Managed File Transfer with YouSendIt: Delivering Business-Critical Files Just Got Easier and More Cost Effective

A Digital Delivery Solution Where Both Business Users and IT Win

the Fact Point group

yousENDit

About this white paper

This white paper will help individuals and organizations understand why using a managed service to deliver business-critical digital files to internal teams, customers and clients will enable increased productivity; and will also be useful to IT Executives and Administrators who are concerned with the impact of sending and receiving large digital files on their existing email systems. This paper will address end-user productivity, and present the research findings conducted by FactPoint regarding the benefits that users have gained utilizing the YouSendIt solution.

Methodology

For this paper, FactPoint conducted a web survey and in-depth telephone interviews with a broad range of individuals in different job functions across 15 industries. The questions covered their most important business workflows and the issues involved in sending and receiving digital files that were critical to getting work done. The survey took approximately 20 minutes to complete and received 3,486 responses. The in-depth interviews were conducted with 87 customers and non-customers in companies between 1 and 9,000 employees and lasted approximately 45 minutes. This methodology was designed so that both existing and non-YouSendIt customers could provide impartial perspectives on this topic.

Executive summary

The research conducted by FactPoint with both business users and IT administrators into the firm's most important workflows revealed that business-critical digital files must often be delivered on an urgent basis to keep the business running efficiently and projects moving forward.

FactPoint found a great deal of productivity lost to inefficiencies in current methods of business-critical file delivery using existing methods such as email, burning CDs or DVDs and sending them with overnight courier services such as UPS™ or FedEx™, or by using older electronic methods such as FTP. Users identified problems in sending and receiving files as one of their top pains.

The primary business need for users was to find an effective solution to help them manage sending and receiving business-critical digital files as part of their work, regardless of the size of the digital file. These users needed a solution to be more responsive to clients, customers and other team members and wanted to keep their projects moving with the certainty that the intended recipient could receive the digital file regardless of that person's email gateway size limitations or firewall restrictions on email attachments.

Both users and IT stated that they valued the simplicity of the YouSendIt managed service so that recipients could use the solution to receive business-critical files with no training. Other highly valued YouSendIt capabilities that were simple to use included the YouSendIt Microsoft Outlook™ plug-in which allowed users to send files to others from within their familiar email interface, and the YouSendIt DropBox which allows users to "drop off" files using a simple web interface. FactPoint found these capabilities to be particularly important in environments where customers, vendors and suppliers needed to send or receive business-critical files but were resistant to learning more complex tools such as FTP, or enterprise-class collaboration environments.

The primary need for IT Administrators was to deploy a solution that is highly reliable, auditable, cross-platform, private and secure, and could be provided to users with little or no ongoing administration. IT Administrators spoke of the need to speed up email delivery times which were sometimes as slow as 15 minutes due to additional email server processing resources required by the ever increasing number of large file attachments. IT Administrators also discussed the problems and security concerns in using FTP, especially if the FTP site content and user accounts were "unmanaged." IT wanted to choose managed services that had centralized administrative capabilities and would minimize their time spent on routine provisioning and maintenance activities. They simply wanted to provide new services to any user or team and then to "get out of the way."

FactPoint's research found clear benefits from the use of the YouSendIt managed delivery service for both users and IT, regardless of company size. These benefits include providing faster turnaround on projects and business workflows, such as the working with a team in a creative design process, project related collaboration for reviews and approval, communicating important product design and build information to manufacturing partners, and receiving business-critical data from customers.

Other benefits included the ability to free up time and resources from administrative tasks that could be devoted to more profitable endeavors, improving responsiveness and service to clients and team members, and the confidence that business-critical files would be delivered on time and as intended.

Key findings of FactPoint research

FactPoint researched the usage patterns and workflows of individuals and teams working with files that are important to their work and found that most users had a great deal of lost productivity because of the inadequacy of current solutions.

Difficulties related to working with large files is a top user pain

- 89.7% responded that sending large files was their top pain

- 71.4% responded that receiving large files was among their top pain

- 89.9% responded that the YouSendIt service helped them (somewhat, quite a bit, or completely) deal with workflow activities related to large files

Usage patterns – more and larger business-critical files

- Between 34-53% of respondents (depending upon job function) were sending large files by burning CD/DVDs and mailing them prior to using YouSendIt

- The files were used to collaborative with others to accomplish work tasks that were critical to the business. The key recipients were internal (other team members), and external (clients, and vendors)

- 61.2% of those surveyed were creating files larger than 20 MB multiple times each day; 34.2% were creating files larger than 100 MB

- Multiple large files were sent each week regardless of the user's job function

Key User and IT needs when working with business-critical files

FactPoint identified top needs from its research with users and IT managers. These needs were similar across industry and job function and highlighted the desire of users to focus on the task at hand instead of learning new tools. Users and IT administrators making a selection of a managed file delivery service should consider the following.

- **Simplicity** – Users want all team members to be able to use a solution with minimal or no training. They just want to send and receive files with no administrative set up required of IT, and for the recipient to have easy ways to access the files.

    "I like the icon (YouSendIt Drop Box) where I can drag and drop from a file folder on my desktop -- it eliminates a lot of time and effort." Corporate Secretary at 14,000 person manufacturing firm

    "This workflow is handled beyond IT, which is very important because the system has to be easy enough and reliable enough for regular users to be able to administer themselves." Creative Director, Creative Agency

- **Provide easy ways to receive files from others** – Users want to embed file delivery and receiving capabilities in their emails or web sites that are simple for senders to use. Users want to provide this capability without having to purchase and learn FTP.

  "My favorite feature is the drop box. I like that I can be anywhere and give someone a link and they can send me a file…worth its weight in gold. Can send notifications to the whole team that there is a file waiting." Network Security Engineer at 700 person medical device manufacturer

- **Improve responsiveness to customers and clients** – Users are often working under tight project deadlines and need a solution that will allow them to send files "up until the last minute." One of the top issues many interviewed discussed was that their existing methods of working with digital files did not allow them to be responsive to clients and customers.

- **Certainty of delivery** – Users want to know that a file was delivered to the recipient regardless of the recipient's email, firewall and spam filtering environment. FactPoint found a high level of need for users to track the delivery and receipt of these files because of the diverse geography and makeup of teams, customers, suppliers and vendors, all of which must interact to keep business tasks moving forward.

  "The pain on our side is to make sure that something has been received by our client, we are under project time pressure. When we transfer large files (with FTP) we don't know if someone has been able to get the file downloaded. We don't know if they are technical enough or that their connection works. So we usually have a lot of follow up to do with them to make sure they got the file. It would be great if there was a way to know automatically for sure that the file was received." Project Director, Creative Firm

- **Work within familiar tools** – Users want a solution that works within their existing desktop tools such as Microsoft Outlook™ or Adobe Photoshop™.

- **Privacy and Security** – Users want the delivery and access to files to be private, like their email. They don't want to post files to unmanaged FTP sites. IT administrators want the transmission of the file to be securely encrypted.

  "We plan to deactivate our FTP site because of YouSendIt. YouSendIt is secure. There are two ways to set up FTP - secure or anonymous. If it is set up as secure, your clients will have trouble using it. YouSendIt has double security. The sender can encrypt the file, and no one knows where the file is except them. There is incredible value for me because it cuts down on my time and gives more security than FTP. FTP is a 30 year old protocol and it hasn't changed. FTP is primitive." IT Director Manufacturing Firm

  "FTP isn't secure…my clients rely on me to protect their competitive information." CEO, Data Analytics Consulting Firm

- **Take the load off existing email infrastructure** – IT administrators want to move large file bandwidth requirements away from fragile email systems to maintain the service level of the existing infrastructure.

  "I support 120 computer users. We use the YouSendIt Corporate Suite, otherwise we would be picking our email servers off the ground. All it takes is someone who trying to send a 90MB file 20 times - it can bring down an email server." IT Director Manufacturing firm

- **Centralized administration** – IT wants tools to deploy a service to users while minimizing the amount of time involved in setting up new users and on other administrative tasks.

  "The pain is in providing users with access to a system like FTP, and then having to administer it. I want something that provides general access for users without me spending time to provision. I shouldn't have to be involved with setting up new user accounts; it's not where I add value. YouSendIt is very user friendly and intuitive." IT Director, Services Business

Key User benefits of the YouSendIt service

The FactPoint survey asked current YouSendIt users to list the top benefits of using the YouSendIt managed delivery service. More than one benefit could be chosen. The top benefits were:

Simplicity

- YouSendIt "Allows me to easily send my clients files" (60.6% of respondents)

- "Is easier for others I work with"

- YouSendIt "Is easier than burning a CD or DVD and mailing it." (67.7% of respondents)

- "Is easier than training the recipient in how to use FTP"

- "Is easier than setting up an FTP site to send a large file" (46.8% respondents)

Speed

- "Can get the file to a recipient faster" (55.4% of respondents)

- "Improving service and flexibility by allowing files to be sent anytime and not having to rush to meet delivery deadlines"

Affordability

- YouSendIt "Is less expensive than FedEx™ or a courier" (50.5% of respondents)

- "Don't have to burn CDs or DVDs and deliver them via expensive overnight delivery services"

The State of current large file delivery methods

This research identified an explosion in the number of digital files which are critical to business interactions such as Microsoft Office™ files, PDFs, documents, presentations, graphics, audio, and video, but that both individuals and businesses are facing problems in sending and receiving this important content in a reliable, private and secure fashion.

Because of the administrative costs, regulatory and compliance issues, and infrastructure expenses many organizations limit the size of digital files that can be sent or received by the corporate email system. This has driven many users to cope with time wasting workarounds to email limitations such as burning CDs or DVDs and mailing them, or to increase costs by using overnight delivery services.

Why not just use FTP?

Some users have access to FTP (File Transfer Protocol) sites where files can be uploaded and downloaded by users. FTP failed to address the security, control and auditability needs of many of those interviewed. Stated issues in using FTP sites also included:

- **Lack of simplicity** - Intended recipients not understanding how the FTP site worked triggered phone calls to the sender and IT

- **Weak privacy** - FTP users could see all of the files posted by others on the FTP site which could put the confidentiality of files and projects at risk

- **Required IT support** - IT administrators often gave setting up new FTP user accounts low priority.

Both users and IT administrators interviewed by FactPoint were concerned about "FTP hygiene" – that FTP sites require policies and ongoing administration to implement properly. Yet many interviewed by FactPoint stated that the FTP sites they use are often "unmanaged" where one FTP username and password was provided to any and all users instead of setting up individual accounts, that content was never removed, meaning that content could remain on the site past its usefulness or in violation of corporate policy.

> *"The content on our FTP servers is probably not organized well. We all struggle with organizing the FTP server. We don't send notifications to users, we just expire content after a certain amount."* IT Director, 150 Person Firm
>
> *"Once in a while if the client is worried about security we'll set up an FTP password for them. Most of the time security means cleaning out the FTP site, maybe once a week."* Creative Director, Creative Agency
>
> *"That's why we don't use FTP… it is a security and administration nightmare."* IT Director

	Traditional FTP	YouSendIt
Easy to set up new user	No	Yes
Private	If site is unmanaged all files can be seen by any FTP user	Yes – file opened by intended recipient
Easy to use, intuitive	No	Yes
Requires IT administration	Yes	No
Ability to work within familiar email interfaces like Microsoft Outlook™	Depends on FTP vendor	Yes
Auditable	Depends on FTP vendor	Yes
Secure	Passwords often transmitted in unencrypted email

Vulnerable to "backdoor hacker attacks" | Yes |

Cost savings of YouSendIt versus courier services

FactPoint interviews revealed that users are often using YouSendIt as a replacement for overnight courier services such as UPS™ or FedEx™ and that YouSendIt can help to lower the cost of doing business by shifting overnight courier service expenses to one monthly subscription fee.

> *"We want guaranteed delivery. We want something equivalent to a signature… People want to reduce the use and cost of courier services like FedEx with gas prices going up."* Manager, Transportation Consulting Firm

YouSendIt Business Plus costs $29.99 per month, offering a 200 GB monthly bandwidth limit, unlimited file downloads, password protection, certified delivery, and return receipt capabilities as well as Advanced File Delivery Tracking, so users will know who has downloaded the files and when they were downloaded. These capabilities alleviate the need to courier large digital files that are important to getting business done.

For example, the cost of sending an overnight envelope of less than one-half pound from San Francisco to New York City using USPS, UPS or FedEx is between $21.70 and $69.17 depending on time of delivery, the earliest being 8:00 am the next day.

The cost of sending an overnight envelope of less than one-half pound from San Francisco to London using USPS, UPS or FedEx is between $50.05 and $107.65 depending on time of delivery, the earliest being 9:00 am two days from drop off.

A YouSendIt Business Plus user sending 10 large files a month to clients would save as much as $661.71 each month for domestic file delivery and as much as $1261.89 each month for international file delivery over current overnight courier charges. (All calculations as of June 2008)

Benefits of YouSendIt in services businesses

FactPoint interviewed several users and IT administrators in services businesses such as advertising and public relations firms, consulting firms, marketing firms, market research firms, creative and graphics designers, graphics and printing services, audio and video production. These enterprises ranged in size from individual proprietors to larger creative agencies.

A common theme across these services businesses is that they are project driven with work teams that are assembled to meet current project demands. Team members are often outside contractors with specialized expertise who bill by the project or by the hour. These services businesses are characterized by interactive workflows between team members which require multiple design, creation, review, change and approval cycles.

The challenge faced by services businesses is to keep projects moving forward. They need to easily incorporate external team members into the project workflow without requiring a lot of time learning new tools and computing environments. FactPoint learned that using a firm's existing internal collaboration software is often not an ideal solution for external team members as these individuals work with so many clients they lose track of how to be productive across different environments.

The benefit of the YouSendIt service is that its web-browser based approach is equally easy to use for both internal and external team members regardless of their computing environment. Other benefits include certainty of delivery such as confirmation that a file was sent and received on a specific date and time, anywhere, which is valuable in providing flexibility when faced with tight project deadlines.

> *"It is very important for us to find a way to set up a system where we can post files online that is secure, and that is client specific so that we can have a client login and download files and only see files that are assigned to that client. And we need an easy way to enable our own employees to generate the accounts because we typically have our own project managers who are day to day managing the projects with the clients. They know the client information. So we need something that is easy enough for them to create new accounts."* Creative Director, Creative Agency

Benefits of the YouSendIt service in manufacturing businesses

FactPoint also interviewed users and IT managers in manufacturing firms. These firms ranged from medium to large organizations that manufactured consumer, industrial and high-tech products. These firms have long supply chains and often work with international suppliers and customers. The 24/7 nature of working with firms around the world is a manufacturing business reality.

The workflows with external vendors and customers are often ad-hoc or informal using email as the primary communication approach. Important files such as design drawings, manufacturing specifications are used to communicate work orders between the manufacturer, its customers and suppliers.

"YouSendIt is a new part of our collaborative effort between engineers, customers, and sales. Everything we do is custom...usually PDFs that have to be sent along with the CAD file of our tool design...can be larger than 200MB. Before YouSendIt we would overnight a CD." Industrial Manufacturer

Because of valid security concerns, many of these firms implement strong firewalls that automatically reject certain file types or file sizes. Others restrict outside user access to FTP sites to preserve enterprise security. Valuable time is lost when the intended recipient in a distant time zone didn't receive the file sent to them the day before because of a firewall or bandwidth issue. The result often shows up as project slippage.

Many manufacturing firms have existing design, collaboration and manufacturing applications that are highly structured meaning that IT must spend time to provision access to these systems to external users. The problem FactPoint found is that it doesn't make sense to spend valuable limited IT resources on setting up occasional users in structured applications to simply send or receive business-critical files.

FactPoint found that in manufacturing environments both the user community and IT organization are looking for ways to enable large file delivery in support of ad-hoc workflows. FactPoint's interviews with YouSendIt's manufacturing customers who have deployed YouSendIt to users showed the following benefits:

- YouSendIt is browser-based so that any internal or external team member can use
- The optional Microsoft Outlook™ plug-in means that users work within their email inbox, requiring no additional user training
- Helps to keep projects on track
  "The audit trail is valuable to us because certain suppliers claimed they didn't get info and used that to justify slips in the schedule." Automotive Manufacturer
- YouSendIt Preserves valuable IT resources
- Allows large files to be sent and received regardless of computing environment
- Is private and secure
- Centralized management capabilities allow IT to set the point when a file is sent via YouSendIt instead of on the internal email system
- Auditability of usage to meet corporate policies and regulatory compliance requirements
  "Ability to know who opened the file is cool...provides a level of assurance knowing who is using the document." Marketing services firm.
- Less traffic and processing on the internal email server.

Key questions to ask
How to determine if YouSendIt will benefit your situation

Individual users and IT administrators can use the following framework to assess how the YouSendIt solution will benefit them.

For Individuals

- Do you work with clients or external team members who struggle with email file sending or receiving limits?
- Would you like to know and have a record of when the recipient of your file received it?
- Do you work under tight deadlines and need the flexibility to send your work to others up until the last minute?
- Do you have the expertise too set up an FTP site and the time to administer it?
- Would you like to send large digital files directly from your Microsoft Outlook™ inbox?
- Would you like to ensure the privacy of your communication?
- Would you like to save the cost and time burning CDs/DVDs and sending them via ExpressMail®, Fedex™ or UPS™?

For IT administrators

- Do you want a solution that can help you maintain the level of service of your existing email infrastructure?
- Would you be helping users by providing diverse teams more efficient ways to work?
- Are you spending too much time setting up ad-hoc users on internal applications?
- Do you want to provide large file delivery to your users while preserving centralized administration and reporting of usage?
- Do you need a solution that is auditable to meet compliance requirements?
- Do you need solutions that take little or no time for users to learn?
- Would you like to save cost of sending digital files via ExpressMail®, Fedex™ or UPS™?

Why considering a Software as a Service (SaaS) approach to managed file delivery makes sense

Today's email systems are a necessary part of communication between employees, vendors and partners, clients and customers. Yet many of the "corporate" email offerings such as Microsoft Exchange Server™ have not kept up with the demand placed on them by the growing number of large files that need to be sent or received. Couple this trend with the fact that most employees spend much of their time working in environments such as Microsoft Office™ or Adobe Photoshop™ and use their email inbox as a filing system for all of their communications and work. The result is that IT cannot keep up with email attachment storage and processing requirements while users are demanding new ways to extend the functionality of their tools to make communications with others easier.

The SaaS large file delivery approach provided by YouSendIt allows users to send or receive large files from within their email inbox and benefits IT in that it moves much of the traffic off of the internal email system. YouSendIt also provides IT with centralized administrative functions that allow the user to work within corporate policies.

About The FactPoint Group

The FactPoint Group (www.factpoint.com) is a Silicon Valley-based research, publishing and consulting firm specializing in the early adoption of new technologies. The FactPoint Group has been producing world class research, analysis, and consulting since 1992 and continues to help its clients sell and use new technology solutions, including Software as a Service. FactPoint participates in the SaaS Executive Council of the Software and Information Industry Association (SIIA). For more information, please visit www.factpoint.com or call (650) 949-4882.

About YouSendIt

YouSendIt is the trusted global leader in digital content delivery. YouSendIt's innovative platform empowers people to send, receive and track digital files on-demand. YouSendIt's reliable service provides a convenient email attachment solution, an easy-to-use FTP replacement, and eliminates the need to send files on disk via overnight courier service. Tens of thousands of companies have incorporated YouSendIt as a mission-critical platform that offers a trusted, convenient service for their entire organization. Managing more than 10 million files each month for seven million users worldwide, YouSendIt is the solution for on-demand digital delivery.

YouSendIt offers the following products:

YouSendIt Corporate Suite
YouSendIt Corporate Suite allows employees across your organization to share in the benefits of YouSendIt's premium business services while saving time and resources. Corporate Suite offers unlimited bandwidth for convenient file transfers without the cost and overhead associated with maintaining FTP servers or large attachment-filled emails. IT teams can easily manage multiple users and provide branded dropboxes for incoming files. The result is a convenient, secure, cost-effective file delivery solution for employees across a large site or department, with increased productivity and enhanced customer service.

YouSendIt Business Plus
YouSendIt Business Plus is a convenient, secure, branded solution for sending, receiving and tracking important digital files. Business Plus account holders enjoy all the benefits of the YouSendIt Pro service, plus access to a fully branded, easy-to-use FTP replacement dropbox for receiving large files. YouSendIt Business Plus lets you add your branding to all email and download pages. No registration is required to receive files, and advanced tracking features ensure delivery to recipients. Prompt, comprehensive customer support keeps the YouSendIt service running smoothly.

YouSendIt Pro

Do you need greater file sending, receiving and tracking abilities? YouSendIt Pro is the perfect solution. Securely send multiple 2 GB files to as many as 500 recipients and get a total of 40 GB of download bandwidth every month. YouSendIt Pro also offers an easy-to-use FTP replacement dropbox so you can receive important files on-demand. With YouSendIt Pro, you'll have the added assurance of file delivery tracking to know your files have been received and downloaded. Plus, prompt, comprehensive customer support keeps the YouSendIt service running smoothly.

Contact www.yousendit.com