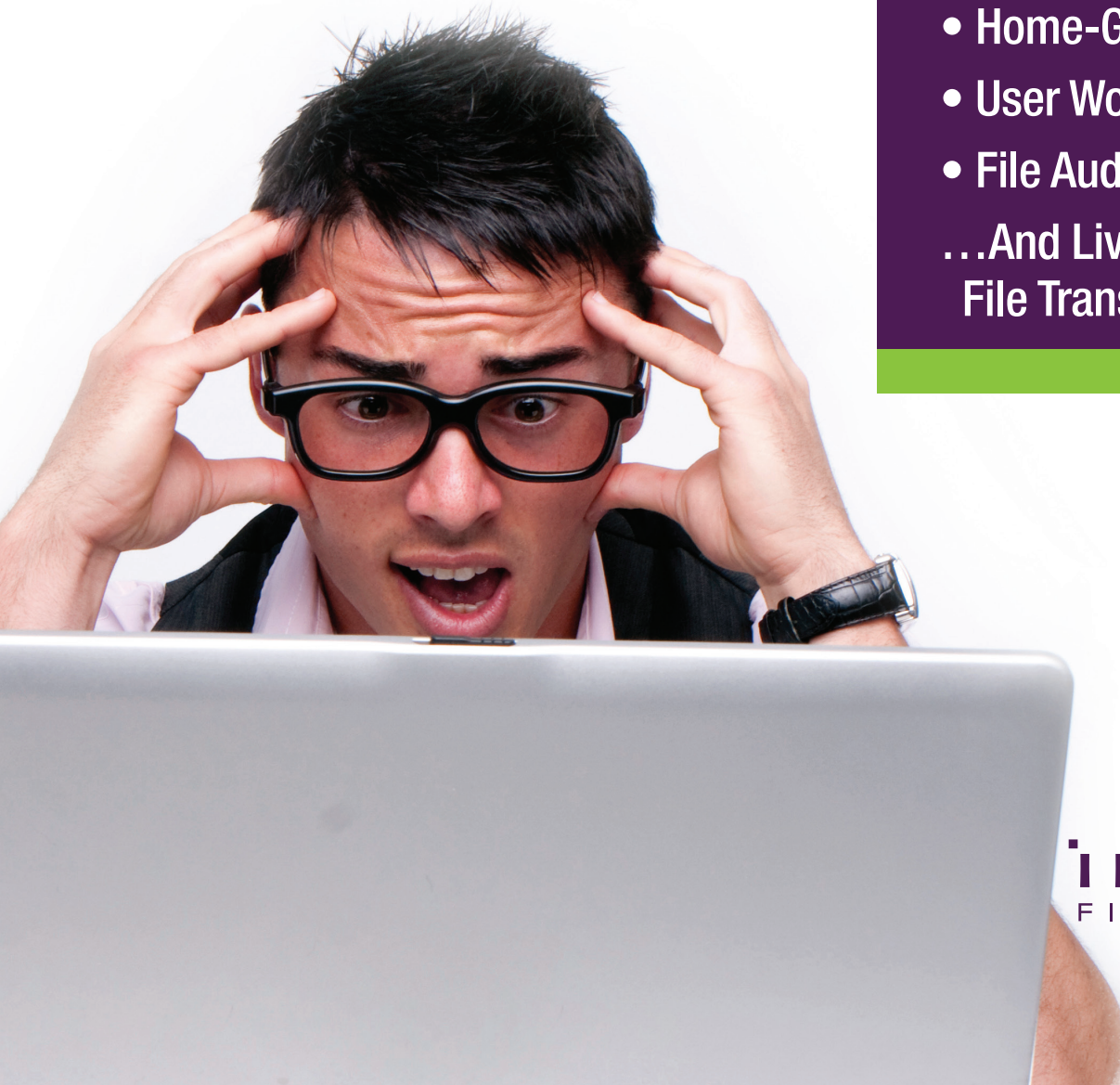# Stagnate or Automate

How to Make the Right File Transfer Choices

6 Tips To End

- Manual Process Reworks
- Home-Grown Scripts
- User Workarounds
- File Audit Hassles

…And Living In A Legacy File Transfer World

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AUTOMATE

Introduction/STAGNATE or AUTOMATE

Stagnate or Automate? It's a familiar question for IT, and is a matter of asking: Do you keep doing things the way you've been doing them—making do with "good enough" file transfer systems for example—or do you consider automating technologies and processes that have been performed manually up till now?

More specifically, do you continue to put your time into manual tasks that take up a huge chunk of your day— from tracking lost files and dealing with transaction errors to partner on-boarding, reworking error-prone custom scripts, and a host of other productivity-killing inefficiencies? Or do you find a way to do it all in a more time-efficient manner?

The fact is, the demand for file transfers is exploding, to the point where hundreds or thousands of files are probably being transferred into, throughout, and out of your company every single day. **File transfers have become the lifeblood of today's company.** And legacy file transfer systems that require lots of manual processing—well, they're the labor-intensive holdovers that can suck _your_ lifeblood right out of you as incessant requests come at you from end users in all directions. The statistics from a recent Aberdeen study* explain why you're so stretched. Specifically, on a yearly average:

- The volume of file transfers is increasing by 11%

- The size of files is increasing by 7%

- The number of users transferring files is increasing by 6-9%

AND YET

- IT hiring is increasing very slowly in comparison— by only 2%

Alarming, isn't it? It means that it's simply not possible to continue throwing human assets at the problem and expect to solve it. It also means that continuing to rely on the same _stagnant_ technologies and processes—with the same timeframes—is going to put you and your organization further behind the eight ball moving forward. Let's take a closer look at what we mean by this—in terms of the file transfer challenges you face, and the _automated_ solution that can help you meet and overcome them:

> ### Time to Correct an Identified Error
>
> **Organizations with MFT addressed errors 4.8X faster than those that didn't**
>
> *Aberdeen Group
> November 2013*

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

1. Manual processes COMPLICATE and slow down your day.

Complex manual processes and lack of automation are lowering your productivity—and making your job more difficult than it needs to be.

Up until now, you've probably been relying on file transfer solutions that always seemed "mostly adequate," like FTP and e-mail. But with the increasing demand for file transfers —and the mounting pressures on you to do things "faster, better, cheaper"—you're finding that these solutions simply don't have the automation necessary for you to keep up. Right now, there's a very good likelihood that you are being forced to:

• Compensate for your company's lack of automation by devoting countless hours to complicated manual file transfer processes that your bosses don't even understand

• Keep writing custom scripts—a laborious task you have to undertake every time there's a change to the business process

• Regularly perform repetitive, tedious functions, 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 portions of your day. And more often than not, they're the reasons your mission-critical file transfers are taking much more time than anyone wants. Furthermore, your stakeholders not only think the transfers take too much time—they think you personally take too much time. Not an ideal situation.

Tip: COMMUNICATE

Be clear with the IT leaders in your organization that you're spending far too much time on schedule-wrecking manual tasks that are better left to automated file transfer solutions that are readily available.

COMMUNICATE

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2

2. SEPARATE systems leave YOU with one big problem.

As non-integrated file transfer systems have grown side-by-side within your organization, they've become a liability—and made the problems caused by lack of automation even worse.

Not only do manual processes make your job more difficult, so too does the fact that your organization probably doesn't have a centralized, unified solution set for file transfer. Rather, you've got a maze of systems that is nothing less than chaotic—not to mention inefficient and confusing.

Of course, it's not like your file transfer methods were created this way by design. It's the way legacy systems were developed and/or introduced one at a time—with a lot of home-grown improvisation and "duct tape and bubble-gum" fixes along the way. Always a sure way to maximize the risk of disappearing files and faulty transactions.

But there is a better way. It's an integrated solution known as Managed File Transfer (MFT), and it will:

- Scale with your organization so it can meet tomorrow's needs, as opposed to the outdated legacy systems that are stuck in the past
- Allow multiple colleagues in your department to easily set up simple or complex file transfer jobs
- Provide a centralized way to build, customize, manage and monitor all your file transfer jobs
- Enable you to confidently meet a rising tide of stakeholder requests and demands

Tip: INTEGRATE

In the best of all worlds, a completely integrated file transfer solution is precisely what you need—and what you'll want to recommend to the senior IT leaders in your organization (see Conclusion/Action Plan on page 9).

INTEGRATE

Once, automation was a "nice to have." But today, keeping manual systems is like hanging onto old flip-phone technology when that coolest, newest smartphone is ready to fit right in the palm of your hand. Upgrade for your business…and sanity.

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3. You still can't easily (heck, even with difficulty!) LOCATE the files.

If you can't easily pinpoint the whereabouts of files, you're floundering; besides, zero visibility is a bad way to start anyone's IT day.

Does this sound familiar: You spend the first part of your day staring at your PC like a zombie—trying to figure out the errors, exceptions and problems that greeted you as you walked through the door. Usually, this involves the futile task of trying to track file transfers and answering questions such as:

- What file was sent? Where was it sent and was it received? When and how did it get there?

- Where's the audit trail?

- And right now, this very second, what is its real-time status?

Think of the time and effort this can cost you—and how, after hours or days of searching, you can come up empty-handed. The problem is you have no visibility, or very little. And 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 you're supposedly "okay for now" file transfer solution is actually inadequate. And robust reporting? A dream, at best.

No wonder it can be so difficult to satisfy your company's compliance with government regulations. And no wonder this can lead to incredible stress: If your company is held liable for a violation, the result can be government fines, a loss of corporate credibility, and an IT exception file that chronicles the disaster—with your name on it.

Tip: ILLUMINATE

Find the file and shed light on whatever issue needs to be documented. Not so easy with an outdated legacy system, but a cinch with Managed File Transfer.

ILLUMINATE

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4. Legacy systems can't VALIDATE their worth—not anymore.

You look to "good old" FTP and e-mail file transfers as familiar friends you've grown accustomed to, but they're no longer adequate solutions.

The reality is that these legacy systems just can't cut it anymore. Not in the changing IT environment in which you're now operating. Consider these limitations:

- **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.
  - No visibility as to where files are—either for you or an auditor.
  - Security and compliance are dependent on end user behavior—very risky.

- **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.

Tip: DEACTIVATE
This sounds hard, but in reality, it's an easy on-boarding. It's all about saying goodbye to legacy file transfer solutions that are no longer viable—and turning to the proven capabilities of Managed File Transfer (see #6 on page 8).

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DEACTIVATE

5. User workarounds NEGATE your security measures.

When user workarounds are in play, it's like your authorized file transfer solutions don't exist—and your company's security measures have been severely compromised or utterly obliterated.

It happens all the time: When there's no centralized managed file transfer solution, your end users will take matters into their own hands. They'll use whatever tool offers them the greatest convenience, even though this tool will likely burden you and your department with an increased risk of security breaches and non-compliance.

Maybe this was a typical if not necessarily desirable way of doing business in the past. But now it's becoming totally unacceptable. Now, the threat that a breach poses to your bottom line is greatly magnified, as evidenced by recently-publicized security debacles that have undermined the security credibility of some of America's leading corporations. Could user workarounds being placing _your_ organization in the cross-hairs, too? Not to mention how the rise of BYOD (Bring Your Own Devices) is making it infinitely more difficult for you to ensure the security of your file transfers every single day.

Tip: FACILITATE

Make it happen! Find a new way to work with your end users—to give them an easy-to-use solution that integrates seamlessly with what they're already using, and that meets security and compliance standards.

FACILITATE

Seen the news about how some of the biggest names in business have suffered security breaches that put their customers at risk? The odds of this type of disaster are greatly reduced—IF you have the systems to securely manage file transfers.

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6. Your circumstances NECESSITATE action, but what do you do?

It's essential to find a new and better solution that goes way beyond "business as usual" file transfer—but where do you look?

Recognizing a lot of these pains? So are many of your peers who (like you) have had enough of lost files, lack of automation, user workarounds, homegrown scripting, and non-integrated systems.

The good news is that there is an *automated* solution — enterprise-class Managed File Transfer (MFT) — which allows you to transfer business files reliably and securely, eliminate manual workflows, and provide end users with an IT-approved solution for sending files. MFT also guarantees you visibility and control over all file transfer activities, and enables you to confidently meet your SLAs and compliance requirements. It's also easy to onboard.

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.

How will MOVEit impact you and your organization? For starters, IT productivity will go up, which greatly reduces pressure on you. You'll cut operational costs, making everyone in the executive suite happy—and perhaps freeing up budget for more IT hires. And operational efficiency will be greatly enhanced, so you can get much more done in less time—and enjoy an easier yet still totally productive workday.

> **Tip: ALLOCATE**
> Your voice must be heard. It's imperative that you approach your IT leadership with the recommendation to allocate investment resources for Managed File Transfer—which is, after all, an investment in their future and yours.

ALLOCATE

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ACTION PLAN

Conclusion / Action Plan:

Talk to your IT leadership about how MFT can really help your organization.

Let Ipswitch File Transfer give you an added tool for persuading your senior IT leadership that it makes sense to inquire about MOVEit Managed File Transfer. Click on the following link for a separate e-guide (and/or access to our Assessment Tool) that complements the one you're reading now, and that's geared to the concerns of senior management. Click **http://Resources.IpswitchFT.com/Senior-IT-Automate** and print out and distribute the document to top IT personnel. Or forward the link and follow up with a conversation. When the question is Stagnate or Automate, asking about MOVEit is the action you'll want to Initiate.

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.

Want immediate assistance?
Call 1-781-645-5590 to speak with
a file transfer specialist
or visit www.IpswitchFT.com

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