

Intelligent Document Management

The Real Price of File Sharing and Collaboration

The desire to quickly and easily collaborate and share files with coworkers, vendors, and customers is evident through rapid adoption of online file sharing services such as DropBox or Box. Many of these services allow the user to sign up and start sharing files with anyone for free, so employees are signing up and using them without their company's approval. While neither the employee nor the company is paying cash for these services, there is a hidden cost of which companies are quickly becoming cognizant. While the employees are able to quickly and easily share information, the companies have no control of what information is shared or who can see it, yet some of this information may be proprietary or confidential.

Clearly the advent of online file sharing services has solved a critical need of many business users – they can quickly and easily share information with others almost instantly. In the age where a secure Internet connection is available just about anywhere: in the office, at home, or in public places, online file sharing allows users to easily share and collaborate with others whether it be with other employees, customers, or partners. While these services are great for the immediate sharing of information for an individual project, they lack the security and access controls required to secure and manage that information. Furthermore, similar to information saved on an internal network drive, in a matter of months finding any of that information becomes problematic. With online file sharing sites, since the company has no knowledge that the information is sitting in the Cloud, confidential business information may remain outside the company's control indefinitely.

Loss of control is one of the key reasons why companies are initially reluctant to place any of their critical information "in the Cloud." They rightfully fear losing control of their data and who may have access to it. When employees set up individual accounts and determine who has access to them, the company doesn't know with whom they may be sharing that information. As a result, some companies have started blocking access to online file sharing services through their firewalls to prevent employees from sharing their information without the company's knowledge.

Is the Problem Really Because the Data Is in the Cloud?

Many companies equate allowing their company's data to be placed in the Cloud with losing control of that information. This couldn't be further from the truth. Unfortunately most online file sharing sites are designed to allow individuals to quickly and easily share files. They were not designed with the level of security nor the ability to secure and manage the information required by a company. The reality is sharing information in the Cloud can actually be more secure than data that is kept in-house. Companies are rightly concerned about employees sharing information with others outside the



company thru online file shares, but what is to prevent an employee from copying critical information from an internal network drive onto a flash drive and walking out the door with it or sending that information as an attachment to an email?

The problem is not whether the information is stored on an internal network drive or someplace in the Cloud. The issue is being able to centrally secure, manage, and retrieve the company's information. A properly designed Cloud file sharing and collaboration platform provides all of these functions.

Can everyone find the files they need across the enterprise?

Today's online file sharing services do not address the same critical problem found with existing file sharing services such as internal network drives or content management platforms. The digital file system was designed to mimic the paper world: files are kept in folders. In order to find a file, you have to remember where you put it. Think of a Word doc you last used a couple of months ago. It's bad enough trying to remember what you called it and where you put it, but what if someone else at your company needs to find that document? No matter how important, information quickly loses its value when you can't quickly and easily find it.

Why put your files in a box, when you can lock them in a vault?

While online file sharing services solve an immediate need, for the long term, placing your information in them is not much different than printing and placing that information in a box and placing it in storage. Your ability to find it depends upon remembering where you put it, so over time that information quickly becomes hard to find. The key to finding information is the ability to search for it based on its content. When searching for information that you or a coworker generated, the value of the information goes up exponentially when you have the ability to find it.

InfoPreserve's Vault is the first intelligent online content management platform. It provides employees with the ability to quickly and easily share files with others, but more importantly it provides the company ability to secure, manage, and retrieve that information for as long as it's needed.

For more information about InfoPreserve's InfoPreserve Vault, send an email to salesupport@infopreserve.com or call (585) 542-4183.