The WTF /

Where's The File e-guide

10 Tough **File Transfer** Challenges — and One Sure **Solution** You Can Swear By

How to Always Know Where Files Are At All Times, and Whether You're Ready to Eliminate Manual Tasks and Custom Scripting Once and For All

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Introduction/WTF

WTF? You hear it all the time, and it doesn't necessarily mean "Where's The File?" But no matter how often you use or hear this expression, one thing is sure: Trying to locate the whereabouts of electronic files scattered across your enterprise can be a daunting task—sometimes even impossible. The fact is, the demand for file transfers is skyrocketing all the time, and hundreds or thousands of files are probably being transferred into, throughout, and out of your company every single day.

Whether you've got to locate a file for compliance purposes, to satisfy an inquisitive business partner, or to meet virtually any other type of stakeholder request—you're the one who's being taken to task. If files have gone missing—or if it takes you three days to finally find the file in question—that's lost time and productivity, and lots of extra work for you. Not to mention the compliance ramifications or the beating your company's reputation can take.

But that's just one of the many problems that "business as usual" file transfer can subject you to. There are loads of others—and they all add up to a collection of stubborn obstacles for you and IT professionals everywhere. Let's take a look at the challenges IT departments face every day, and explore a solution that has proven to be effective at solving these problems. And even if you think your current file transfer technologies are "good enough to get by," you'll find that this solution is far more efficient than what you've used to date, makes your life much easier, and diminishes the frequency of WTF.

> File _transfer_ systems are designed to _move_ files, and are very different from file _sharing_ systems, which are for _collaboration_. There is a proven drain on the business when organizations do not have enterprise-class file transfer, the scale of which has only recently been recognized.

1. Zero visibility with file transfers is a bad way to start your IT day.

You know the drill. You spend the first 90 minutes of the day starting at your screen—practically zombie-like—trying to make sense of the errors, exceptions and problems that greet you every morning. This can often involve the futile task of trying to track file transfers as you seek to answer questions such as what file was sent, where was it sent, was it received, and when and how did it get there? And right now, this very minute, what is the real-time status?

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Think of the time and effort this can cost you—and how, more often than not, you can come up empty-handed. The problem is you have no visibility, or very little of it. Or you have to painfully pore through detailed log reports to find what you're looking for. You simply don't have the tools to monitor, manage and audit the transfer trail of files across your enterprise—a failing that means your supposedly "okay for now" file transfer solution is really woefully inadequate. And robust reporting capabilities? A dream, at best.

Your job is hard enough without having to contend with these blind spots and drawbacks. And it's not only your time that's being wasted. You're also at risk of losing your focus. And your productivity—there's that important word that's so prevalent in today's business—takes a serious hit. Who needs *that*?

File Transfer Management Responsibilities Are Growing Far Faster Than IT Staffs, Leading to Unmet File Transfer Demands

Filling the Gap with New Ways to Manage File Transfer

| ■ IT Staff — 2% | ■ Volume of Transfers — 11% |
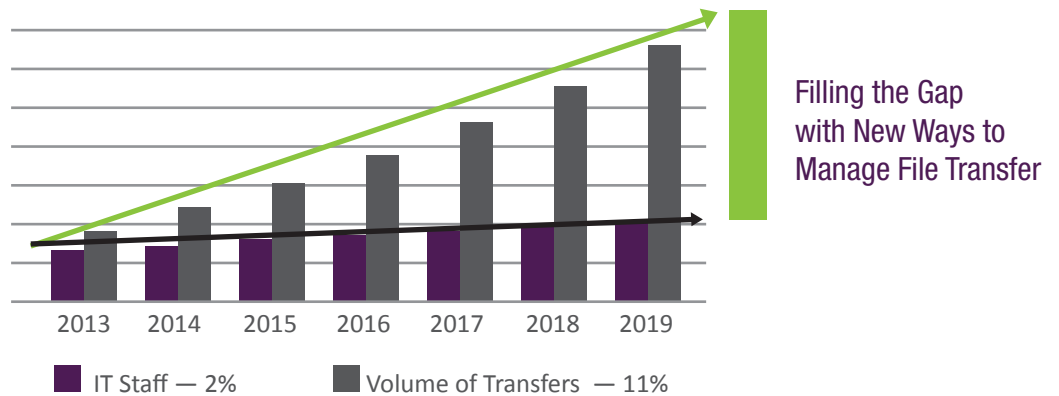
2. Stakeholder requests never seem to end— nor does your workload.

Ever wonder if your workload *is* really getting heavier, or if it just seems that way? Trust yourself—it is getting heavier. A quick look at a few statistics bears out this challenging phenomenon. According to a recent Aberdeen study, the volume of file transfers is increasing, on a yearly average, by 11%.; the size of files by 7% , and the number of users transferring files by 6-9%. All while IT hiring goes up by a only 2%.[*]

That's cause for alarm. But there is a silver lining. It means that throwing human assets at the problem isn't the solution. New and better technologies and processes are needed...and available. Just for a minute, allow yourself to cut through the clutter of your day-to-day responsibilities, and imagine a file transfer solution that goes beyond the limitations of FTP, drop-box-like solutions and e-mail—a solution that:

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[*] Move Away from the Tangled, Digital, "Do-It-Yourself" Approach to Moving Files: Aberdeen Group Webinar, December 2013

- Scales with your organization so it can meet tomorrow's needs, as opposed to outdated legacy systems that are yesterday's news

- Allows multiple colleagues in your department to easily set up simple or complex jobs

- Provides a centralized way to build, customize, manage and monitor all your jobs

- Enables you to confidently meet a rising tide of stakeholder requests and demands

File transfers are increasing by a yearly average of 11%, but IT hiring is only going up by 2%.

3. Everyone's demanding security and compliance, but nobody's giving you all the resources to make it happen.

The government passes compliance regulations. The regulators oversee your company as they enforce it. Your company's executives in the corner office promise to comply—and then, suddenly, some negligent end users who sit down the hall from you disrupt the whole thing by making some totally avoidable PICNIC (Problem In Chair Not In Computer) mistake.

And guess who gets to pick up the pieces? You do. It becomes *your* problem. And what a problem it is: If you can't produce the right files at the right time, or if you can't prove they were properly protected, your company could be subject to government fines and penalties, a battered reputation among your business partners and customers, and a fortune in lost business.

And even if you *are* able to locate the files you're looking for—and provide detailed evidence to the auditors— think of the pressure and stress you're subjected to. Not to mention the hours of sifting and searching. The worst part is, in many organizations, this type of situation leads to conscientious IT professionals being turned into scapegoats and blamed for security breaches that are actually caused by systemic failures that have nothing to do with job performance.

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4.

Lack of integration and centralization can be serious liabilities—with legacy, home-grown systems usually to blame.

It's easy to get used to a lack of a centralized, unified solution set for file transfer. But it's never acceptable. It's inefficient. Chaotic. And needlessly confusing. You can feel like you're running an endless maze.

Why tolerate this mix of legacy, home-grown systems that have been cobbled together as your everyday "business as usual" solution—when in fact, there is a much better way? As you'll see later in this e-guide, this is something you can act on, by bringing the breakthrough of Managed File Transfer to your boss' attention for discussion and review.

Why tolerate a mix of legacy, home-grown systems that have been cobbled together as your everyday "business as usual" file transfer solution?

5.

It's hard to say goodbye to "good old" FTP, drop-box-like solutions and e-mail file transfers—but it sure is overdue.

These solutions feel like old friends. They've most likely been around your organization for quite a while—and you, and your end users, know them quite well. But plainly speaking, they just can't cut it anymore. Not in the changing IT environment and file transfer reality in which you're now operating. Consider these limitations with which you've unfortunately had firsthand experience:

E-mail file transfers

- Limits the size of file attachments to 10MB or less—not enough to accommodate unstructured, multimedia formats such as video files, audio files, images, CAD, and so on.

- Sending large files through email servers causes performance problems that affect reliability and file delivery.

- Multiple copies of large attachments can use up allocated storage and create storage management headaches.

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• No visibility as to where files are—either for you or an auditor.

• Security and compliance are dependent on end user behavior—always a risky proposition.

FTP

• No inherent method for encryption during transport, leading to possible interception of sensitive or regulated files during transport.

• Manual process with no native means for automation and integration with business processes. To automate and integrate, you need the skills to develop customized scripts—a sizeable investment of time and resources.

• Files stored on FTP server stay there until they are removed.

• Account administration requires action by system administration every single time, whether for setup, deletion or change management. This can take hours or even days—slowing the transfer of important files.

• Do not feature the core elements of a superior file transfer system: connectivity, administration, automation and reporting (see page X)

Drop-box-like solutions

• These are file sharing solutions, not necessarily file transfer solutions. They're designed for collaboration, but do not have the management and infrastructure to facilitate file movement as a part of business processes.

• Built on lightweight infrastructure that often can't support enterprise level requirements for security, auditability, reliability and visibility.

• For some businesses and processes, the additional layer of storage management and administration is a hassle and unwanted expense.

> **Drop-box-like solutions are designed for collaboration, but do not have the management and infrastructure to facilitate file movement as a part of business processes.**

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6. Your productivity is getting killed by complex manual processes and lack of automation —and did we mention custom scripting?!

Here's a continuation of the previous point, and it's at the core of what can make your job such a headache. But don't simply take our word for it. Ask yourself:

- Are you compensating for your company's lack of automation by devoting countless hours to complex manual file transfer processes that your bosses don't even understand?

- What about custom scripting? Are you laboriously writing code on an ad hoc basis—each time there's a change to the business process?

- And what about having to perform repetitive, tedious tasks, such as partner on-boarding, managing data and file exchange with partners, and tracking status of business transfers at the request of business management?

All of these responsibilities can chew up large chunks of your day. And chances are, they're the reasons your mission-critical file transfers are taking way too much time—to the dismay of just about everyone in your organization.

Furthermore, when you're busy tending to these time-intensive tasks, you can't respond as quickly as you'd like to vendor, channel, partner and customer demands. And you know what that means: Frustrated, unhappy end users who call you all the time. And an unfair reputation that you're not as productive and helpful as many of your colleagues would like you to be.

7. If adding strategic value is on your agenda (and even if it isn't), then daily file transfer challenges are your enemy.

Your career path is your business. But whatever your ambitions and/or level of contentedness with your current position, you'll probably agree that it's easy to be consumed by the daily tasks that seem to endlessly appear and reappear on your To Do List. As we've seen, many of these tasks revolve around outdated file transfer.

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Are you, in fact, a person who's looking to advance your career? And do you think making suggestions about improving enterprise performance and IT operations is a good way to do it? If so, you don't want these daily file transfer tasks to distract you from making any "big picture" strategic suggestions you've been thinking about— observations that can add so much value to your organization. But as we know, little concerns can accumulate— and crowd out more important matters.

Then again, if your plans are less ambitious, you still know that day-to-day file transfer fixes are your nemesis. They make your life more difficult. They waste your time. And they keep you away from the job functions and/or other daily activities that give you the most satisfaction.

Either way, you'll want to go to Challenge #10 on page 9. It shows you how you can make an even bigger difference in your organization—and be part of a definitive technology solution.

8. When end users go around you, it's like they're taking aim right between your eyes.

It's guaranteed: When there's no centralized, IT managed file transfer solution, your end users will turn to whatever tool offers them the greatest convenience. The downside is that convenience comes with a price—namely, an increased risk of security breaches and non-compliance.

> **With the proliferation of mobile devices, the possibility of porous, easily-compromised security is magnified all the more.**

Your IT operation may have been able to get past this obstacle in the not-so-distant past, but now, everything is changing—and not necessarily in a good way. The threat that a breach poses to your bottom line is increasing exponentially. This is evidenced by recently-publicized security debacles that have undermined the security credibility of some of America's leading corporations. Furthermore, with the proliferation of mobile devices, the possibility of porous, easily-compromised security is magnified all the more.

Call it what you want: The end user circumventing you. Using a workaround. Leveraging unauthorized services. And so on. But whatever you name it—it means trouble...and unnecessary risk. It can be fixed, though—with a unified standard in the form of an easy-to-use solution that integrates seamlessly with the tools your end users are already employing.

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9. You're not sure which IT solution will solve all of these issues that revolve around file transfer. (Hint: It's MOVEit™ Managed File Transfer.)

Recognizing a lot of these pains? So are many of your peers who are using legacy systems that impede the efficiency and effectiveness of their file transfer systems.

The good news is that there is a solution—an enterprise-class Managed File Transfer (MFT) system—which allows you to meet your growing file transfer needs. It can be delivered to your doorstep neatly and simply. And it enables you to transfer files reliably and securely, meet compliance requirements, eliminate manual workflows, and provide end users with an IT-approved solution. MFT also guarantees you visibility and control over all file transfer activities, enables you to meet your SLAs, and provides you with easy implementation/ onboarding.

Specifically, with MOVEit™ MFT from Ipswitch File Transfer, you'll receive four vital benefits that are unavailable with the all-too-common array of legacy systems:

- Connectivity ensures that end users can access the system via mobile devices, email, or a web browser. IT retains control yet workers maintain high levels of productivity through easy-to-use, flexible access.

- Administration so that you can easily set up, control, and manage your organizational file transfers, provision users/accounts easily, and onboard partners and control access.

- Automation to make sure that files route appropriately according to key business processes and they integrate into other applications for scheduling and routing.

- Reporting for enterprise visibility and control, compliance and governance and to easily provide reports for auditing and regulatory inquiries.

The impact of MOVEit on your organization will be immediate: IT productivity will go up, which reduces pressure on you. You'll cut operational costs, making everyone happy. And operational efficiency will be greatly enhanced, so you can get much more done in less time—and put an end to the ever-lengthening work days that stretch into the evening and keep you away from home.

Research indicates that organizations that adopt MFT have, on average, 26% fewer errors, exceptions and problems with file movements, and resolve the errors 4.8 times faster than those that do not.**

** *Move Away from the Tangled, Digital, "Do-It-Yourself" Approach to Moving Files:* Aberdeen Group Webinar, December 2013

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What do you tell your IT leader? Your boss is a busy person and may be thinking about other things than a file transfer transformation.

Persuasive as you may be, Ipswitch File Transfer would like to give you an added boost when it comes to motivating your senior IT leadership about the many reasons to inquire about MOVEit Managed File Transfer.

Click on the following link for a separate e-guide that complements the one you're reading now, and is specifically geared to the concerns and challenges faced by your senior management team. Just go to http://Resources.IpswitchFT.com/Senior-IT-WTF and print out and personally distribute the document to top IT personnel. Or forward the link and follow up with a personal conversation. The power to persuade is in your hands. Eliminate WTF once and for all—at least, mind you, when it comes to file transfer.

About Ipswitch File Transfer

Ipswitch File Transfer provides solutions that move, govern and secure business information between employees, business partners and customers. The company's proven solutions lead the industry in terms of ease of use, allowing companies of all sizes to take control of their sensitive and vital information and improve the speed of information flow. Ipswitch lets business and IT managers govern data transfers with confidence and enable compliance by balancing the need for end user simplicity with the visibility and control required by IT. Ipswitch File Transfer solutions are trusted by thousands of organizations worldwide, including more than 90% of the Fortune 1000. For more information on Ipswitch File Transfer and its products, go to www.IpswitchFT.com or call 1-781-645-5590.

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