ **Enterprise content management systems (ECMs)** don't work well with mobile devices and are complicated for external users to use and access (which means adoption in enterprises is typically low). ECMs are deeply entrenched into enterprises and they're not going away. Cloud file sharing helps complement ECMs by providing easy-to-use, anytime access and simple external sharing along with controls. Cloud file sharing also enables access and sharing from any device and is easy for anyone to use to securely access shared content.

Keeping up with cloud technology trends

The cloud technology industry is always innovating and creating new solutions for businesses and consumers to take advantage of the cloud. Visit these websites to keep your cloud aptitude sharp. Make sure you pay particular attention to the consumerization of IT and bring your own device (BYOD) trends.

- ✔ **CITEworld** (`www.citeworld.com`) is an online magazine covering topics related to the consumerization of IT for enterprises.
- ✔ **Gigaom** (`www.gigaom.com`) is a blog covering cloud applications and management.
- ✔ **Hightail Blog** (`http://blog.hightail.com`) is the official blog of Hightail. It includes lots of examples of real companies using cloud file sharing and highlights trends and related features that Hightail is implementing into its software.
- ✔ **TechRadar** (`www.techradar.com`) is an online resource for technology testing and reviews along with insightful articles.

Evaluating Your Existing File-Sharing System

Chances are, your company has an enormous opportunity to improve your sharing and collaboration internally and with your prospects and clients. Successful companies don't wait to seek gains in productivity, so

the next sections explain how to quickly get started by evaluating your existing file-sharing system and uncovering as many potential improvements as possible.

How is it working, or not working, today?

Every company has a file-sharing system because everyone is sharing files somehow. Whether you have a formal solution or things are a little more freeform, answer the following questions to assess what's working, or not working, with your current file-sharing system.

If you answer "yes" to any of the following questions, you should consider an enterprise cloud file-sharing solution for your company.

- ✔ When you send large files via email, do you hold your breath and stare at your computer screen for 60 seconds to make sure you don't get a bounceback?

- ✔ When you share files outside your company firewall, do you feel a pit in your stomach like you just posted your Social Security number, date of birth, and credit card number to Twitter?

- ✔ Is your existing file-sharing system used by the same employees who still wear calculator watches and keep typewriters under their desks "just in case"?

- ✔ Does IT have to ask for tuition reimbursement to pay for the adult learning certifications they need to train users in how to use your applications?

- ✔ When you ask 100 people which technology they use to share files, do you get 300 answers?

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MOBILITY

✔ Can your helpdesk team name all the employees who are on a business trip from memory because they've been receiving dozens of emails from them stating that they've stopped working when they're in airports, coffee shops, and hotels?

✔ Do you know more about how your employees use the coffee machine than you know about your file sharing (such as number of users, total data usage, and domain-related traffic)?

✔ Does your enterprise need to hire the FBI to get insights into user activity on your file-sharing solution and a bounty hunter to manage users and policies?

Starting the search for a new solution now

Every business wants to be more productive, more collaborative, and more secure. The most successful companies want to be more productive, more collaborative, and more secure *now,* not later.

The best way to overcome procrastination and corporate complacency is to choose an enterprise cloud file-sharing solution and invite a few early adopters to start using it as soon as possible. After a few people in your company get started — assuming you choose the right solution — other employees will be eager to share and collaborate when they see how easy it is and how much more productive they become. I show you how to choose the right solution for your company in Chapter 2.

Chapter 2

Choosing a Cloud File-Sharing Solution for Your Company

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In This Chapter

▶ Choosing productivity and mobility features

▶ Evaluating control and security

▶ Considering your company needs

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*T*he cloud file-sharing solution you choose should make things easier and more productive for everyone in a secure and controlled environment. This chapter shows you what to think about when choosing a cloud file-sharing solution so you'll end up choosing the best features and meeting the most needs across your company and beyond.

This book only has 48 pages, so this chapter won't include how to prepare your acceptance speech after choosing the perfect cloud file-sharing solution and winning your company's coveted productivity leadership award. You're on your own for that.

Pinpointing the Benefits of Cloud File Sharing

Change is hard for some organizations. Fortunately, there are tons of really good reasons to change to cloud file sharing. This section spells out the benefits of moving to a cloud file-sharing solution so you and your company are confident about the reasons you're moving to a new solution.

Increasing productivity and mobility

Cloud file sharing makes collaboration and sharing with existing workflows easier and more productive. Here are some of the productivity benefits you should look for and expect to receive when you switch to enterprise cloud file sharing:

- ✔ **Ease of use:** Sharing a file with a cloud file-sharing solution should be as easy as sending an email and should provide a range of apps for computers and mobile devices to access information from anywhere.

- ✔ **Easy integration:** Cloud file-sharing solutions should deliver meaningful integrations with popular enterprise software (including IBM Connections, Intapp, Microsoft Outlook, Microsoft SharePoint, NetSuite, and Salesforce) and allow users to continue working with their preferred apps.

- ✔ **Mobility:** Cloud file-sharing solutions allow you to share all types of files among mobile devices and among web and desktop applications. Mobility allows sharing from simple Microsoft Word documents and Microsoft Excel

spreadsheets to large graphics and videos. Make sure the solution allows all file types to be sent to anyone inside or outside your company on any device, web application, or desktop application.

Keeping information safe

A major limitation of most traditional file-sharing services, including email and FTP, is the complete loss of control once files are shared.

The following benefits summarize the control features cloud file sharing brings to ensure that only the intended recipients can access shared files, while allowing IT to enforce company-wide policies and monitor sharing activity. Look for these when choosing a solution:

Making it easier to BYOD

People are bringing multiple devices — such as tablets and smartphones — to work with them. Companies should embrace a bring your own device (BYOD) policy instead of forcing adoption of a particular type of hardware. Even if you could enforce such a policy within your own company, you can't make your customers use the same hardware as you do. Cloud file sharing offers the ability to access, modify, share, and manage files anytime and anywhere, keeping all users — inside and outside your company — connected to their files and folders at all times and with any type of device.

- ✔ When sharing folders, users should be able to decide whether the recipient can modify existing files and add new content or just view only.

- ✔ When sending files, users should be able to choose to add password protection or require recipients to confirm their identities before accessing the file.

- ✔ Users should know exactly when a file has been received using return receipts or by tracking all sent and received files using the file activity dashboard. Files should also be set to expire after a certain date or specified number of downloads. Users should be able to revoke access to shared or sent files at anytime.

- ✔ Administrators of business accounts should be able to meet required standards of data security, while monitoring individual and overall use with a range of management, tracking, and auditing capabilities.

- ✔ IT should be able to apply global permissions to require the use of specific sharing controls for all users or specific groups within the organization.

- ✔ Administrators should be able to track file sharing across the company at a granular level. They should be able to filter individual transactions by user, date, filename, or sharing action. If administrators suspect unauthorized file sharing, they should be able to instantly block further access to content or disable user accounts.

- ✔ Cloud file-sharing solutions should provide branding capabilities, so the application blends with other enterprise systems and reinforces company brand standards.

Cloud file sharing is competitive advantage

An Osterman Research report on content sharing describes external information exchange with clients, contractors, partners, and agencies as "a key competitive differentiator."

People are actually more likely to do business with companies that share information simply and securely. It's important to balance your need for firewalls and virtual private networks (VPNs) with the needs of external users who are doing business with your company.

Considerations Before Choosing a Cloud Solution

A new cloud file-sharing solution needs to be a match for your company needs, as well as your user needs and overall cloud file-sharing needs. The next sections show you what to consider as you evaluate different solutions and options.

Geographical considerations

People in different parts of the world are likely to have different perspectives on their needs. Make sure you understand the nuances of language, culture, and time zones when considering your company's needs.

Data volumes and file sizes in use

Just because people are using specific data volumes and file sizes doesn't mean your solution should meet them where they are today. Take time to consider

whether increasing your capacity to share larger files and higher volumes of data meets the needs of your business better than your current system is able to.

Levels of collaboration on projects

Sometimes people aren't collaborating effectively because it's painful or slow with current processes. Consider the need to increase collaboration in addition to considering the need to support existing collaboration.

External contractor interactions

If your company works with external contractors, make sure you determine the needs of the people who work with them and the people who work for them so your ultimate solution choice benefits your company and theirs.

A world of difference

New York City–based Sesame Workshop is the nonprofit educational organization that produces the show Sesame Street. It works with 34 global partners to ensure that each international variation of the show adheres to the educational standards set by the group.

Sesame Workshop decided to audit and prioritize the three groups with the most critical sharing needs. Determining their needs helped Sesame Workshop move away from a clunky FTP solution to cloud file sharing in less than a day after implementation. The solution also allowed Sesame Workshop employees to continue using Microsoft Outlook while adding the capability to send files that would ordinarily exceed file limits.

Employees using external sharing services

If your employees are using external sharing services, they're doing so for a reason. Make sure you uncover the needs of these users so they have good reasons to adopt your new solution and stop using the external sharing service.

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Chapter 3

Implementing a Cloud File-Sharing Solution

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In This Chapter

▶ Focusing on quick wins

▶ Deploying your technology

▶ Having some fun

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*C*loud file sharing is so easy to use, you might think that people will start using your solution without a lot of legwork and promotion. Even if that were to happen in your company, you can speed up the implementation and make it more fun by committing a few weeks to a few months of your time to actively managing your implementation.

Even with easy-to-use solutions like cloud file sharing, sometimes people take more time to get acquainted with new technology than you anticipate. And busy people don't get around to things quickly.

This chapter shows you how to implement your cloud file-sharing solution by driving adoption, deploying your technology, and having some fun during the process.

Starting Out with Quick Wins

Productivity gains happen fastest when you focus on loosening up the slowest bottlenecks in your organization's current sharing and collaboration activities.

The following sections show you the most common quick wins other successful companies tend to focus on during their first cloud file-sharing implementation.

Collaborating with large files

Large files are typically a culprit in slowing down collaboration and sales cycles because people usually try a host of workarounds, such as reducing document file sizes with strange software or breaking files up into several parts that have to be put back together. And, if you think that's not enough to create bottlenecks, some people even try putting large files on flash drives or other portable storage and, um, mailing them in an envelope.

Even if you're not currently using the Pony Express to deliver your files, beginning your cloud file-sharing implementation by focusing on the largest files you work with will speed things up significantly.

Enabling on-the-go access with mobility

People in your company probably don't want to work all the time, but they do want to be able to work from anywhere anytime. That is, unless it's painfully slow or impossible to work from anywhere because they can't access the files they need to work with from their mobile devices or web browsers. Even if your own company's internal files are somehow

mobile-friendly, that doesn't mean people out-side your company will be able to collaborate or receive files when they choose to work away from the office.

Focusing your cloud file-sharing implementation on mobility quickly enables both employees and customers on the go to keep working when they used to find other less productive things to do with their time away from the office.

FTP replacement

If companies that use FTP could recuperate all the time spent by employees explaining to someone else the steps involved in using the FTP process to access a file, those companies would have a lot more time left to be more productive, and they would also have a lot more money.

If your company uses FTP, you should replace FTP with cloud file sharing. That way, users will waste less time ensuring their files reach the intended recipients and IT will waste less time managing user accounts and fighting fires.

Securing collaboration outside your company

Security is a primary concern for a lot of companies. If yours is one of them, focus your implementation on securing the files and information being shared outside your company. Whether you're sharing with prospects, customers, business partners, or others outside your organization, cloud file sharing allows you to lock everything down pretty tight. I discuss security and control in more detail in Chapter 4.

Driving Adoption

You need people inside your company to want to use your cloud file-sharing solution, and you need the people outside your company to want to use it, too, so you can get them to share files and sign documents.

Fortunately, it's easy to get people using your solution and loving it. The next sections share the best tips to help drive adoption of your cloud file-sharing solution.

Emphasizing ease of use

Ease of use is the primary reason people will try — and ultimately use — a new process or technology. Before deploying your technology, run an internal communication campaign that highlights the fact that you're deploying a technology to make things easier. If you're replacing a cumbersome process, such as a clunky FTP system, tell your employees the new solution is being deployed in response to their frustration.

Finding your existing user base

People in your company are more likely to rapidly adopt new technology if everyone else seems to be doing it and benefiting from it. You need to assure your internal stakeholders that there is a large base of users outside your company who will welcome the solution you're planning to deploy.

Ask your cloud file-sharing solution provider how many users it has. A number in the tens of millions indicates a strong possibility of already existing overlap with your prospects and customers. It's also an indication that the solution is easy to use by people who may be unfamiliar with the solution the first time you share a file with them.

Ease of use makes the case

A number of people at the global ad agency CHI & Partners suggested that their FTP system be replaced by a cloud file-sharing solution. After a free trial to test it out, the trial group concluded that ease of use and integration with existing IT systems would drive adoption across the company globally. The entire implementation process — from deciding to use the solution to having it up and running across the whole agency — only took a couple of weeks. The service was quickly embraced and used daily by nearly every employee at each office around the world. CHI & Partners' 200 employees shared close to 4,000 files via cloud file sharing in one month.

Also, make sure you exclude from consideration any cloud file-sharing companies that don't meet your enterprise needs for security and integration. They aren't worth the risk no matter how many users they have.

Deploying Your Technology

Most of the heavy lifting with deployment happens on the IT side of the house. The following sections show you the key issues to consider during and after deployment.

Don't rip and replace

Don't look to replace too many existing technologies. Instead, look for solutions that seamlessly integrate with existing technologies so that there is minimal disruption in both the user and IT worlds.

Use single sign-on

Requiring users to create an additional password to access your cloud file-sharing solution makes it harder to use the solution. Using single sign-on (SSO) infrastructure ensures that users don't need to remember yet another username and password.

Minimize training

People probably don't need formal training to use your cloud file-sharing system, but employees may have a bit of a learning curve when it comes to understanding any new security or company policies such as file expiration dates or mandates to seek electronic signatures for legal documents.

Training should be balanced with helpdesk support so the most common questions are addressed in training and less common follow-up questions are addressed with internal support.

Leverage support

Your cloud file-sharing solution provider can help you self-manage user support by providing support documents and answers to frequently asked questions. Your workforce is likely to have early adopters who quickly become super-users. So, encourage your employees to seek out colleagues when they need help instead of always going to IT for answers. A quality cloud file-sharing solution also comes with a good 24/7 support plan. So, end-users and administrators will have the option to contact support at any time to get their queries resolved.

Tips for a Fun Implementation

Here are a few ideas for involving your employees in your cloud file-sharing solution implementation:

✔ Tell your salespeople they've been selected to test the capability to send video files of any size to clients and prospects, and tell them the training will take approximately 189 seconds. Then share a 189-second video showing how to share a video file with a prospect with your new system. Here's an example: `https://vimeo.com/95018028`.

✔ Ask your employees to electronically sign a document to get a free company logo T-shirt or other promotional item. Then tell them to share the document with other colleagues who they think would like the free promotional item.

✔ Award "super-user" status to employees who use cloud file sharing in all your existing technologies. For example, a super-user has shared or collaborated using Microsoft Outlook, Microsoft SharePoint, Salesforce, and a mobile device.

✔ If you're a geographically dispersed company, run a contest to see who can get a document to travel the longest distance during a single workweek by asking them to share a collaborative document with coworkers in different offices around the world. Every time the file is shared, ask the person receiving the file to add his or her name and location to the document and then share it with another coworker. Use your file tracking and reporting system to measure the distance each document travels, and report a winner at the end of the week.

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Chapter 4

Leveraging Cloud File-Sharing Controls

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In This Chapter

▶ User controls

▶ Enterprise level controls

▶ Cloud security

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*T*oday's global workforce relies on "big data" and information to do business. The ability to work with and share that information presents certain risks because every time digital files are shared, they're subject to being lost or compromised.

Whether a company's employees use email or FTP, or look to bypass the limitations of these services with unsanctioned consumer cloud file-sharing tools, the inadequate security and compliance standards of these methods is a serious liability. Companies should always make sure they use cloud solutions that are enterprise grade and provide adequate security and control measures.

This chapter explains the security and control features that are included in the best cloud file-sharing solutions

so you have the information you need to make your data safer to share and harder to lose as soon as you implement your solution.

Choosing User-Level Controls

The goal of user-level control is to provide users with multiple measures with which they can exercise control over information they've already shared. Your cloud file-sharing solution should make sure this is done in a way that doesn't impact productivity. For example, users should manage access to files so that they're expired when access is no longer needed. Your user-level controls also need to be available across web, desktop, and mobile apps while providing a familiar, uniform experience no matter which device is being used.

Here are the most important user controls that you need to make sure are included in your cloud file-sharing solution. The best cloud file-sharing solutions include this functionality "out of the box":

- Folder permissions view and modify
- Password protection
- File expiration options
- Return receipt
- Verification of recipient identity
- Download tracking
- PIN protection for mobile
- Data wipe for mobile

Controls on the Enterprise Level

The best enterprise-level security features are designed to complement your company's existing infrastructure instead of requiring a complete change to new systems. The following sections show you what to consider when choosing enterprise-level control features for your cloud file-sharing solution.

Permission control at the organization level

Your cloud file-sharing solutions should allow both users and IT to apply controls to all shared files. For example, IT should be able to mandate that all employees or specific teams within the company always provide passwords or set expirations on shared files.

Your company's IT administrator should track and monitor all file-sharing activity from a centralized console and block files if unauthorized sharing is suspected. These controls should be available across desktop, web, and mobile devices.

Active Directory integration

Active Directory is a set of processes that enforce security policies in most Windows operating systems. Using a cloud file-sharing solution with Active Directory allows domain controllers to authorize users and check to determine whether users are administrators.

LDAP integration

LDAP (short for *Lightweight Directory Access Protocol*) is an industry-standard application protocol for sharing

information about users, systems, and applications throughout an IP network.

Integrating your cloud file-sharing solution with LDAP is most commonly done to provide users with a single sign-on experience so they can use the same password to access multiple systems that have shared directories.

Automation of account setup with SAML

Sharing information with people outside your company comes with the need to extend security outside your company. So, you'll probably be relying on external directories for managing and authenticating users. *Security Assertion Markup Language* (SAML) is a standard data format for exchanging authentication and authorization data between different systems.

Integrating your cloud file-sharing solution with SAML provisioning reduces your IT overhead by automating the account setup process for enterprise users.

Dashboards and usage reports

You're going to need comprehensive monitoring and tracking capabilities so your organization knows where your data is being stored and shared.

Good cloud file-sharing solutions include an administrator dashboard to help you acquire insights into usage parameters (including user counts, inbound and outbound domains, and data transfer information).

For transaction-level details, use a usage report, which provides a log of all enterprise transactions and the capability to quickly find specific information using filters on various parameters, including user, date, filename, and event type (see Figure 4-1).
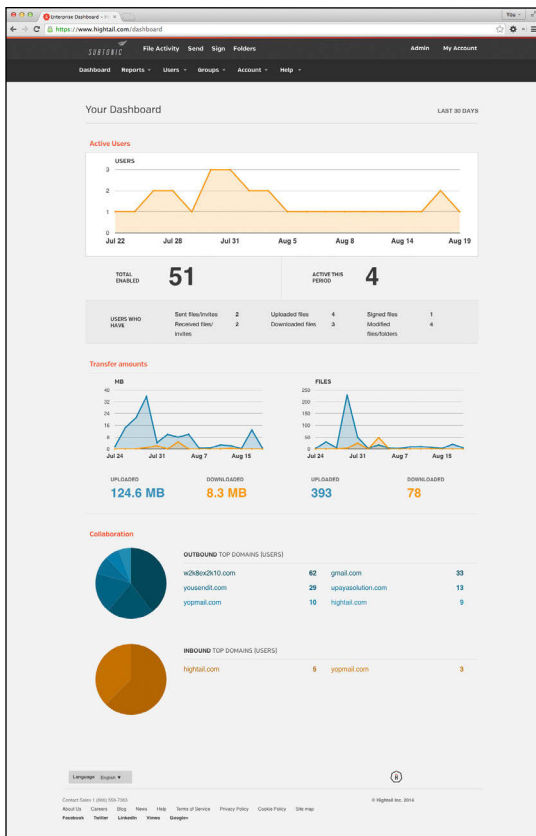
Figure 4-1: Usage reports log and show all data transactions.

Considering Cloud-Level Security

Some of the data in your cloud file-sharing system is ultimately stored on servers in some type of data center used by your solution provider. Some data centers are very secure; others are not.

The following sections help you evaluate the security risks that may be present in some cloud file-sharing systems so you can avoid choosing a solution that isn't as concerned with security as you are.

Access to data centers

Physical security is critical to data center security. Make sure your cloud solution provider enforces stringent physical security measures and also maintains certifications such as SSAE 16 SOC 1/2, ISO 27001, and ISO 25999.

Data centers that are globally located and protected by double-walled construction and biometrically protected cages are the most desirable because such facilities mitigate environmental risk with sophisticated disaster protection (for things like earthquakes, floods, and fires).

Data center access should be strictly controlled by your solution provider and restricted only to designated persons. Data centers should be monitored by manned security and video surveillance around the clock.

Network management system monitoring

Network security is needed to address network security threats as information flows back and forth from data centers to customer and third-party systems.

FTP won't support encryption

One of the critical vulnerabilities with traditional sharing tools like FTP is the absence of data encryption, which allows hackers to sniff packets out of the network and directly intercept the data. Cloud file-sharing solutions that can encrypt data in transit with up to 256-bit AES encryption, along with support for forward secrecy, ensure that deciphering intercepted information is impossible.

Make sure your cloud file-sharing solution provider monitors its entire network, including the production application and underlying infrastructure components at all times using a dedicated network management system.

Data encryption

Data uploaded to your cloud file-sharing system should be protected by 256-bit AES encryption, which is used by institutions including the U.S. government to protect top-secret data.

Dynamic key management makes this information impossible to decipher if ever accessed. Proactive scans should be regularly performed to eliminate any network vulnerabilities.

Compliance with key regulations

There are a number of industry regulations that apply to the cloud. It's a best practice for enterprise cloud file-sharing solutions to audit compliance with regulations such as SSAE 16 security and confidentiality principles and to publish SOC 2 Type II reports to confirm the

design and effectiveness of its controls. As an added demonstration of excellence in security compliance, some cloud file-sharing solutions are independently certified to be compliant with the PCI Data Security Standard (PCI DSS).

Safe Harbor framework

Personal data is governed by different laws in the European Union (EU) than in the United States. Safe Harbor is a framework to ensure proper collection, use, and retention of personal information in compliance with EU directives. Make sure your cloud file-sharing solution is compliant and using Safe Harbor if you store or share data with companies or people in the EU.

Chapter 5

Getting the Most out of Cloud File Sharing

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In This Chapter

▶ Discovering and integrating with user workflows

▶ Getting ubiquitous access to content on web, desktop, and mobile

▶ Combining mobile and cloud file sharing

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*C*loud file sharing isn't a "set it and forget it" solution. It's a living and evolving process that continuously enables productivity and profitability. Maximizing the benefits of cloud file sharing is a matter of getting out of it what you put into it.

This chapter shows you how to derive the maximum value from your cloud file-sharing solution and leverage the technology in the most advantageous ways possible.

Plugging In to a Variety of Workflows

One of the best things about cloud file sharing is the ability to use cloud file-sharing features in the context of your existing workflows. Plugging your cloud file-sharing solution into multiple workflows allows users to benefit from cloud file sharing without leaving the application and allows IT to control things across multiple platforms.

In order to harness the value of your existing investments in technology, make a quick list of all the workflows your employees use so you can expeditiously get users up and running with the tools they're already using.

Here are some of the most common workflows used by today's companies for comparison to your own users:

✔ Mobile app workflows include accessing, sharing, and updating files on a smartphone or tablet.

✔ Email workflows include sending large attachments and collaborating on incoming and outgoing files. IT also needs to reduce email server load and IT costs.

✔ Collaboration workflows include the ability to work on the most current version of a file and the ability to share files outside the corporate firewall.

✔ Customer relationship management (CRM) workflows include the ability to access content within a CRM system such as Salesforce and the ability to share CRM-based files with non-CRM users.

✔ IT workflows include controlling, tracking, and blocking access and sharing.

Integrating with Email Workflows

According to a survey by Osterman Research, emails with attachments greater than 1 MB constitute 86 percent of email traffic flow. So, instead of imposing email attachment size limits in order to reduce the strain on email servers and frustrating users, integrate a cloud file-sharing solution with your email so that your employees can send large files from their mailboxes without changing their existing workflows.

Make sure your cloud solution automatically uploads sent as well as received files.

By integrating with email instead of FTP to send large files, your cloud file-sharing solution can save IT the costs associated with managing FTP accounts, while also safeguarding against email server outages.

Who's working on which version?

Almost everyone has been involved in an email thread where a working file is sent back and forth until no one is sure who has the latest version. This problem is easily solved by bringing cloud folders right into the mailbox. That way, your employees are all working on the single, same document, and you only ever have one version with the added benefit of being able to access previous versions if needed.

Integrating with Salesforce

Closing a deal often involves sharing sensitive information — such as product road maps, financial details, and contracts — with prospects. Your cloud file-sharing solution can complement your Salesforce capabilities by bringing all your business content into Salesforce, as shown in Figure 5-1.
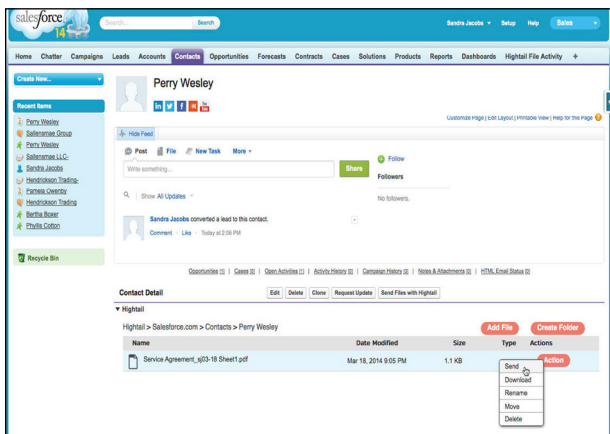

Figure 5-1: Bring all your business content into Salesforce.

Cloud file sharing can be configured to provide a repository that brings all your business content into Salesforce, thus ensuring your sales team will always have easy access to the most up-to-date versions of files.

Make sure your cloud file sharing is configured so cross-functional teams can access and collaborate with Salesforce users on processes such as request for information (RFI) completion. That way, your cloud file-sharing solution helps your company keep the sales process efficient and effective while making the most of your Salesforce investment.

Integrating with Microsoft Tools

Microsoft continues to dominate the business software market with its PC operating system and Office suite. If your business has made a significant investment in Microsoft technologies, use the following list to determine which Microsoft solutions you should integrate with your cloud file-sharing solution.

✔ **Microsoft Outlook:** Cloud file-sharing integration with Outlook solves the problem of sending large attachments. All attachments larger than the Microsoft Exchange Server limit are automatically sent via cloud file sharing.

✔ **Windows Phone 8 application:** Whether you're in the office, on-site with a client, at the airport, or working late at night in your kitchen, integration with the Windows Phone 8 app lets you access and share files and folders on your phone. I discuss other mobile integrations in the next section of this chapter.

✔ **Windows desktop:** If you run Windows 8 on a laptop or tablet, cloud file-sharing integration lets you access and share your files and folders with drag-and-drop simplicity.

✔ **Microsoft SharePoint:** Microsoft's SharePoint integration lets users securely send files from the SharePoint document library right from the app, while tracking which documents have been shared and with whom.

✔ **Active Directory:** Creating a group in Active Directory means that added users will automatically be provided with cloud file-sharing accounts and single sign-on to enhance your security by allowing users to sign in automatically with their existing corporate usernames and passwords.

Integrating with Mobile Workflows

According to global research firm Forrester, 350 million employees will use smartphones by 2016, with 200 million choosing to bring their own devices to work.

Implementing a bring your own device (BYOD) policy combined with your cloud file-sharing solution allows your employees a personalized and secure experience.

It's also important to make sure that your integration allows file-sharing features to be available on the web, on the desktop, and within apps such as Microsoft Outlook and Salesforce so users get the same experience no matter where they work and no matter which system they're using.

Chapter 6

Ten Advantages of Cloud File Sharing

*C*loud file sharing has many advantages over other forms of file sharing, such as email and FTP. There are a lot more than ten, but this chapter lists the ten advantages of cloud file sharing you really need to know about and should be able to explain to stakeholders in your company.

Collaboration with Large Files

Your own technology isn't the only limitation when it comes to sharing large files with other people. You also have to consider the limitations of folks on the receiving end of the files you share. Email file size limits and FTP complexity are responsible for a lot of frustration

for senders and receivers when it comes to sharing large files. Cloud file sharing solves all that by enabling intuitive and secure sharing of large files for everyone involved.

Data Safety

Information security is an asset. Cloud file sharing is more secure than email, FTP, and other types of non-enterprise file sharing because IT can control, track, and report on all sharing activity with features such as passwords, file expiration, user verification, return receipts, and download tracking.

Ability to Work on the Go

Who doesn't want the ability to work all the time from anywhere? Cloud file sharing lets your employees access and work on the most current versions of files and documents from a desktop, laptop, tablet, or mobile device. Just knowing you can work from anywhere makes people *feel* productive. And more than that, they actually *are* more productive when they work from anywhere.

Ability to Email Large Files

File attachment limits don't apply to cloud file sharing. You can send and receive large files via email using your existing email application and so can your customers.

Ability to Track File-Sharing Activity

Cloud file-sharing activity can be tracked by IT and controlled through the cloud file-sharing solution's administrative functions. That way, IT can balance the need for security with the need for people to use the solution efficiently.

Alignment with Company Policies

Cloud file sharing fosters compliance with data security policies and brand guidelines because IT can mandate and enforce policies for cloud file sharing. It's also easy to incorporate the company brand when sharing files within the company, as well as with external users.

Workflows Remain Intact

Change is hard for some people, so it's better when people can use the tools they already use to do new things and make their workdays better. Cloud file sharing easily integrates with existing workflows and the technology used in most companies.

Quick Adoption

People adopt cloud file sharing quickly because cloud file sharing can actually be fun! Traditionally, file sharing has been a long and cumbersome process. But the

ability to exchange ideas with co-workers and get things done quickly and easily adds the element of fun to the process.

Easy to Deploy and Update

Nothing to install. No hardware or capital investments. Cloud file sharing easily plugs in to your existing applications. It's simple to use and a breeze to manage. In addition to deployment, all updates are rolled out by the cloud provider automatically and IT doesn't have to do anything. A super timesaver for IT!

Premium Support

Cloud file sharing is designed for quick deployment and user adoption, but cloud file-sharing solutions also provide IT administrators with support to further accelerate deployment and implement best practices, so your solution quickly becomes a vital tool for your business with minimum user training required.

Great ideas work anywhere.

Securely send, share and sync your work from anywhere, anytime.

Try it free on **www.hightail.com/enterprise** today.

HIGHTAIL
Keep your ideas moving.

Send large files securely and collaborate anywhere

If you want your employees to be more productive and collaborative, start by looking at how your employees are working with their files, documents, and other information.

- *Send large files securely* — *send files up to 500GB from your computer or mobile device*

- *Work together easily* — *share project folders with clients and colleagues and decide who can view and update your files*

- *Access and share on the go* — *use your mobile and desktop apps to access your files wherever you are*

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Open the book and find:

- Cloud file sharing basics
- How to choose a cloud file sharing solution for your company
- The basics on cloud security and mobility
- Info on integrating with existing IT systems and apps
- Implementation tips

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