



## CLOUD STORAGE SHARING GOOD BUSINESS

The objective of this white paper is to underscore the business benefits and the inevitability of cloud-based file storage and sharing technology.

Specifically, this white paper:

- Provides a level set of cloud-based file storage and sharing.
- Discusses why cloud-based storage will be necessary.
- Highlights the benefits that an enterprise gains from cloud-based file storage.

### Executive Summary

Cloud-based file storage and sharing is good business and an essential component of a successful mobile computing and customer-centric IT strategy.

Cloud-based file storage and sharing is the 'anywhere, anytime, any device' technology that consumers want, employees expect, and business partners desire.

Cloud-based file storage and sharing is an enabling technology for enterprises to deliver better customer services, support BYOD, improve business collaboration, and more importantly, innovate business processes for competitive advantage.

### Cloud-based file storage and sharing – Level Setting

Many factors are driving the use and popularity of cloud-based file storage technology. Predominant drivers include the rapid adoption of smart phones and tablets by consumers as their device of choice; limited storage of mobile devices; widespread WIFI/wireless connectivity; multi-device households; and most decisively, the consumers' desire to easily access and share documents, files, photos, etc.

Cloud-based file storage is the underlying technology to access, synchronize, and share documents or files anywhere, anytime, with anyone, and from any device. Numerous cloud-based storage providers exist, however, the most prominent and the market leader is Dropbox.

Cloud-based file storage and sharing technology is very mobile computing friendly. It is easy to use and preserve the mobile computing user experience. Files can be accessed from traditional computers, smart phones, or tablets. All types of files

(e.g. documents, files, webcasts, photos, etc.) can be stored in the cloud within a private storage space. Files are stored on high availability platforms, so documents can be accessed anytime.

Cloud-based collaboration is an emerging approach for sharing documents or files with customers, business partners, and workforce members. Access to folders that contain files or documents can be limited to specific individuals or a workgroup. Access to file storage space, commonly referred to as folders that contain files or documents, can be limited to specific individuals or a workgroup.

Cloud-based storage and file sharing is cost-effective and affordable. For example, Dropbox offers free file storage for an individual consumer and charges \$99/year for a professional consumer; whereas, an enterprise license starts at \$795/year for 5 users.

### Why it is necessary?

Many consumers are replacing their personal computers with tablets and smart phones, just as many workforce members are only using mobile devices when travelling. Moreover, enterprises are increasingly deploying mobile devices instead of traditional laptops or PCs.

Mobile computing, social collaboration, and consumerism (i.e. how consumer-based technologies impact enterprises) are changing how we work together, how we do business, and how enterprises interrelate with consumers.

Cloud-based file storage is the most cost-effective and efficient way to allow access to files and documents from any device. Cloud-based file storage and sharing are necessary and essential components to a BYOD, mobile computing, social collaboration, and consumerization IT strategy.

Enterprises will need to adopt and leverage cloud-based file storage technologies in order to gain the competitive advantages that BYOD and consumerism based computing promise.



## Benefits of cloud file storage and sharing

Cloud-based file storing and sharing technologies provide enterprises with effective ways to deliver better customer services, support BYOD, and dramatically improve enterprise collaboration efforts for competitive purposes.

Cloud-based file storage and sharing offers many benefits for enterprises. The major business benefits include:

- Providing file access from any device that a robust BYOD infrastructure requires, and improving employee productivity. (e.g., employees can access documents from their smart phone, personal tablet, or traditional device)

- Improving enterprise collaboration capabilities by facilitating document sharing between business partners, workgroup members, or customers. Cloud-based file storage can foster teamwork, improve effectiveness, and be used to innovate business processes. (e.g., Health care providers can share medical records with patients, other health care providers, and insurance carriers. This enables the health care provider to cut costs and improve health care outcomes.)

- Increasing customer service channels for competitive advantage and/or better customer service. (e.g., an enterprise can deliver statements or personal health care information to its customer's private storage space)

Other benefits include:

- Synching files and documents to eliminate versioning errors.

- Bypassing email file size restrictions that are in place in many enterprises.

- Eliminating or reducing email data sprawl and eavesdropping security risks.

Finally, a first-rate and secure cloud-based file storage and sharing solution should provide the following capabilities:

- Protecting the information while it is in flight and at rest. (i.e., encryption)

- Identifying and authorizing who is accessing the information.

- Capturing key events for auditing and monitoring purposes. (e.g., who, what, when, where)

- Provisioning and administrating capabilities to deploy and manage activity, including means to:

- De-provision access when required.

- Recover data for business continuity or forensic purposes.

- Prevent data loss.

- Backing up and recovering files or documents.

- Providing a high availability (HA) and hardened computer-processing infrastructure.

- Notifying or alerting the individual or work group members when changes occur.

## Conclusion

Cloud-based file storage and sharing enables secure BYOD deployment and support; improves internal and business-to-business collaboration; and provides new means to improve customer services. Last but not least, cloud-based file storage offers technology to innovate business processes.

Mobile computing, BYOD, social collaboration, and consumerism are changing how enterprises work together and deliver their services.

Cloud-based file storage and sharing is not only efficient and effective, but also more secure than emailing documents.

Cloud-based file storage and sharing is necessary for enterprises to maintain a competitive edge. It provides an enabling technology for enterprises to innovate business processes.

## About nCrypted Cloud

nCrypted Cloud delivers ground breaking cloud file storage and collaboration security solutions. nCrypted Cloud's consumer-centric design, data-centric security architecture, enterprise strength encryption, and auditing features make it the undisputed leader in the secure mobile file storage and sharing marketplace.