

# FASTER SAFER CLOUDIER

3 CRITICAL QUESTIONS IN CHOOSING THE  
RIGHT ACCELERATED FILE TRANSFER TECHNOLOGY



# TRANSFER FILES AT THE SPEED OF BUSINESS

There's one thing in the media business that will never change: the need for speed. In a world where audiences expect news and entertainment on demand 24/7, media companies must produce and deliver to ever-shrinking deadlines. Time is short, pressure is high, and workflows are complex as colleagues, vendors, and clients collaborate all over the world.

But that's not (quite) the problem.

## HUGE FILES, BIG PROBLEMS

File transfers cause some of the most substantial bottlenecks. Media content is massive, and often produced in multiple versions and formats—just imagine Godzilla in a hall of mirrors. What's more, these monstrous files have to move over long distances fast to keep up with client needs and audience expectations.

Advances in production technology are both hero and villain in this predicament: they allow you to create increasingly dazzling experiences, but they also breed ever-larger file transfer challenges.

## PLACING YOUR BETS

So what are your options? Online file sharing services popular for transferring simple documents aren't designed to support stacks of bandwidth-hogging media files. And forget FTP—it's been around since the floppy disk was born and simply hasn't kept pace with today's file transfer requirements.

Cue next-generation file transfer platforms. Unlike online consumer file sharing services or FTP, advanced acceleration technology can dramatically increase the speed of video transfers in your business by:

- Minimizing the impact of latency and packet loss, which make long-distance transfers very slow with traditional protocols
- Making the most of your bandwidth investment
- Simplifying all file transfer operations

But accelerated file transfer solutions vary widely, and you'll need more than speed to protect and grow your business. In this guide, you'll discover the three key questions to consider as you evaluate your technology options—and prepare to enter the fast lane.

# 3 BENEFITS OF NEXT-GENERATION ACCELERATED FILE TRANSFER



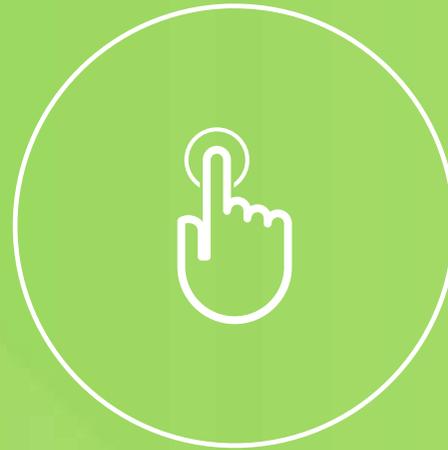
REDUCED  
LATENCY

+



MAXIMIZED  
BANDWIDTH ROI

+



SIMPLIFIED  
FILE TRANSFER  
OPERATIONS



# QUESTION 1: ARE YOUR MOST VALUABLE ASSETS SECURE?

If you use FTP or online file sharing services, every file transfer potentially endangers the foundation of your business: your intellectual property. Simply, they are not built to provide the robust security needed for moving huge (and hugely valuable) files.

Imagine the risk to your finances, reputation, and professional relationships if files of client footage, material from a key collaborator, or your own productions were corrupted, destroyed, or stolen while in transit. Also, consider whether your business can afford significant downtime due to transfer failure.

It's enough to keep you awake at night.

## TIME TO REST EASY

Fortunately, you can avoid these nightmares with a properly designed file transfer platform—a solution that has security built in, engineered from the ground up using secure design principles.

The right solution will be designed to address critical security issues from the get-go, including:

- User authentication: ensuring users are who they say they are
- Authorization: requiring users to have pre-approved access by operational managers

- Data confidentiality: encrypting data to safeguard against unauthorized access
- Data integrity: ensuring data cannot be corrupted
- Non-repudiation: making sure a user cannot deny having taken an action
- Availability: protecting file transfers from interrupted access

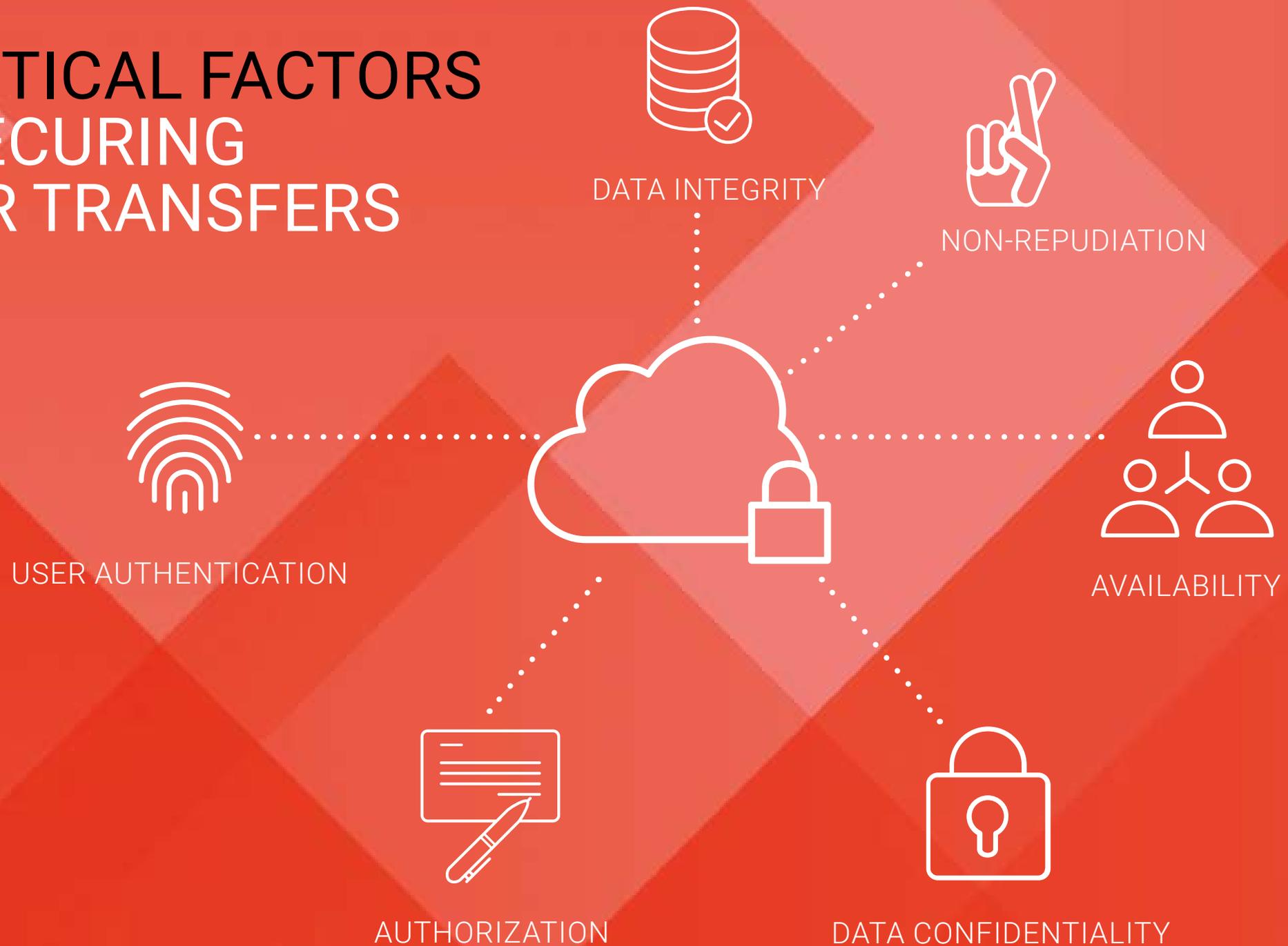
You're essentially looking for a superfast armored vehicle that puts you in the driver's seat.

Not only does the right solution keep your files intact and swiftly on target, it gives you full control over where files are stored and how they're organized.

It hardwires asset protection into your pipeline, and integrates seamlessly with your existing protections. You can expect that everyone in your organization (on-site or remote) will be able to transfer files safely, quickly, and easily for storage, production, review, processing, or distribution.

And finally, you can sleep at night.

# 6 CRITICAL FACTORS IN SECURING YOUR TRANSFERS





# QUESTION 2: CAN THE SOLUTION SCALE WITH YOUR BUSINESS?

“File sizes have peaked,” said no one in media, ever.

In fact, file size expansion is one of the few constants as media businesses supply more content to more destinations.

Advanced imaging formats—high-dynamic range (HDR), virtual reality (VR), 4K/8K, and cinematic-resolution gaming visuals—continue to increase in size. And who knows what’s next?

It means your file transfer acceleration solution must be designed to scale with volume sizes from now into the next decade (legacy FTP and consumer file sharing systems need not apply).

## NOT JUST A QUESTION OF BIG

Of course, file size isn’t the only issue. As your client base and supply chains grow, you could scale to hundreds or even thousands of endpoints. With this kind of complexity, what you don’t want is to multiply file transfer headaches too. So when you think about scalability, make sure you look at an acceleration solution with centralized control—you’ll be thankful you did.

## TECHNOLOGY IS GOING TO CHANGE

In order to scale seamlessly, your file transfer platform must be able to adapt to inevitable

advances in the surrounding technical infrastructure. For example, at some point you’re going to want to buy a higher-bandwidth connection to your facility. Can your acceleration solution accommodate that without any surprise costs? And storage technology continues to evolve. For example, you’re probably investigating object storage, whether on-premises or in the cloud, and will want your file transfer technology provider to integrate seamlessly.

## PREVENTIVE CARE FOR GROWING PAINS

Don’t let scalability issues limit your potential. The right file

transfer acceleration platform will:

- Provide insight into all transfer activity via a management and monitoring console
- Offer tools for process automation to free up valuable resources
- Allow you to adopt a solution you can easily integrate and extend at will, on-premises or in the cloud, to accommodate any existing systems or processes

Get this right and it’ll mean your business will be free of scalability constraints that can limit success.

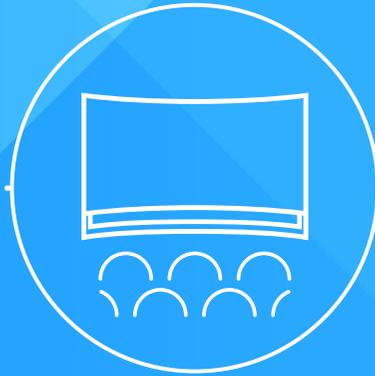
# 4 MARKET TRENDS DRIVING THE NEED FOR GREATER SCALABILITY



HDR



VR



4K/8K



GAMING  
VISUALS

# QUESTION 3: DOES IT HELP YOU TAKE ADVANTAGE OF THE CLOUD?

The cloud's extremely agile scaling capabilities are almost too good to be true. You can instantly add or subtract resources as needed, and pay for services via subscription instead of lavishing capital on equipment. That's a very attractive proposition for most media businesses, so it's important to work with a file transfer supplier with a cloud-ready portfolio. There are two key touch points between accelerated file transfer and the cloud.

## DELIVERING THE TECHNOLOGY VIA CLOUD-NATIVE SAAS

Today's most forward-thinking technology companies deliver

software from the cloud on a software-as-a-service (SaaS) model. Doing so means some of the system complexity can be abstracted away and managed on your behalf. For example, a SaaS file transfer system will minimize your IT burden by automatically updating software and eliminating the need to run web servers.

And remember that not everything in the cloud is truly SaaS. "Cloud-washed" offerings are simply on-premises software running on a virtual machine (VM) in the cloud. As a result, they don't provide the benefits of a cloud-native solution—a multi-tenant system designed specifically to tap into the fundamental capabilities

of the cloud and operated by the software company on your behalf. A true cloud-native solution scales automatically and is instantly available to all your users worldwide, saving you time and money and greatly simplifying deployment and ongoing operation.

## ACCELERATED UPLOAD TO CLOUD STORAGE

Cloud storage is great, but in order to take advantage of it you need to get your data there—and IP network bottlenecks can make this a challenge. Fortunately, acceleration technology can solve the core problem of moving large data sets over IP networks in a fast, reliable, secure manner.



# QUESTION 3: DOES IT HELP YOU TAKE ADVANTAGE OF THE CLOUD?

With a couple of adaptations, your file transfer platform can enable accelerated delivery of content to the cloud from anywhere in the world. It simply needs to be integrated with the specific object storage offerings of public cloud providers, and should provide a means of connecting directly into your existing workflows.

You'll definitely want a true cloud-native implementation here. Cloud upload requires software and servers in the cloud, and an auto-scaling deployment run by your software provider keeps things simple. With a cloud-washed solution, you'd have to actively buy more VMs and deploy

more software when you need more capacity, forfeiting one of the key benefits of the cloud.

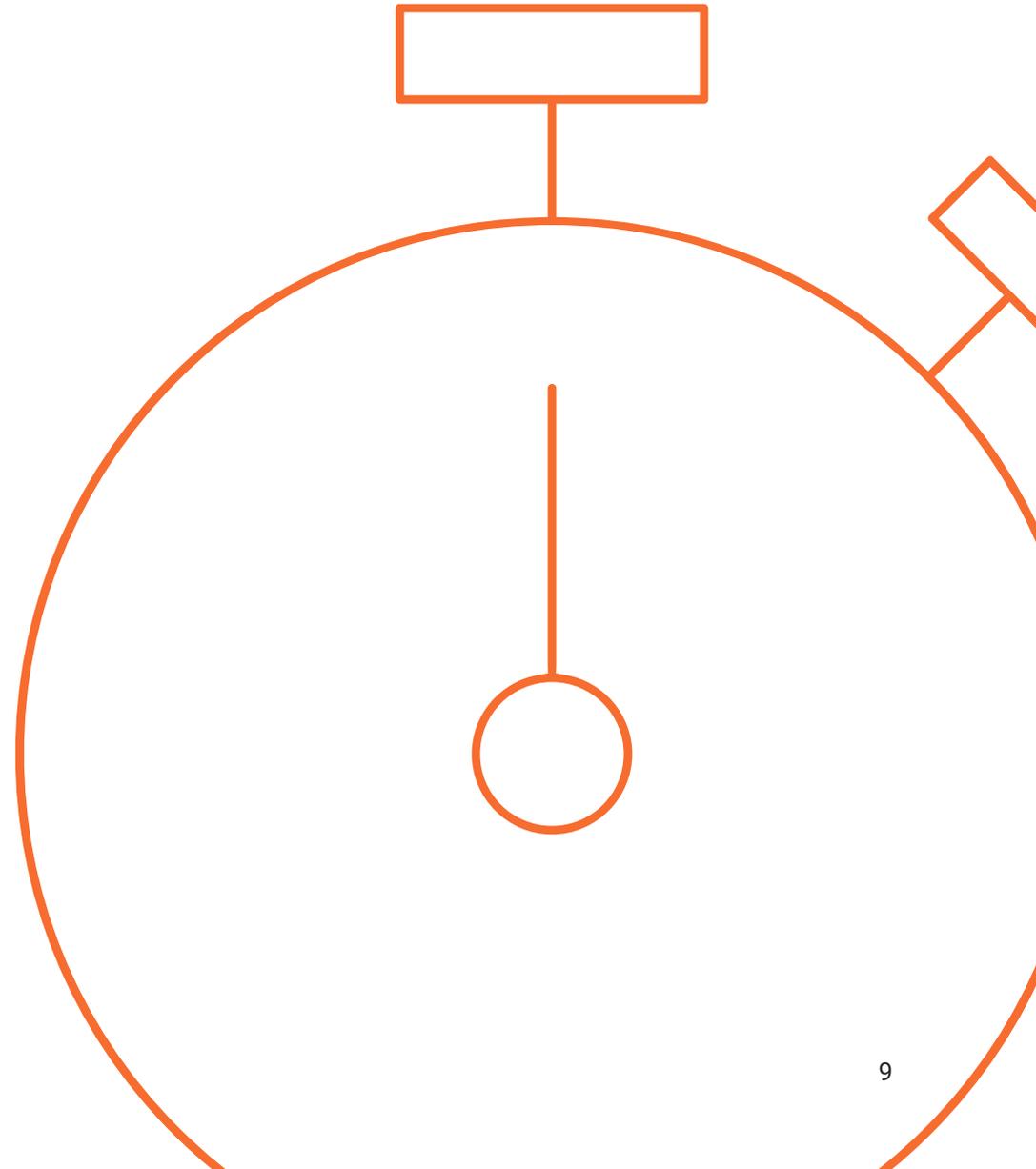
## **FREEDOM TO DETERMINE YOUR OWN FUTURE**

In the real world most businesses operate in, 100% cloud is a rarity.

Chances are, while you may be "moving to the cloud" you still plan to have some resources remain on-premise or in an existing datacenter. Additionally, you may have a mix of cloud providers and storage solutions in place across your operations.

The immediate future, for many media businesses, is exactly

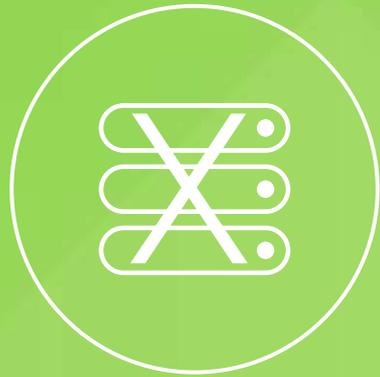
this kind of hybrid setup. So, for ultimate business flexibility, choose an acceleration solution that supports your freedom to select the right cloud storage provider, on-premises storage in your datacenter, or a flexible mix of both so you can retain control of your assets as your needs evolve.



# 4 KEY BENEFITS OF CLOUD-NATIVE SOLUTIONS



AUTOMATIC  
UPDATES



NO NEED FOR  
WEB SERVERS



AUTOMATIC  
SCALING



WORLDWIDE  
ACCESSIBILITY

# THE FAST TRACK TO BUSINESS TRANSFORMATION

Start with our three questions, and you'll find a file transfer acceleration solution that will save you time and resources for years to come.

But why stop there? With the right technology in place, your whole organization can become more efficient, productive, and profitable.

You'll be able to:

- Accelerate workflows and minimize downtime
- Adapt faster to market changes, capitalizing on new opportunities to differentiate your business and boost revenue
- Eliminate restrictive legacy technology altogether

And that's just the beginning.

You won't even pay the price of disruption. Today's cloud-native SaaS solutions greatly simplify the transition to a system that can ultimately transform your business.

To learn how other businesses like yours have transformed their operations, [check out some of our case studies at signiant.com](https://www.signiant.com/case-studies).



# ABOUT SIGNIANT

Signiant's intelligent file movement software helps the world's top content creators and distributors ensure fast, secure delivery of large files over public and private networks. Built on Signiant's patented technology, the company's on-premises software and SaaS solutions move petabytes of high-value data every day between users, applications and systems with proven ease.

[Learn more at www.signiant.com](http://www.signiant.com)