

AN ACCELLION WHITE PAPER

Managed File Transfer

Implementing a File Transfer On/Off Ramp to Increase Business Efficiency & Security

COMPLIANT - EASY TO USE - EASY TO MANAGE



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Executive Summary

The growth of digital information has outpaced the ability of organizations to move this information efficiently.

The explosive growth of digital information is rapidly changing the shape of business. Now, more than ever before, businesses require instantaneous sharing of information. Driven by globalization, and new applications that create massive amounts of data, the implementation of systems for sending and receiving large digital files has not kept up with business needs.

The opportunity for increasing business efficiency by enabling easy and efficient transfer of large file transfers is largely untapped in today's enterprise organizations. Previous efforts to automate large file transfers often resulted in large, unwieldy, custom software projects. On-demand large file transfer routinely pushes email bandwidth and storage to its limits. However, opportunities exist today for implementing secure file transfer systems that leverage today's web technologies and offer greatly streamlined integration.

With Internet-architected secure file transfer technologies, Accellion provides a file transfer on/off ramp to business applications, automating the flow of digital files from one business application to another, from one business user to another, thus increasing business efficiency.

This whitepaper offers readers a roadmap for implementing a file transfer on/off ramp to business applications, including a review of architectural design, and use case examples.

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The Time Sensitive Value of Enterprise Data

Today's business environment is changing more rapidly than ever before. Globalization and increased competition are driving new business models and creating new demands to synchronize business processes across companies. In this Internet age, the speed of decision-making requires up-to-date information to be available and shared more broadly.

Today's distributed organizations have introduced a new set of accessibility requirements for business applications that capture, store and process critical business information. To support these requirements, the most successful organizations have moved away from silos of information, to data management architectures that distribute information across the organization.

Financial institutions recognized early on the financial implications of real time transfer of information. Delays in transferring financial information can result in millions, if not billions, of dollars of losses due to lack of business readiness. In an increasingly competitive world, enterprise IT organizations across all industries, are beginning to realize the difference tightly integrated business systems and faster information flow make, in staying ahead of competition. Moving large amounts of data in, out, and between business applications is no small feat. Data stored within a business application has little value unless it is accessible to the right people at the right time. *The value of enterprise data is time-sensitive*

Transferring Data at Electronic Speed

Not only the quantity, but the manner in which we share enterprise information is evolving rapidly. Five years ago, most people would use e-mail to share reports, spreadsheets and Power Point presentations. For larger data sharing, they typically relied on custom file transfer systems. Today, presentations, graphics and spreadsheets are much bigger and are used much more broadly. In addition, application files and sometimes even whole databases are regularly shared as part of critical business processes. Examples of large files that are routinely sent today range from sensitive financial documents for complex financial transactions, design documents for engineering firms, research databases for pharmaceutical companies, and video files for advertising and media firms. *Many of these files are so big that e-mail cannot be used to deliver them.*

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With business processes changing so rapidly it is a constant challenge for organizations to keep their IT systems in sync with the business processes they support. While companies will acknowledge their need to move at electronic speed their file transfer systems are often stuck in first gear. Of major concern for organizations is the increasing quantity of data being moved using IT workarounds solutions. IM, FedEx, even MySpace, are some of the "alternative" non-IT supported solutions employees are resorting to, just to get the job done.

Why FTP is not the Answer

FTP, or the File Transfer Protocol, was developed back in 1973, to enable programmers to share files with other programmers and it rapidly became a ubiquitous programmer's tool. However, the adoption of FTP for business purposes has been a love-hate relationship.

FTP rapidly became a ubiquitous programmer's tool. However, its adoption for business purposes has been a love-hate relationship.

With the emergence of the Internet, email, and the growth of digital data, business users need a mechanism to share large data files. FTP was the logical initial choice but its time consuming account setup and downright user unfriendliness has made FTP an inadequate tool for business users. Hence the growing use of IT workarounds. Organizations who early on tried to automate the transfer of large files, most usually based their solutions on FTP, which led to large, costly, inflexible software implementations. In some cases a single IT professional had the knowledge to manage the system and once the employee moved on, companies were left crossing their fingers that nothing broke.

FTP fundamentally falls short as a scalable business application for secure large file transfer. Lack of security, time consuming account setup and inadequate file management tools leave organizations vulnerable to exposure of confidential files. Business processes that routinely rely on FTP to deliver digital assets are not auditable and are not compliant.

For a more in-depth look at why FTP is not the Answer, read the Accellion White Paper entitled *No More FTP*.

Why Email Attachments are the Problem, not the Answer

Email was not architected for large file transfer. While the paperclip is a tempting feature for attaching a file to an email, frequent large files transfers greater than 10MB can easily bring an email network to its knees. To state it simply, large file attachments slow down email performance for everyone and drive up email storage costs. While the email paradigm is ideal for fast easy communication, email file attachments are the problem, not a solution.

The paradigm for managed file transfer is no longer FTP or email attachments.

A New Era in Managed File Transfer

Fortunately we are now entering a new era for managed file transfer. File transfer solutions now exist that are based on Web and Internet architectures, enabling easier integration with today's business applications. The paradigm for managed file transfer is no longer FTP or email attachments.

Managed File Transfer Solutions deployed today need to have the following characteristics:

Reduced Impact on Email

Large files are driving up the cost of email storage and eating up available email bandwidth. Managed file transfer systems must efficiently offload large file attachments from the email network.

For managed file transfer, ease of use means make it as easy as email.

Ease of Use

Ease of use is the main driver behind user adoption of any technology. For managed file transfer, ease of use means make it as easy as email. Ease of use means definitely not FTP. Ease of use includes ease of management, since IT support costs drive up a system's total cost of ownership.

Auditability and Traceability

Government and industry regulations now demand that companies have in place auditable business processes. Compliance with HIPAA, Sarbanes Oxley, GLB and FDA regulations are a must for today's managed file transfer systems

Security

Large files often represent confidential, company sensitive, digital assets that need to be managed securely. Managed File Transfer systems need to include encryption and secure file transfer channels for upload or download with business level security for recipient authentication.

Automation Support

Data needs to move, not only quickly and securely, but also 24x7. Automation is an essential component of any managed file transfer solution, providing the ability to keep data moving, and making it accessible wherever and whenever the business user is online. Rube Goldberg contraptions for automation while intriguing are not a model for today's business.

Business Process Integration

Managed file transfer needs to be built on flexible software components that can be easily and quickly integrated with existing business processes and systems.

Accellion Managed File Transfer Architecture

Whether implementing a managed file transfer solution for on-demand file delivery, or automated file delivery, the Accellion secure file transfer solution provides ease of use, ease of integration and the security and compliance necessary for today's world. Based on an appliance-based model, Accellion offers organizations the flexibility to deploy managed file transfer throughout the organization either as an enterprise-wide initiative or targeted for specific business processes.

Accellion provides a flexible managed file transfer architecture that works equally well for on-demand or automated file delivery.

How it Works

At the core of the Accellion secure file transfer system is a secure file transfer appliance. All files transferred via Accellion are securely routed via SSL to an Accellion secure file transfer appliance. The Accellion secure file transfer appliance implements the security policies, provisioning, lifecycle management, file tracking and reporting, user administration and management of external services. As shown in Figure (1) the Accellion appliance is at the heart of the Accellion secure file transfer solution.

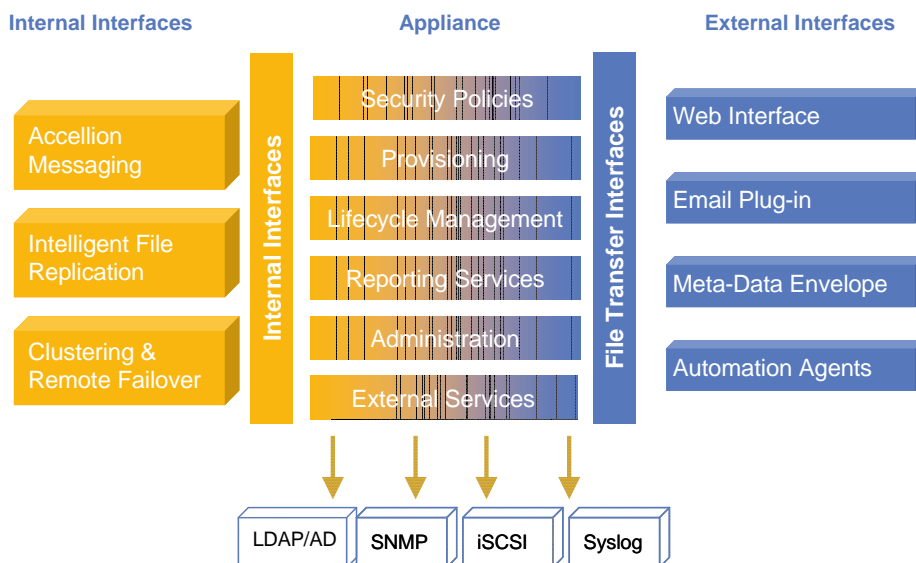


Figure 1. Accellion Secure File Transfer Architecture

The Accellion secure file transfer solution includes a choice of interfaces for accessing the Accellion managed file transfer features. Via Accellion interfaces, files can be transferred either automatically, based on pre-determined rules, or transferred on-demand.

On-Demand File Delivery

A large part of an organization's file transfer needs comprise on-demand file transfers by business users. Business applications generate huge amounts of data, and business users compile, format and extract this data to share with colleagues as part of essential decision making, reporting and organization management.

Accellion offers business users the choice of sending a large file either via a web interface or an email plug-in interface for Microsoft Outlook or Lotus Notes. Using either user interface, the Accellion user composes an email to the intended file recipient and attaches the file. Using the Accellion email plug-in the user will make use of an Accellion icon located in the email toolbar. When the e-mail is sent, the file is not included in the e-mail; only a secure link to the file is included. The attached file is instead uploaded over SSL to the nearest Accellion Appliance. The recipient clicks on the secure link in the e-mail and downloads the file from the Accellion Appliance.

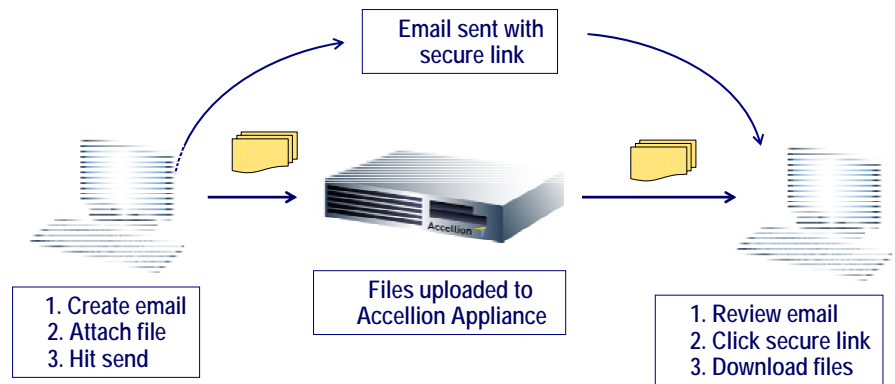


Figure 2. Accellion On-Demand File Transfer

Automated File Delivery

For automated file transfer applications Accellion provides a powerful Automation Agent capable of implementing pre-determined rules for automatically uploading or downloading files. The Accellion Automation Agent is extremely versatile and can be installed either on the Accellion Appliance, or application servers, or both as required. Custom high level scripting configures the Automation Agent for the particular organizational application.

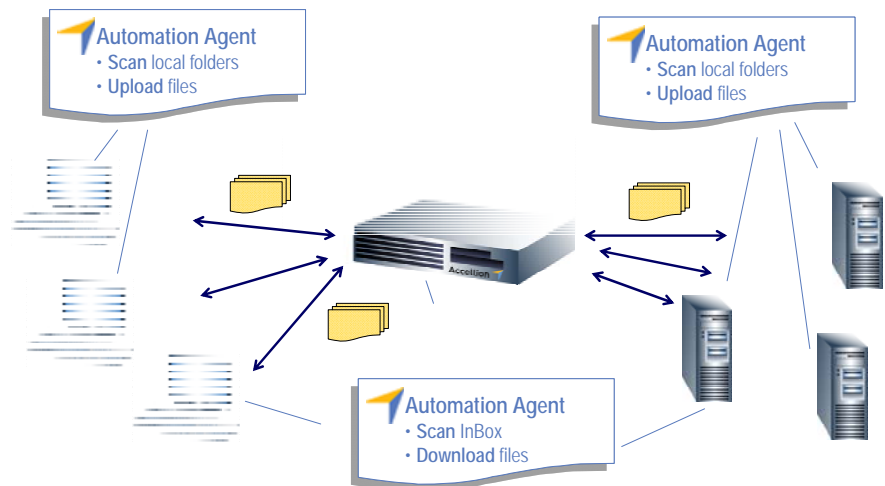


Figure 3. Accellion Automated File Delivery

Example Applications of the Accellion Automation Agent include:

Continuous Scan for File Upload – Installed on an application server or desktop the Automation Agent can continuously scan designated file directories for updated files requiring upload to the Appliance. These files might be updated pricing schedules, RFQ submittals, new corporate regulations and policies, and any type of file of a time-sensitive nature

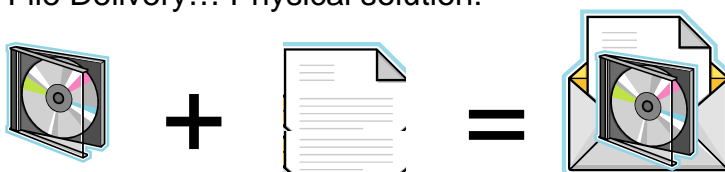
Continuous Scan for File Download – Installed on an application server or desktop, the Automation Agent can continuously scan for new files available for download and can automatically download files to designated recipient desktops, and/or designated file folders for access by other business applications.

In addition to the Automation Agent, Accellion also offers an Automation API and SDK providing programming access to lower level file transfer functionality.

Business Process Integration & Meta-Data Capture & Delivery

Over the past five years Accellion has worked closely with its customers to understand how large file transfer is an essential part of critical business processes. Accellion's managed file transfer solution enables organizations to easily and rapidly implement a file transfer on/off ramp to increase business efficiency. In addition to Accellion's Automation Agent and APIs which provide a flexible toolset for automating the transfer of files, the introduction of Accellion's Envelope Designer enables organizations to now capture and deliver valuable meta-data associated with a file. Files can now be delivered with contextual meta-data envelope greatly enriching the business process.

File Delivery... Physical solution:



File Delivery... Digital solution:



Figure 4. Accellion Envelope

IT Administration

Initial IT setup and ongoing IT maintenance of the Accellion secure file transfer system are accomplished through a Web-based Administrative interface. Accellion appliances can be managed remotely with just a standard Web browser. Initial setup will configure file replication and retention policies based on the amount of time required to store a file, the type of file, user groups and

other parameters. Statistics and usage can be reported for a particular appliance or a network of appliances. Charge back grids can be established to bill clients or internal departments.

Use Case Examples

The Accellion managed file transfer system enables secure file transfer solutions that fit into any industry or business market. Where there is a need to exchange files promptly and securely, Accellion provides a flexible solution architecture that addresses a broad set of needs.

Web Interface

- External Partner Updates - Global Consumer Products Company uses Accellion web interface to enable external partners to return sales updates securely and efficiently to the company with automatic receipt of download.
- Reduce IT support load for FTP – Legal firm reduces IT support load by replacing FTP and in the process makes users overjoyed with ease of use of Accellion file transfer.
- Eliminate IT Workarounds and Security Breaches – Pharmaceutical firm achieves security compliance by providing enterprise-wide secure file transfer solution based on Accellion that eliminates unsecure IT workarounds

Email Plug-in

- Reduction in Email Storage – World Class University uses email plug-in to enable faculty, staff and students to easily exchange files related to research and coursework. Email storage requirements greatly reduced by offloading large file attachments from email.
- Improve email performance – Global Advertising Company implements Accellion to handle files larger than 10MB and thereby realizes significant improvement of email performance with large files offloaded.

Automation Agent

- Real Time Pricing Updates - Utility Company uses Automation Agent to scan hourly for pricing updates from electricity suppliers to securely send updated pricing files to large industrial customers.
- Automate Digital Asset Delivery - City Planning Department offers developers online service to select and purchase digital maps online. Accellion Automation Agent automatically uploads and sends out secure link to download purchased digital maps and delivers automatic download receipt.

Envelope Designer

- Improve Customer Response Time – Legal firm uses custom Accellion Envelope to capture client name and project due date in custom fields to prioritize incoming project requests.
- Categorize Incoming Digital Data – Engineering Company uses Custom Accellion Envelope to capture product id and product test date in custom fields along with incoming digital product performance charts for input into product modeling software.
- Track Product Transfers – Global Export Company uses Custom Accellion Envelope to capture Originator and Consignee Contact Information, Date of Transfer, Work Order Number and Product ID in custom fields along with digital product files.
- Manage Digital Assets – High Technology Company uses custom Accellion Envelope to capture Author, Date, Company Name, and specified Products in custom fields along with RFP submittal for entry into an RFP Submittal database.

Conclusion

Accellion provides an enterprise solution for managed file transfer that delivers a flexible on/off ramp for getting data in and out of business applications securely. Designed to manage and track the transfer of data files, Accellion provides a flexible managed file transfer architecture that works equally well person to person, machine to machine or any combination of person and machine. With a rich set of features to support both on-demand and automated secure file transfer, Accellion enables organization to increase business efficiency and security.

About Accellion

Founded in 1999, Accellion, Inc. is a premier provider of managed file transfer solutions with an extensive customer base covering industries such as advertising/media production, legal, manufacturing, healthcare, consumer goods, higher education, and more.

Accellion provides an enterprise file transfer solution that is secure, economical and easy to use for both end users and IT management. Unlike email and FTP that can no longer meet the evolving security and business requirements, Accellion enables enterprises to eliminate FTP servers, create Sarbanes Oxley compliant business processes, improve e-mail infrastructure performance, and reduce IT management footprint requirements.

The Accellion secure file transfer solution allows internal and external users to send and receive files bi-directionally on the same platform without adding administrative overhead or infrastructure burden. Designed for both on demand and automated secure file transfer Accellion offers a choice of end user interfaces and automation support. Accellion's intuitive web interface provides end-to-end file security and policy-based file lifecycle management. Accellion also supports plug-in integration with Microsoft Outlook and Lotus Notes email clients. For multi-site enterprises, Accellion offers clustering for multi-site load balancing, intelligent file replication and failover.

Accellion is a privately held company headquartered in Palo Alto, California with offices in North America, Asia and Europe..

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