The Enterprise File Sync-and-Share Buyer's Guide

A complete guide for finding, evaluating, and purchasing the right enterprise file sharing solution for your organization.

Guide

opentext™

The Case for Enterprise File Sharing

What Kind of File Sharing Solution Is Right for You?

INTRODUCTION

As companies undergo their digital transformations—with a laser focus on simplifying operations and boosting productivity—users are being asked to get more done faster and with fewer resources.

In this climate, it's not surprising that employees independently turn to cloud file sharing services they may already be using at home, such as Dropbox and Google Drive, to help them get their work done. These applications are easy to use and simple to install without involving IT.

While the use of consumer-grade cloud file sharing services may boost an employee's productivity and efficiency, it presents a formidable and potentially disastrous problem for enterprises and their IT departments. These services lack the security, control, and management features that many organizations need.

The "rogue" use of cloud file-sharing services has resulted in a proliferation of employee-managed content repositories over which IT has no control. Companies cannot see the data in an employee's personal file-sharing account. The data is not properly secured or managed, which can lead to compliance violations, data leakage, competition breaches, and other damages to the business. The risk is especially acute for heavily regulated industries such as financial services, banking, and healthcare.

Soon it will be difficult to find a large or medium-sized organization anywhere that is not challenged to adopt some type of enterprise file sync and share (EFSS) solution. According to MarketsandMarkets Research, the EFSS market is expected to grow to US$3.51 billion by 2020. And Gartner predicts that 80 percent of large and medium-sized organizations will deploy content collaboration platforms (of which EFSS is integral) by 2020[1].

Collaborative file sharing is critical to getting the work done that drives organizations forward. It is up to every enterprise to provide their employees with the productivity gains of cloud file sharing tools while doing everything in their power to regain control of their corporate information, keeping it safe, secure, and accounted for.

There are many EFSS solutions on the market. Organizations need to understand the tradeoffs among the different tools and evaluate how the solutions stack up to their file sharing requirements.
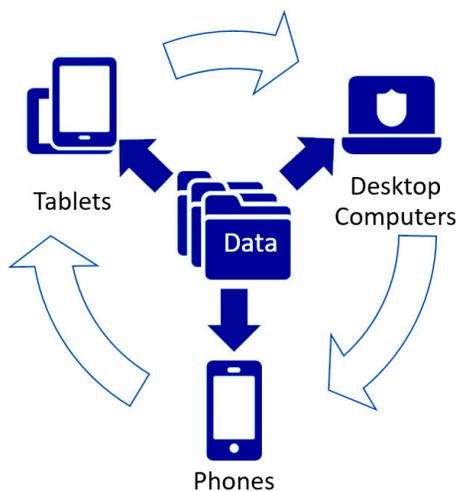

Figure 1. Collaborative file sharing

4 Reasons Why You Need to Take File Sharing Seriously

1. It is happening whether you like it or not.
2. You cannot afford to lose sight of your content.
3. It fulfills the workplace needs of your users.
4. 4. GDPR is only the beginning.

IT IS HAPPENING WHETHER YOU LIKE IT OR NOT

As the Bring-Your-Own-Device (BYOD) movement clearly demonstrates, employees are quite capable of taking matters into their own hands if their employer's tools don't give them the convenience and flexibility they want.

The shift in control from IT to individual employees, commonly referred to as "Shadow IT," has been rampant when it comes to EFSS. Employees demand the convenience and ease-of-use they experience with other EFSS services and mobile apps they use at home. They are more than willing to bypass IT and download cloud file sharing tools themselves.

When information is put in an employee's personal file-sharing account, it can be accessed from any smartphone, laptop, or other devices the employee uses. If the employee leaves your company, he or she still owns the account and any corporate information stored there.

It's too easy for unmanaged intellectual property, financial, competitive, and other data to fall into the wrong hands or be compromised by a breach in security.

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1 *TechTarget, "EFSS technology and its growing role in enterprise mobility"* **https://searchmobilecomputing.techtarget. com/feature/EFSS-technology-and-its- growing-role-in-enterprise-mobility**

43 percent of enterprise respondents said the main reason they chose an EFSS solution was to get higher levels of security for file sharing.[2]

In a 2018 survey of the EFSS market conducted by TechTarget, 43 percent of enterprise respondents said the main reason they chose an EFSS solution was to get higher levels of security for file sharing.[2] Greater security was second only to an increased need for collaboration tools (48 percent of respondents).

YOU CANNOT AFFORD TO LOSE SIGHT OF YOUR CONTENT

Most courts and regulators treat any content managed by individuals (including files) as a form of electronic information, subject to the same rules as those applied to email. If you cannot manage your content or supervise how the content is managed, you may be exposing your organization to legal or regulatory ramifications.

Most consumer-grade cloud file sharing tools do not provide auditing or reporting capabilities. Without an audit trail, you don't know who accessed the files, where they did so, or when it happened. Lack of an audit trail will leave you woefully ill-prepared in the event of NetIQ eDiscovery by OpenText™ or a corporate lawsuit.

In addition, files will inevitably be shared outside your organization (consulting contracts, customer presentations, and vendor purchase orders, for example). You need a way to not only

2   *TechTarget, "Enterprise file sync-and-share market evolves as adoption expands"* **https://searchdatabackup.techtarget.com/ feature/Enterprise-file-sync-and-share-market-evolves-as-adoption-expands**

ensure that these files are shared securely but also to maintain an identity-based, permission-oriented audit trail.

IT FULFILLS THE WORKPLACE NEEDS OF YOUR USERS

Transitioning users away from a consumer cloud sharing tool is part of the overall process of rolling out an EFSS alternative. Approach the migration with consideration. Antagonizing users will get you nowhere and do nothing to thwart employees tempted to take the Shadow IT route.

Your file sharing solution needs to be intuitive for your users. As you move toward deploying an IT-controlled EFSS alternative, acknowledge the ways in which a cloud file sharing tool makes your employees more productive. Let them know that you want to provide them with the same convenient, easy-to-use functionality they enjoy with apps such as Dropbox and Google Drive, in addition to meeting security and regulatory requirements.

Talk to them. Get their input. Employees are more likely to use and champion a solution they helped select.

GDPR IS ONLY THE BEGINNING

New legislation such as the General Data Protection Regulation (GDPR), the European Union ePrivacy Regulation, and the 2018 California Consumer Privacy Act are changing the way companies think of privacy. Increasingly, it's being viewed as a function of stewardship over the data they possess.

Companies have the responsibility to proactively manage and protect their data. They must be able to show how data flows into and throughout their organization. They need to prove that their data is stored, used, and secured in a compliant way.

In the digital era, we have seen only the tip of the iceberg when it comes to legislation and regulations over data privacy, content management, and information governance both locally and globally.

Don't Let a Dark Cloud Gather

Most organizations recognize that EFSS is vital to their business. They need their employees to be unfettered by location or device, and to be able to collaborate and share files easily. Most organizations are also uneasy with their content being stored in a third-party cloud where their control is restricted and security unassured.

EFSS is an important element of a holistic information governance strategy. Providing users with content they can easily access and trust is one prong in the strategy. Streamlining management, reducing storage costs, and ensuring compliance are the other prongs.

Information governance is not about a point product. It is achieved through a comprehensive solution that includes secure file governance, collaboration, and management tools. It traverses records and information management, security and technology, legal and compliance, and operations and finance.

With an on-premises private cloud file sharing solution, EFSS functionality is delivered on servers that your company controls, with no exposure to the public cloud. Your IT staff knows where data is stored and how it is being accessed. Security and compliance requirements can be guaranteed.

With the protections that an on-premises solution provides, the EFSS prong of your information governance strategy can be much more solidly executed than with a cloud-based counterpart.

Choosing the Best EFSS Solution

EFSS tools offer a wide range of features, functions, and capabilities. It's important to understand the tradeoffs among different tools. Use this checklist to compare how different solutions stack up to your file sharing requirements.

EFSS EVALUATION CHECKLIST

	Solution	Solution	Solution
Accessibility			
Multi-device support			
API support			
Full-featured mobile apps			
Desktop clients			
Windows			
Linux			
Mac			
Plugins			
MS Office			
Outlook			
Web client			
Home directory integration			
Functionality expandable by vendor			

	Solution	Solution	Solution
Usability			
Customizable action notifications (shares, access requests, changes, etc.)			
Social media-style collaboration interface			
Powerful search capabilities			
Rebrandable interface			
File and folder-level sharing			
Web client "on-the-go" access			
Request-to-upload capability			
Security			
On-premises / self-hosted			
Multiple server types supported			
Hybrid storage			
Encryption			
Rich audit reporting functions			
Device registration			
Remote wipe for lost or stolen devices			
Multifactor authentication support			
Ransomware protection			
Identity-based access, sharing, and modification permissions			

Get the Best of Both Worlds with Micro Focus Filr

OpenText™ Filr can deliver an EFSS experience that is identical to, if not better than, what your users enjoy with consumer-grade cloud services. With an on-premises private cloud file sharing solution you can:

- **Take back control**—Your IT staff determines who can share files, which files they can share, and with whom they can share them.
- **Use existing file servers**—Filr works with the access rights, quotas, firewalls, backup, and disaster recovery systems you have already set up.
- **Bring your office anywhere**—Users can access all their files and shared network folders from any device or location, as easily as if they were at the office.

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3 *Osterman Research, "The Critical Need for Enterprise-Grade File Sync and Share Solutions"* **www.topiatechnology.com/wp-content/ uploads/2015/05/The-Critical-Need-for-Enterprise-Grade-File-Sync-and-Share-Solutions-T....pdf**

With Filr, your files reside on your company servers—under your control and governance to strengthen security, increase productivity, and simplify appliance management—all using your existing infrastructure.

Try Filr Advanced Free for 60 days

See how secure and productive your people can be.

Learn more at
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