



## File Sharing for the Media and Advertising Industry

## CONTENT COLLABORATION FOR MEDIA AND ADVERTISING

Media and Advertising companies are constantly looking for new ways to address the increasing demands of employees, contractors, and clients. Driven by the need to provide better customer experience, reduce costs, and increase productivity, they're turning away from traditional methods of file sharing and instead searching for a solution with more flexibility and security.

Egnyte Connect addresses these needs with an easy-to-use cloud-based content collaboration solution with industry-leading security, privacy, and performance capabilities.

## EASY AND SECURE FILE SHARING

Creative departments rely extensively on sharing files such as scripts, storyboards, and videos during the development phases. Traditional methods of sharing files over email, FTP and USB drives are wrought with security problems, and often run the risk of violating client privacy policies.

Egnyte Connect is a secure platform to share files of any type and size, and lets you create shared, permission-based folders, which serve as protected access points for collaboration. It also provides the ability to share specific files by creating links with security options such as expiration after on a specific date or after number of times accessed, and receive access notifications; while administrators have the ability to monitor and wipe any outstanding file links.

This level of controlled content collaboration, combined with Egnyte's enterprise-class data security, allows you to adhere to strict business policies and client requirements.

## SECURE AND RESILIENT CLOUD CONTENT REPOSITORIES

Protecting your intellectual property and sensitive client information is critical to maintaining your competitive edge and ensuring customer privacy. Egnyte Connect was designed from the ground up to address these needs. For example, users are always authenticated using their centrally administered credentials and only given access to the folders they have permissions to. All content is completely encrypted during transmission, providing full protection throughout the entire communication process.

Egnyte's SSAE 16 compliant data centers provide fully-encrypted and redundant storage across multiple locations, allowing for maximum data uptime and availability. This also provides businesses with a robust recovery solution, ensuring all files and past versions of files can be retrieved at any time without disruption to business.

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## COLLABORATE ON LARGE FILES ACROSS LOCATIONS

It's common for projects to include multiple teams spread across the globe. Accessing and collaborating on your content using the Egnyte Connect cloud repository is usually the best option. However, in situations where you are working with very large (up to 50GB) files or have limited bandwidth, Egnyte Connect also supports hybrid deployments where files are synchronized between your cloud and on-premises repositories.

Unlike cloud-only solutions such as Box, Dropbox, and OneDrive that always require an internet connection, Egnyte Connect lets you access your files from an on-premises repository via the LAN instead, giving you the best possible performance without sacrificing functionality.

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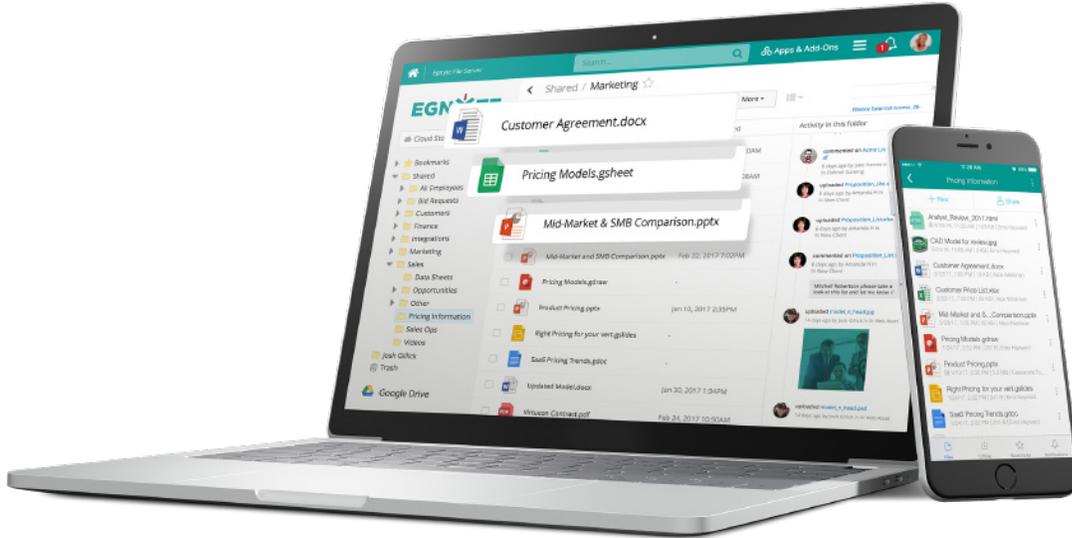
## SECURE FILE ACCESS WITH SUB-FOLDER PERMISSIONS

Remote file access is a necessity, but access beyond the firewall using a traditional VPN can be cumbersome and slow. Egnyte Connect solves that problem by offering secure online file access with enforced user authentication and folder permissions. No matter the location or access method (e.g. web browser, desktop, mobile, secure FTP, etc.) employees are always authenticated using consistent company policies. This gives each user a flexible set of folder and sub-folder access permissions, regulated by the administrator. This means that users can never view folders they aren't permitted to, ensuring privacy and compliance across all company data.

## COMPLETE VISIBILITY AND CONTROL

Employees don't always have online access to their files, but keeping sensitive content such as client information and new product plans on personal laptops or mobile devices can lead to serious security issues. Egnyte addresses these security needs by providing complete control over folder access and real-time visibility on all user activity.

Administrators can deactivate user accounts as needed (e.g. when an employee leaves the company) and easily assign and revoke permissions on any folder. Egnyte Connect also provides administrators with a rich set of controls including audit reporting, offline access, trash retention policy, file versioning, link controls, shared folder notifications, desktop sync enablement and remote wiping of lost or compromised devices.



# READY TO GET STARTED?

Start a free trial online, or contact our sales team today.

FREE TRIAL

Contact us at 1-877-734-6983



Egnyte transforms business through smarter content allowing organizations to connect, protect, and unlock value from all their content. Our Content Intelligence platform delivers smart content collaboration and governance in the cloud or on-premises to thousands of businesses around the world even the most regulated industries. Founded in 2007, Egnyte is privately held and headquartered in Mountain View, CA. Investors include venture capital firms, such as Google Ventures and Kleiner Perkins Caufield & Byers, as well as technology partners, such as CenturyLink and Seagate Technology.

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