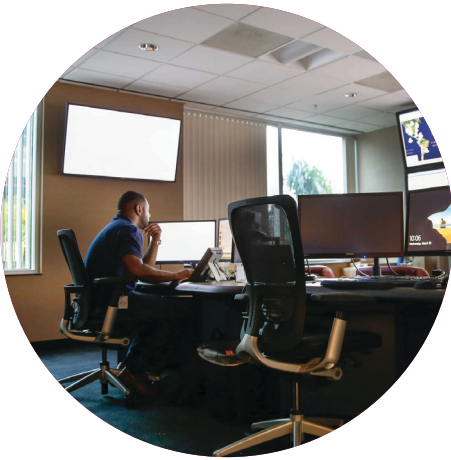




Five Reasons to Use ShareFile to Balance Business Mobility, Productivity, and Security

Learn how ShareFile delivers business continuity across devices while reducing your organization's exposure to risk.





Data fuels workforce productivity. But corporate data typically resides in disparate silos spread across on-premises networks and cloud repositories. Knowledge workers are forced to repeatedly disrupt daily workflows to gather information from this data sprawl — a time-consuming and inefficient activity that diminishes productivity. They need a single point of access to all data sources, available from any device, where they can share and manipulate the content resources required to do their jobs.

Consumerization and digital transformation have redefined the nature of work. Millennials, now the largest group in a highly dispersed workforce, rely on a combination of corporate and personal smart devices, mobile and cloud technologies, productivity and collaboration apps, and next-gen workspaces to do their jobs effectively — anytime and anywhere. These digital natives require flexible tools that enable them to instantly access and share documents on the go, facilitating and accelerating the critical business workflows that empower them to work smarter and faster.

Balancing Mobility, Productivity, and Security

The evolution of the brick-and-mortar corporate environment into an interconnected web of dynamic digital workspaces spread across countries and continents demands new ways to share information and ideas. Employees exchange files because document-centric collaboration is a critical component of broader business processes designed to enable work teams to communicate on demand, add value, and maintain continuity. Document workflows drive and sustain productivity.

While facilitating the instant access that boosts productivity, organizations must remain focused on protecting sensitive data and intellectual property. In order to safeguard a company's critical assets and comply with regulatory requirements and corporate security policies, IT must continuously monitor and control all user file-sharing activity. This mandate may

conflict with the productivity priority, and security becomes more difficult to enforce when employees depend on consumer-grade public file-sharing services to mobilize data. Workers often bypass security controls to gain remote access to data and apps they need to do their jobs, but in doing so, they expose the organization to significant risks. Employee negligence, typically unintentional, is nevertheless the biggest cause of data breaches, and end users are the weakest link in the security chain.

According to surveys, 70% of knowledge workers use cloud file storage and sharing tools for their work activities, and many of them say they use unsanctioned tools daily.

This places corporate IT departments between a rock and a hard place. If IT blocks personal cloud file-sharing accounts without providing a sanctioned and user-friendly alternative, business productivity will suffer, but allowing the continued use of vulnerable tools is not a viable option. Savvy companies will deploy a single powerful enterprise file sync and sharing (EFSS) solution that expertly balances essential comprehensive security with the rich, seamless, consumer-like user experience today's engaged employees expect and require to collaborate effectively and maximize productivity.



Secure Content Collaboration for the Modern Mobile Workforce

This paper presents five reasons organizations choose Citrix ShareFile to balance mobility, productivity, and security for their employees, partners, and customers. ShareFile is designed to address the diverse digital collaboration requirements of the mobile workforce and the security and control demands of the modern organization. Employees in a broad spectrum of functional roles and multiple end-user scenarios across all lines of business can use ShareFile for:

1. Secure File Sharing

Point. Click. Share. That's how simple it is for employees and customers to securely share work-related files. Users can automatically sync and easily share documents internally and externally on any device.

ShareFile provides industry-leading security, auditing capabilities, and compliance controls for safe content sharing, allowing organizations to safeguard data, documents, content, users, and devices with one solution. IT can control, authenticate, track, and report on who accesses, views, shares, edits, deletes, downloads, and uploads files based on user location, role, and device criteria. Lost, stolen, or otherwise potentially compromised mobile devices can be locked or wiped remotely, ensuring that proprietary data is not leaked beyond critical borders.

The ShareFile Plugin for Microsoft Outlook eliminates the size limitations and risk exposure associated with exchanging large files via email. Attachments are converted to links with expiration dates, simplifying and securing sharing activities inside and outside the organization. At the same time, IT maintains the visibility required to protect sensitive corporate data assets.

Features and Benefits:

Multilayer Security: Granular controls protect encrypted data at rest (with AES), in transit (with SSL), and during access and use.

Enterprise Key Management (EKM): Company-owned encryption keys allow organizations to safeguard data within private on-premises and cloud repositories.

Information Rights Management (IRM): The authentication process follows the file itself, ensuring secure access to sensitive content only by intended recipients. Editing, printing, screen capture, and other activities can be restricted, even after the file is downloaded.

Data Loss Prevention (DLP): ShareFile integrates with existing DLP solutions to restrict access and sharing based on the classification of content inside files, preventing external sharing of sensitive data. DLP helps organizations enforce regulated industry requirements, company governance policies, and security parameters for audit reporting and compliance.

Security, Global Performance, and Regulatory Compliance: ShareFile ensures reliable performance everywhere and compliance with privacy laws and sensitive data residency requirements (including PCA, HIPAA, HITECH, and SOC-2) in regulated industry sectors.



"Our scouts and baseball operations people constantly share information online. We need to keep that information private and secure. If it falls into a competitor's hands, that could be the difference between winning or losing a game... or, ultimately, a championship. ShareFile allows me to get a good night's sleep."

Michael Hill
President, Baseball Operations, Miami Marlins

2. Access to Files Regardless of Location

Store and manage data in public or private clouds, on premises, or in a hybrid architecture. Access and share documents stored on the corporate network or in the cloud with a single solution.

In most organizations, data is scattered across on-premises network file shares, cloud storage and management platforms (including SharePoint, Office 365, OneDrive for Business, Azure, Amazon Web Services [AWS], and Salesforce), and consumer file-sharing services (including Google Drive, Box, and Dropbox). Companies in all sectors, especially regulated industries like Financial Services and Healthcare, prefer or are required to store some or all corporate data on premises to enhance performance, reduce costs, and/or comply with data sovereignty restrictions.

Giving employees access to this increasingly fragmented data landscape is a challenge because every data source requires that its own website or application be used to view the files stored there. ShareFile seamlessly connects to data everywhere, regardless of where it resides, delivering secure one-click access for mobile users. In addition, ShareFile is one of the few EFSS offerings that gives organizations the choice of where to store files, allowing selection of the option that best meets the company's needs.

Features and Benefits:

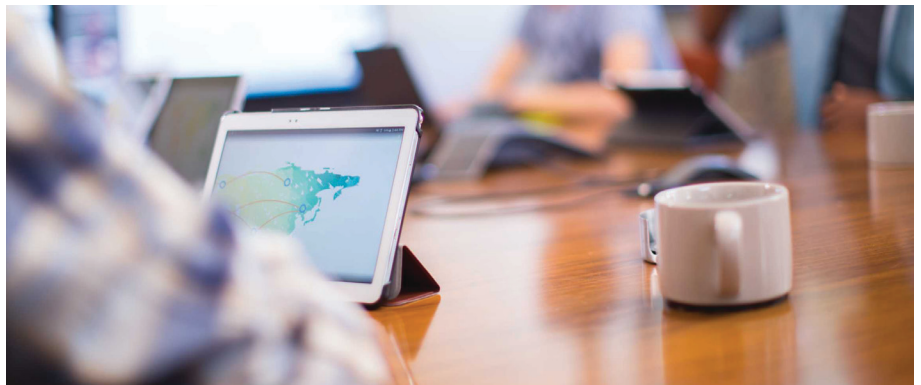
ShareFile StorageZones: Choose where to store data. Manage it in on-premises datacenters, let Citrix manage it in the cloud with Azure or AWS, or adopt a hybrid approach.

Restricted StorageZones: Rely on private data areas to customize file-sharing activity, restricting access to specific authenticated internal users.

StorageZone Connectors: Connect to network shares, Microsoft SharePoint, OneDrive for Business, and more, extending connectivity to all your digital sharing and collaboration tools.

Agility and Cost Savings: Continue to store and mobilize data in existing locations — no need to migrate content. Depend on a single solution to increase the speed and decrease the cost of connecting to data everywhere.

Citrix ShareFile has consistently led the way as the only enterprise-class file sync and share solution that can run on any cloud, on-premises, and hybrid IT infrastructure.



3. Document Workflows & Collaboration

Stop endless email chains and save storage space by reducing the number of messages with bulky attachments. Collaborate and gather accurate document feedback, approvals, and electronic signatures with a single solution.

Avoid confusing email trails, bottlenecks, and missed deadlines. ShareFile goes beyond mobilizing data to facilitate critical workflows operating inside and outside the organization. While many EFSS solutions offer table-stakes capabilities like internal document sharing, ShareFile supports and secures external content collaboration scenarios with customers, partners, suppliers, outsourced service providers, and others.

ShareFile's simple, customized, intuitive user interface integrates document workflows and empowers teams to get more done faster. Built-in co-authoring, feedback, and approval processes give colleagues a convenient hub to collectively create, review, modify, annotate, and track document changes in real time.

"Citrix understands that subscribers using ShareFile need a service that respects established workflows and is low-friction for the end user. Focusing on the customer experience is both a productivity and security consideration."

Christopher Kissel
Industry Analyst, Frost & Sullivan

Features and Benefits:

Document Management: ShareFile ensures safe exchange of internal and external-facing documents including contracts, proposals, training tools, onboarding paperwork, performance reviews, marketing collateral, sales presentations, and product information.

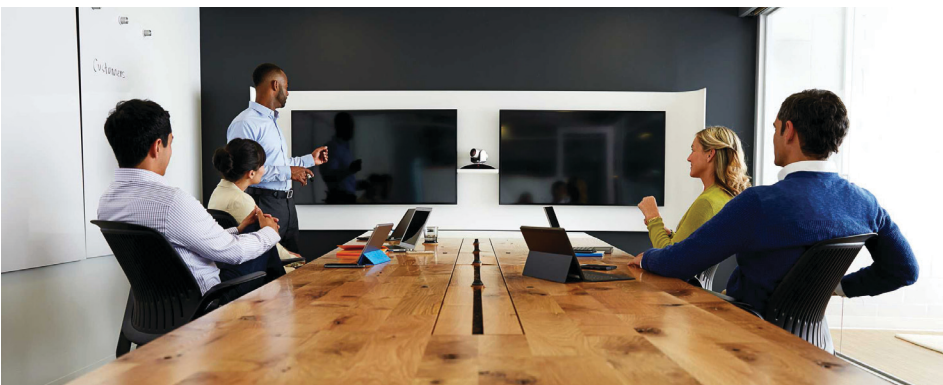
Automated Notifications: Project team members receive reminders for review and approval requests.

Version Control: Collaborators can track document changes across multiple data sources and devices.

Workflow Automation: Document-based business processes are continuously improved in constantly evolving environments.

Electronic Signature: Users can automatically send documents for feedback, approval, and electronic signature directly from ShareFile.

Take the complication out of collaboration.



4. Maximizing Office 365 and Microsoft Cloud

Get more out of your Microsoft Office 365 subscription by using ShareFile to view files stored in Microsoft Azure, Office 365, and SharePoint, and to connect to OneDrive for Business. Integrate with Office apps with the Outlook Plugin for file sharing, and get online co-authoring in Microsoft Word, PowerPoint, and Excel.



BETTER TOGETHER:

ShareFile + Office 365 = Instant Access and Secure Collaboration

Microsoft is a leader in productivity and collaboration, as evidenced by the growing adoption of Office 365. ShareFile extends the value of Office 365, offering a more comprehensive solution for end-to-end mobility, maximum productivity, and robust security. Citrix designed ShareFile to complement and integrate with Microsoft technologies.

Features and Benefits:

Single Point of Access: Use ShareFile to access files in Office 365, Azure, SharePoint, and network shares from a single app. Get simple, secure sharing anytime, anywhere, on any device, inside and outside organizational boundaries.

Enhanced Workflows: Preview, edit, and co-author Microsoft Word, Excel, and PowerPoint documents online and in one place. Easily collaborate from any browser, computer, or mobile device.

Secure External Collaboration: Count on comprehensive authentication and authorization of external users, plus easy file sharing with recipients who are not part of your organization's Active Directory service.

Virtualization: Use OneDrive for Business in virtual environments.

Compliance: Know what was shared, with whom, when, and from where with extensive audit trail and reporting capabilities.

Organizations often combine Microsoft OneDrive for Business for internal user productivity and a hybrid EFSS product like Citrix ShareFile for external collaboration.

[Gartner Magic Quadrant for Enterprise File Synchronization and Sharing \(2016\)](#)

"With more than one billion people using Microsoft Office — one in seven people on the planet — integration with Office Online offers ShareFile customers more flexibility in how they work with individuals and teams across businesses."

Kirk Koenigsbauer
 CVP, Office 365 Client Apps and Services
 Microsoft

Work happens from many locations and devices.

Forrester 2016 Global Business Technographics Telecommunications and Mobility Workforce Survey



5. Virtualization & Mobility

Use ShareFile with Citrix XenDesktop, XenApp, and XenMobile to enable the secure mobile workspaces and efficient content collaboration employees require to maximize productivity. ShareFile is the only enterprise file sync and share solution optimized for virtual environments.

As the leader in next-gen workstyles, Citrix provides comprehensive solutions to enable secure mobility with a simple, convenient, high-performance user experience on any device or network. ShareFile tightly integrates with Citrix technologies for desktop virtualization, mobile application management (MAM), mobile device management (MDM), and enterprise mobility management (EMM).

Most file sync and share solutions are not designed for the unique storage and performance requirements of virtualized environments. Citrix ShareFile is developed with hosted desktops in mind, so you can use the same file sync and share solution across physical and virtual endpoints, and across on-premises and cloud storage locations.

Organizations can use XenMobile with ShareFile to extend security via device and application management, retain a single identity between ShareFile and XenMobile, and save to ShareFile from the XenMobile Secure Mail, Secure Notes, and Secure Forms apps. ShareFile and XenMobile are essential elements of a comprehensive business mobility strategy.

Features and Benefits:

Performance: Use Drive Mapper to present a virtual drive to users, reducing storage needs for synchronization and increasing network performance.

Configuration: Define cache size, drive letter, and other options to keep virtual desktops efficient.

Mobile Device Management: Use XenMobile to provide additional MDM options, such as disallowing clipboard cut/copy, blocking the camera or microphone, disabling printing, or constraining Wi-Fi networks.

Secure Productivity: ShareFile fully integrates with XenMobile Secure Mail, Secure Notes, and Secure Forms, and includes XenMobile MDX-wrapped clients for Android and iOS.

Unified Solution: The Citrix portfolio of advanced technology solutions delivers a consistent user experience and seamless transition between physical, virtual, and mobile workspaces, across on-premises and cloud data repositories.

“With the integration of ShareFile, XenMobile brings the total mobile solution our users expect from us.”

Brian Earnst
Sr. IT Architect, Blessing Hospital



Citrix ShareFile: Built for Business and Trusted by IT

As a leader in virtualization and mobility, Citrix protects the world’s most sensitive information, simplifying and verifying the security and sharing of data in corporate apps and documents across locations, networks, and devices. Organizations can ensure the appropriate level of access for every individual and situation with visibility and control to address privacy, compliance, and risk management priorities without compromising end-user productivity.

More than 20 million business users and 80,000 customers rely on the robust collaboration capabilities delivered by ShareFile. Meet the mobility and collaboration needs of business users and the data security requirements of the business without interrupting critical daily workflows. Empower employees to work smarter, and help your business achieve agility and flexibility to capitalize on emerging opportunities and stay ahead of the competition. Mobilize data, streamline workflows, and enhance security with Citrix ShareFile.

Gartner Names Citrix Enterprise File Sync and Sharing (EFSS) Magic Quadrant Leader



Gartner’s Magic Quadrant is based on both the completeness of the EFSS vendor vision and the ability to execute on it. ShareFile has been recognized as a leader in the EFSS Magic Quadrant three years in a row.

ShareFile was also recognized in Gartner’s 2016 *Critical Capabilities for Enterprise File Synchronization and Sharing* report. Gartner rated ShareFile #1 in multiple categories. Every year, Gartner publishes a companion to the Magic Quadrant called “Critical Capabilities.” This publication leverages customer survey data and analyst opinion to evaluate vendors across a variety of key product capabilities. We are excited that Citrix ShareFile is among the top vendors in the Critical Capabilities report and feel that our feature sets are at functional parity with top vendors in the market today. We believe our positioning is reflective of our strengths in workforce productivity, extended collaboration, and infrastructure modernization.



Learn More about Citrix ShareFile
For additional information, see these related resources:

- [ShareFile Overview](#)
- [ShareFile Security White Paper](#)
- [Improve Productivity with Citrix ShareFile Platinum Workflows](#)
- [Citrix ShareFile StorageZone Connectors \(video\)](#)
- [ShareFile StorageZone Connectors Feature Brief](#)