

How Business Users Can Address the Challenge of Sharing Content Securely, Safely and Reliably

An Osterman Research White Paper

Published September 2011

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Executive Summary

Information workers are highly dependent on efficient collaboration. Inefficient collaboration leads to a lack of critical information, slower business processes and poor decisions.

Faced with increasing requirements to collaborate efficiently, business decision makers need to ask themselves some important questions about the status quo in their companies:

- How do our employees access and share information?
- How much time does it take our employees to satisfy routine and non-routine tasks?
- How well do we protect information from breaches?
- How well do we meet our statutory and legal obligations to manage data properly?
- Are our employees able to work efficiently when out of the office?
- Who is in control of meeting our corporate process, retention and other obligations: IT, Operations, HR, Legal, departmental managers, etc.?
- Who is in charge of deciding which end points (operating systems, smartphones, tablets, etc.) are used in the organization?
- As a corollary to this question, are your technologies capable of running on all of the platforms that users will inevitably opt to use?

The answers to these questions are important because they will, to a great extent, determine how profitable and competitive a company will be. While the results may vary widely based on the particulars of a company or the industry in which it participates, there are quantifiable ways of demonstrating that a company with efficient processes will be more profitable than a company with inefficient ones¹. Moreover, inefficient companies will often lose out to competitors that have figured out how to work more efficiently and with greater agility.

KEY TAKEAWAYS

This white paper discusses four key points that are relevant for any business decision maker, regardless of the size of his or her company or the industry in which the company operates:

- Companies must become more efficient because of tight budgets and competitive pressures, and they must become more agile in order to reduce costs and respond more quickly to changing market conditions.
- The exchange of information within a company and with business partners, customers and others, is often a key competitive differentiator.

¹ <http://www.ginaabudi.com/articles/using-roi-to-measure-the-results-of-business-process-improvement-initiatives/>

- The security of information and the ability to satisfy compliance obligations focused on content security and privacy have never been more important than they are today.
- In most cases, information management solutions and work processes are not as efficient, secure or compliant as they could be. However, improving them is relatively simple and can reduce the cost of doing business.

ABOUT THIS WHITE PAPER

This white paper was sponsored by YouSendIt – a brief overview of the company is provided at the end of this document.

The Current Business Situation

THE NEED TO DO MORE WITH LESS

Businesses and business leaders are constantly being pushed to do more with less. Business leaders are all too familiar with the pressure to tighten budgets, control spending and to be as efficient as possible with corporate funds, particularly given the economic challenges that most businesses have experienced since late 2008. For example, a Zoomerang survey among small- to mid-sized businesses found that 2011 marketing plans for the vast majority of companies surveyed called for keeping marketing budgets the same as in 2010 or decreasing themⁱ. A Compdata surveyⁱⁱ found that budgets for salary increases in 2010 rose by a scant 2.2% and will increase by only 2.7% in 2011, slightly less than the rate of inflation.

Clearly, businesses and business leaders are under continuing pressure to increase employee productivity by implementing more efficient processes, while at the same time minimizing their costs.

THREE IMPORTANT TRENDS IN THE MARKETPLACE AND WORKPLACE

There are three important trends taking place in the workplace with which businesses of all sizes and the decision makers in these businesses must contend:

- **Trend #1: A global, distributed, mobile workforce is driving user demand for being able to work anytime, anywhere, and on any device**

The impetus for this trend is simple: it can boost productivity by permitting employees to work from any location, well beyond “normal” business hours; and it can reduce real estate costs and taxes. For example, employees who work remotely tend to have higher morale and experience greater job satisfaction according to a meta-analysis of 46 different telecommuting studies conducted by the American Psychological Associationⁱⁱⁱ. Further, many employees enjoy the blurring of the distinction between personal and work life, and so readily embrace the concept of telework.

The advantages to employers of allowing at least some of their employees to work from home are also significant. These include reduced real estate costs by allowing companies to lease or purchase less office space; reduced property taxes; and reduced power costs for lighting, computers, heating and air conditioning. Moreover, productivity can be substantially higher when employees work from home. For example, if just 40% of the commute time in the example above was devoted to work, an employee with a fully

burdened annual salary of \$80,000 would generate more than \$1,500 in additional productivity each year for his or her employer.

- **Trend #2: The proliferation of user-initiated devices, tools, technologies, and solutions (aka the “consumerization” of IT)**

The growing use of personally owned smartphones, tablets, notebooks, etc. that are used both in a workplace setting and for work at home; as well as the use of Web 2.0 and other tools that employees use on their own without waiting for the IT department to deploy the same or a similar capability; is driven primarily by employees’ desire to take advantage of the interesting and useful capabilities that are available on the Internet, in app stores and the like. While many, particularly in IT departments, may dislike the trend toward greater involvement of users in deciding what tools are used to get work done, and while some may dismiss it altogether, it is important to note that most employees use these tools to do work that they otherwise would not be able to accomplish as easily or as quickly using other methods.

The consumerization of IT has important implications for the IT function in most organizations because it fundamentally changes IT’s role from the evaluator, deployer and manager of key business systems to a role in which they must manage an increasingly diverse infrastructure that has been initiated by employees. The importance of IT certainly does not diminish as consumerization takes hold, but its role certainly changes.

- **Trend #3: The market is more competitive than ever**

The market is more competitive than ever, largely as a result of continuing difficulties in recovering from challenging economic times, coupled with the ability of once regionally restricted companies to compete in a global arena. The result is that only companies that exhibit operational excellence and are forward thinking in their approach to new ways of managing processes will likely survive.

INFORMATION EXCHANGE CAN BE A KEY COMPETITIVE DIFFERENTIATOR

Exchange of information is a business process that, when optimized, can become a huge competitive differentiator for virtually any company. Because business content – the lifeblood of any company, department or team – is predominantly digital, this content needs to flow back and forth within a company and to external sources easily and with a minimum of effort in order to get work completed efficiently and quickly. As evidence of just how important information exchange is to any organization, consider that the typical email information worker sends and receives roughly 125 emails on a typical workday, and that about 20% of these emails contain attachments – word processing documents, spreadsheets, presentations, PDF files and other files that others need to view and/or modify, distribute to others, return to the original author with changes, etc. While email is often viewed as the “killer” application in most organizations by virtue of the fact that the typical user spends nearly 30% of his or her workday doing work in email, the real underlying killer application is the exchange of information that email facilitates.

Up until now it has been cost prohibitive and difficult to set up secure environments for companies to collaborate with entities outside their network in order to improve productivity. Email has generally been the only secure and effective way to collaborate, but it’s a cumbersome way to do so. Organizations need to find a way to establish borderless

collaboration both inside and outside the network – a way for employees, business partners and others to collaborate anywhere, anytime and on any device. We'll explore this in more depth in the next section.

THERE CAN BE NO COMPROMISE ON SECURITY AND COMPLIANCE

Compliance with statutory and legal requirements is a critical issue for businesses of all sizes and across all industries because of the potentially severe problems associated with compliance violations. For example, if sensitive or confidential information is breached, there can be significant consequences:

- Forty-six of the 50 US states, as well as the US Virgin Islands, Puerto Rico, the District of Columbia, Alberta and other jurisdictions now have laws on the books that require individuals to be notified if a data breach has occurred. If customer information is breached, the cost to remediate the breach can be in the millions of dollars per violation.
- The Gramm-Leach-Bliley Act (GLBA) requires that financial institutions protect information collected about individuals, including names, addresses and phone numbers; bank and credit card account numbers; income and credit histories; and Social Security numbers. GLBA also addresses steps that companies should take in the event of a security breach, such as notifying consumers, notifying law enforcement if the breach has resulted in identity theft or related harm, and notifying credit bureaus and other businesses that may be affected by the breach.
- The Payment Card Industry Data Security Standard (PCI DSS) encompasses a set of requirements for protecting the security of consumers' and others' payment account information.
- In late December 2010, the Financial Industry Regulatory Authority (FINRA) amended Rule 8210 to include a requirement for the encryption of all electronic media that is sent from member organizations to FINRA. Encryption must be 256-bit or higher and FINRA staff members must receive the keys or decryption process independently from the sent files.
- The Health Insurance Portability and Accountability Act (HIPAA) addresses the use and disclosure of an individual's health information. Penalties for violations are up to \$25,000 and \$1.5 million, depending on when the violations occurred. It is also important to note that if an unencrypted email that contains PHI is sent across the Internet, a violation of HIPAA may have occurred even if the email was not intercepted.

Challenges in Sharing Content for Business Collaboration

There are five primary challenges that business decision makers face in the context of sharing content for purposes of business collaboration.

EMAIL IS THE PRIMARY COLLABORATION TOOL, BUT IT SHOULDN'T BE

Email was designed to send short messages in a store-and-forward manner, enabling people to communicate in *asynchronous* mode (both sender and recipient do not have to be online at the same time as with instant messaging or the telephone). However, email has become the de

facto file transport system for most users, so much so in fact that at least 96% of the bits traveling through the typical email system are the attachments to emails, not the messages themselves. Moreover, email has been the de facto file repository for many users, a place where users store gigabytes of files and other content.

The result is that email systems are overburdened: email servers run more slowly and crash more often, and more time is required for email server backups and restoration. The result is more frequent email outages and slower email delivery, both of which result in loss of employee productivity. Moreover, when email systems are used as the repository for large amounts of content, finding information – such as for e-discovery or just personal use – becomes more difficult. To compensate, IT normally imposes quotas on the size of user mailboxes. This forces users to spend time deleting or filing older emails in order to make room for new emails. It also adds to their employers' liability, since important content that should have been retained is often deleted.

CONTENT MANAGEMENT SYSTEMS ARE NOT WIDELY ADOPTED

Content management systems can address many of the problems associated with using email as a collaboration tool, but they introduce their own set of challenges:

- These systems are not widely adopted across companies, and so using them for inter-company collaboration with partners, vendors, clients, consultants, etc. is often not feasible.
- Some of these systems are not simple and intuitive and so require user training, creating an additional roadblock to efficient collaboration.
- Many content management systems require a change in the way that people work, resulting in slower adoption than many decision makers would like. It is axiomatic in the world of IT that imposing too much change on users' work processes results in users simply ignoring the "better" way of working, opting instead for the tried-and-true methods to which they have become accustomed – even if the status quo is less efficient.
- Many content management systems are designed for a single platform or operating system and do not provide "anytime, anywhere, any device" access to content.

DOCUMENT-BASED APPROVAL WORKFLOWS ARE TIME-CONSUMING AND COMPLEX

Another serious challenge for businesses of all sizes is managing document-based workflows. The process of signing and annotating documents is a cumbersome process that can slow down corporate decision making, closing contracts, approving purchase orders and managing other processes. The "open > print > sign > scan > email" workflow that is typical in most organizations is tedious and time-consuming – and, for individuals who are traveling or otherwise remote, there is no simple way to execute documents.

To underscore the difficulty of the status quo in most organizations when it comes to managing document-based workflows, compare the following processes in a typical mortgage transaction:

- **Conventional process**
Documents are created digitally, the documents are printed, signature fields are tagged

manually, the package of documents is placed into an overnight courier envelope, a courier picks up the document and delivers it to the recipient the next day, the realtor and her clients come to the realty office or another physical location, they sign the documents, the realtor places them into an overnight courier envelope, a courier picks up the envelope and then delivers it to the escrow company the next day. This process typically requires a minimum of two days and offers relatively little security given that the package passes through multiple hands.

- **Digital process**

Documents are created digitally, signature fields are tagged digitally, an encrypted electronic package of documents is sent to the realtor and her clients who might be in geographically separate locations, the documents are signed digitally by the parties regardless of their location, and the realtor sends the documents back to the escrow company. This process can be completed within a few hours, at most. Moreover, there is virtually no risk of a compliance violation, such as the breach of confidential customer information, since the sender of the documents can determine who has access to the contents.

If we assume that the digital process can replace the conventional process just twice each month, this would result in significant cost savings:

- Avoidance of 24 overnight courier charges for sending to the recipient and another 24 such charges for sending the signed documents back at \$54.98 per send^{iv}, for a total of \$2,639 per year.
- We can conservatively assume that the faster turnaround of the documents would result in a minimum reduction of two days transit and processing time, resulting in deals being closed and loans being funded two days sooner. Based on an average loan payment of \$2,000 per month, this would result in lenders generating an additional \$3,200 in gross revenue (48 days/30 days per month x \$2,000) from just these 24 faster transactions.

Using the latter process offers three important advantages:

- The transaction can be completed much more quickly and with less disruption.
- Compliance risks are minimized because senders control who accesses content.
- The process is far more efficient, since the parties can sign the documents digitally.

The realtor in this example who opts for the digital process gains two important advantages over her competitors who rely on the conventional process: not only does her cost of business go down, but the convenience factor for her clients will create a distinct competitive advantage.

THE 'WILD WEST' APPROACH TO DIGITAL INFORMATION SHARING

The result of limitations on current digital processes for information sharing results in a number of problems – a sort of “Wild West” approach to information management in most organizations:

- The typical organization has multiple point solutions from a variety of vendors that have been deployed by individuals, workgroups, departments, etc. These solutions address

subsets of company requirements, such as the ability to send large files, encrypt documents, synchronize and digitally sign documents.

- Because these solutions are deployed by individuals and small groups across the company, there are no economies of scales for pricing of these solutions, and so the company ends up paying more for these capabilities than necessary.
- More seriously, however, there is no consistent interface employed by internal or external workers in collaborative processes, meaning that users must learn a variety of interfaces and they typically cannot share information between the various tools that have been deployed.
- IT has no central control or visibility into the various tools and processes that are used, and so cannot deliver value in the context of managing overall company processes.
- The company is at higher risk of non-compliance with statutory obligations to protect data, and it cannot effectively satisfy e-discovery requirements simply because data is scattered across the enterprise and among various cloud-based repositories. Moreover, the risk of a security breach is increased because of the mish-mash of various solutions deployed on an ad hoc basis and without the ability to manage these solutions according to corporate security and other policies.

CHANGE NEEDS TO HAPPEN

The bottom line is that current work processes are breaking down: email systems are being used in a manner for which they were never designed, managing content is becoming more difficult, work processes require more user time and effort than they should, and security and compliance are becoming an increasing concern. The way that people work needs to change in order to improve corporate agility, increase employee productivity, reduce corporate risk and help IT to have more centralized control.

What teams need to consider in establishing a framework for information sharing should be driven by measureable business benefits, while ensuring the appropriate governance and security over that information. Consequently, we recommend that decision makers consider the following:

1. Increase employee productivity by enabling faster and easier sharing of time sensitive content while imposing virtually no change to current workflows.
2. Improve email performance by eliminating large attachments that hog bandwidth.
3. Reduce storage requirements and the significant costs that result from excessive storage.
4. Eliminate the use of cumbersome and insecure FTP systems for sharing large files, along with the time that IT must spend managing these systems.
5. Dramatically increase security and reduce the potential for data breaches by encrypting files in transit and at rest.

6. Provide complete visibility into files that are exchanged and automatically notify senders when files are accessed.
7. Enable precise designations about who can see, download, make changes to and approve documents and files.
8. Reduce IT staff involvement in administering and troubleshooting content-sharing systems.
9. Cut costs, including those associated with helpdesk support calls, shipping, storage and bandwidth.
10. Permits employees to sign documents electronically. If we assume that an employee can replace physical signatures with electronic ones just once per week, and that the former requires 15 minutes of processing time (printing, signing, faxing or scanning/sending) vs. two minutes, this will result in timesavings of nearly 11 hours per employee per year.

To illustrate the benefits that users can realize from these changes, we provide a number of use cases in the next section, comparing conventional processes with improved processes based on the ten points noted above.

Business Use Cases to Increase Productivity and Reduce Costs Via a Cloud-Based Business Collaboration Solution

There are a number of use cases for a cloud-based business collaboration solution that can increase productivity and reduce overall business costs, compliance problems and corporate risk. In the following tables, we have summarized five examples of work processes that discuss a) the business requirements, b) the conventional way of satisfying these requirements, c) what we see as the problems with the status quo, and d) a better process for satisfying the business requirements.

FINANCE EMPLOYEES

Requirement	Conventional Process	Problem With the Conventional Process	Better Digital Sharing with Cloud-based Business Collaboration
Send confidential files internally and externally that are relevant to mergers and acquisitions, IPOs, partnerships, other deals, etc.	Send via clear-text email, overnight courier or postal mail	Content is sent insecurely (via email) or at unnecessarily high cost (overnight courier)	Encrypts content to prevent its interception by unauthorized parties
Distribute revenue numbers to executive staff or other key stakeholders that cannot be forwarded beyond intended recipient	Send via clear-text email, overnight courier or postal mail with a note instructing recipients not to forward the content	Unnecessarily high costs and loss of security/control over the content	Prevents forwarding of the content beyond the intended recipient
Send reporting and models for large data sets that exceed email file size limits	Burn a CD-ROM or DVD-ROM or print documents and send via overnight courier or postal mail	Unnecessarily high costs	Accepts files of virtually any size

FINANCE EMPLOYEES (concluded)

Requirement	Conventional Process	Problem With the Conventional Process	Better Digital Sharing with Cloud-based Business Collaboration
Circulate sensitive and private information to department heads including salaries, expenses and headcount	Send via clear-text email, overnight courier or postal mail with a note instructing recipients to keep information confidential	Unnecessarily high costs and loss of security/control over the content	Password protects content and prevents distribution to non-authorized parties
Track delivery and download of PNLs and balance sheets for SEC and government submission	Send via clear-text email, overnight courier or postal mail	Content is sent insecurely (via email) or at unnecessarily high cost (overnight courier)	Manages content according to policies that have been pre-established for the finance group
Maintain auditable information for delivery of time sensitive tax documents		Content is sent insecurely (via email) or at unnecessarily high cost (overnight courier)	
Timely follow up on invoicing upon receipt of notification of file download	Send via clear-text email, overnight courier or postal mail and manually note a "tickler" to remind the sender to follow up	Depends on manual processes that are dependent on users remembering to follow up	Automatically notifies the sender as soon as the file has been downloaded
Send one folder with all pertinent information to prospective investors, including consolidated financial statements, PNLs, balance sheets, and cash flow statements	Compress multiple files into a single file and send via email	Content is sent insecurely and still may not get through because of file size limitations in the sending or receiving email system	Automatically compresses multiple files into a single archive and decompress them automatically on the recipient's computer

LEGAL EMPLOYEES

Requirement	Conventional Process	Problem With the Conventional Process	Better Digital Process through Cloud-based Business Collaboration
Send private and confidential legal documents internally and to clients, partners, outside legal counsel, etc.	Send via clear-text email, overnight courier or postal mail	Content is sent insecurely (via email) or at unnecessarily high cost (overnight courier)	Encrypts content to prevent its interception by unauthorized parties
Receive large amounts of raw data or discoverable information from clients	Clients send multiple files via email, overnight courier or postal mail	Content is sent insecurely (via email) or at unnecessarily high cost (overnight courier)	Accepts files of virtually any size
Track download of files for timely follow up	Send via overnight courier and check online to see when a package has been signed for	Unnecessarily high costs and loss of security/control over the content	Automatically notifies the sender as soon as the file has been downloaded
Ensure chain of custody with certified delivery	Send via overnight courier, requiring recipients to sign for packages	Unnecessarily high costs and loss of security/control over the content	Automatically notifies the sender as soon as the file has been downloaded

LEGAL EMPLOYEES (concluded)

Requirement	Conventional Process	Problem With the Conventional Process	Better Digital Process through Cloud-based Business Collaboration
Send documents for signature and receive them back in a timely manner	Print documents, sign and return them via fax or physical delivery. If documents are returned by email, scanning is also required	Time-consuming for employees in the office, and sometimes impossible for remote or traveling employees	Permits employees to sign documents electronically. If we assume that an employee can replace physical signatures with electronic ones just once per week, and that the former requires 15 minutes of processing time vs. two minutes, this will result in timesavings of nearly 11 hours per employee per year.

MARKETING EMPLOYEES

Requirement	Conventional Process	Problem With the Conventional Process	Better Process
Send large creative files for review and approvals internally and to external agencies	Burn a CD-ROM or DVD-ROM or print documents and send via overnight courier or postal mail	Unnecessarily high costs and loss of security/control over the content	Accepts files of virtually any size
Send videos and large collateral pieces to publications and partners			Compresses multiple files into a single archive and decompress them automatically on the recipient's computer
Send large sets of information including videos, demos and seminars in one complete package			
Distribute large PPTs and other collateral directly to the sales teams electronic inbox	Send via email if files are under IT-imposed limits on file size	Content is sent insecurely	Accepts files of virtually any size
Timely follow up for reviews and approvals with email notifications of downloads	Manually note a "tickler" to remind the sender to follow up	Depends on manual processes that are dependent on users remembering to follow up	Automatically notifies the sender as soon as the file has been downloaded

HUMAN RESOURCES EMPLOYEES

Requirement	Conventional Process	Problem With the Conventional Process	Better Digital Process through Cloud-based Business Collaboration
Send complete folders including new hire packets, benefit documents, or SOWs with additional files in one click	Compress multiple files into a single file and send via email	Content is sent insecurely and still may not get through because of file size limitations in the sending or receiving email system	Automatically compresses multiple files into a single archive and decompresses them automatically on the recipient's computer
Allow candidates to send their resumes using a dropbox on the careers page, which is automatically routed to internal recruiting	Most organizations do not have the capability to do this, while those that do typically require candidates to download and install software on their computers	Requiring installation of software can be cumbersome and some may opt not to do this	Allows candidates to upload content while requiring no software to be installed
Track receipt of candidate submissions to hiring managers to avoid paying unnecessary fees incurred by duplicate submittals	Few standardized processes exist to track submissions other than manual processes when content is received by email	Duplicate submittals are common because of manual processes	Tracks submissions and ensures that duplicates are not sent
Send documents with sensitive and private data such as benefit forms to carriers, employment contracts, immigration papers and litigation documents	Send via clear-text email, overnight courier or postal mail with a note instructing recipients to keep information confidential	Most content is sent without encryption and there is no guarantee that content will not be distributed beyond the intended recipient(s)	Password protects content and prevents distribution to non-authorized parties
Send large files with tracking such as service agreements and SOWs to employment agencies or contracts to legal	Send via clear-text email (if possible), overnight courier or postal mail	Higher costs than necessary because of the need to use overnight courier services that can provide tracking information	Automatically notifies the sender as soon as the file has been downloaded
Send time sensitive documents such as immigration documents for visas to meet deadlines and avoid penalties. For example, visa petitions and transfers or job postings in the paper, which have strict guidelines around the timeframe for posting	Send via clear-text email (if possible), overnight courier	Higher costs than necessary because of the need to use overnight courier services with rapid delivery capabilities	Ensures content is delivered within minutes, and permits senders to know when the documents have or have not been received and opened
Send documents for signature and receive them back in a timely manner	Print signature pages, sign them and return them via fax or physical delivery. If documents are returned by email, the further step of scanning is also required	Time-consuming for employees in the office, and sometimes impossible for remote or traveling employees	Permits employees to sign documents electronically

SALES EMPLOYEES

Requirement	Conventional Process	Problem With the Conventional Process	Better Process
Send proposals with return receipt turned on to promptly follow up with a customer after a file has been downloaded	Burn a CD-ROM or DVD-ROM or print documents and send via overnight courier or postal mail	Unnecessarily high costs and loss of security/control over the content	Accepts files of virtually any size
Securely send documents with sensitive and private information to prospects and customers			Compresses multiple files into a single archive and decompresses them automatically on the recipient's computer
Certified delivery to recipients so quotes can't end up in the hands of competitors			
Send large sets of information including videos, demos and seminars in one complete package	Send via email if files are under IT-imposed limits on file size	Content is sent insecurely	Accepts files of virtually any size
Set file expiration access for time-bound proposals that expire on a certain date	No practical or enforceable way to do this date	Old content can continue to circulate in a prospect's organization, creating confusion and other problems	Enables content to time-out on a predetermined date established by the sender
Send complete folder with all documents relative to a deal including proposal, quote, PO, and supporting collateral	Send via email if files are under IT-imposed limits on file size Burn a CD-ROM or DVD-ROM or print documents and send via overnight courier or postal mail	Content is sent insecurely Unnecessarily high costs and loss of security/control over the content	Compresses multiple files into a single archive and decompresses them automatically on the recipient's computer, ensuring the security of the contents

While the requirements for content delivery in different use cases can vary to some extent, there are some common issues across all of them:

- Conventional content delivery systems typically suffer from a lack of security. While robust encryption systems exist, most senders do not employ them. Further, even overnight content delivery in sealed envelopes can result in potential security problems because envelopes are left for pickup in unsecured areas, content passes through multiple hands before delivery to the recipient, content can be lost, etc.
- Conventional content delivery using overnight couriers or postal mail is very expensive compared to electronic delivery.
- Even when sending content via email, there are a number of problems, including lack of delivery confirmation/tracking in most systems, an inability to control the length of time the information can be made available, potential compliance problems depending on the requirements of the sending and receiving jurisdictions, an inability to control the forwarding

of the content, and lack of control over how content is received by the recipient.

- Many organizations rely on FTP to move large files, but there are two fundamental problems with most FTP deployments: a) many users share login credentials resulting in a lack of security for content shared using these systems and the potential for data breaches; and b) most FTP systems do not manage the lifecycle of content, resulting in files left completely unmanaged on FTP servers indefinitely unless senders remember to delete the content manually after the recipient has received it.

Summary

The corporate landscape is changing as a result of economic, competitive, social and other forces. The result is that the status quo of disparate IT systems simply cannot satisfy corporate demands for agility, improved employee productivity, security, compliance and control. As a result, organizations should adopt integrated, cloud-based capabilities that will enable users to work from any location with all of the capabilities they require that are accessible from any platform. Doing so in a coordinated fashion will enable almost all organizations to achieve the right balance of employee freedom and corporate control over work processes, applications and data assets.

A cloud-based content delivery system that includes encryption, tracking, control over who can open content, the ability to digitally sign documents, and the ability to control the lifecycle of content can speed content delivery, improve security, reduce compliance risks, lower business process costs, and make employees more efficient.

About YouSendIt

YouSendIt, Inc. is the first cloud collaboration service to offer an integrated approach for sending, sharing and signing documents online. With over 20 million registered users in 193 countries, YouSendIt helps enterprises and business professionals streamline collaboration by enabling them to instantly sync and access content in the cloud and easily send files, share folders, and sign documents from anywhere—the desktop, Web or mobile devices. YouSendIt offers a suite of productivity tools that integrate seamlessly into common desktop and mobile environments. With YouSendIt, companies can alleviate ever-expanding email inboxes and overages, improving performance and productivity while reducing costs and IT security risks. Headquartered in Campbell, California, YouSendIt is a privately held company backed by venture capital firms Adams Street Partners, Alloy Ventures, Emergence Capital, Sevin Rosen and Sigma Partners. Visit www.yousendit.com or the YouSendIt blog for more information.

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ⁱ *Small to Midsized Business Marketing Practices Survey 2010*, Zoomerang

ⁱⁱ <http://www.bizjournals.com/dallas/news/2011/07/19/survey-pay-increase-budgets-rise.html>

ⁱⁱⁱ <http://www.apa.org/news/press/releases/2007/11/telecommuting.aspx>

^{iv} Based on FedEx Priority Overnight[®] charge for a one-pound package sent to and from the 98042 and 95118 zip codes.