

# ishipdocs™

Creating Business Networks and Communities in the Cloud

By Chen Zou  
ishipdocs Product Manager  
[chen.zou@e-arc.com](mailto:chen.zou@e-arc.com)



## Introduction

Cloud printing is now ubiquitous and accepted as an integral part of most companies' document management infrastructure. For the last two years ARC, with the cloud application ishipdocs, has been providing customers with Cloud Printing Services (CPS). ishipdocs users range from global Enterprises to Single users. What these users have in common is the desire to get large business documents anywhere, at anytime, in the shortest amount of time.

The benefits of Cloud Printing Services are clear. Print hardware and software costs are reduced. The cost of print with CPS is based on measured usage, in a just in time model. And distribution costs are drastically reduced with digital delivery combined with local print, avoiding the "print here, overnight there" model that has built the overnight delivery industry.

What makes ARC's CPS offering unique is the ability to securely share and distribute large files over the ishipdocs network of print service providers. This capability gives users powerful Managed File Transfer capabilities as well.

Managed File Transfer, or MFT, is the term given to the technology that's replacing FTP. More secure than FTP and easily accessed via the Internet, MFT is another document management technology, like CPS, that organizations see as a valuable and necessary element of their communication infrastructure. MFT gives organizations visibility into file transfers and helps them manage, monitor and govern file transfers proactively.

This paper will highlight the benefits companies realize from implementing a joint MFT and CPS document management strategy. Additionally, ARC's ishipdocs will be showcased as a powerful offering for companies looking for aligning MFT and CPS strategies.

## Why MFT and CPS together?

File transfer is not new, but what is driving companies to closely look at MFT is that files today are larger, richer in content and complex. Often audio and video files are embedded within business documents and image-related content (example: bank checks) adds pressure on existing business processes to build secure file transfer capabilities across organizations spanning the globe. Organizations are implementing MFT solutions with easy-to-use, secure and auditable components. Reports then are created which indicate who is sending files? Who is accessing files? Are downloads successful or not? And who downloaded the files are just some of the tracing available with MFT.

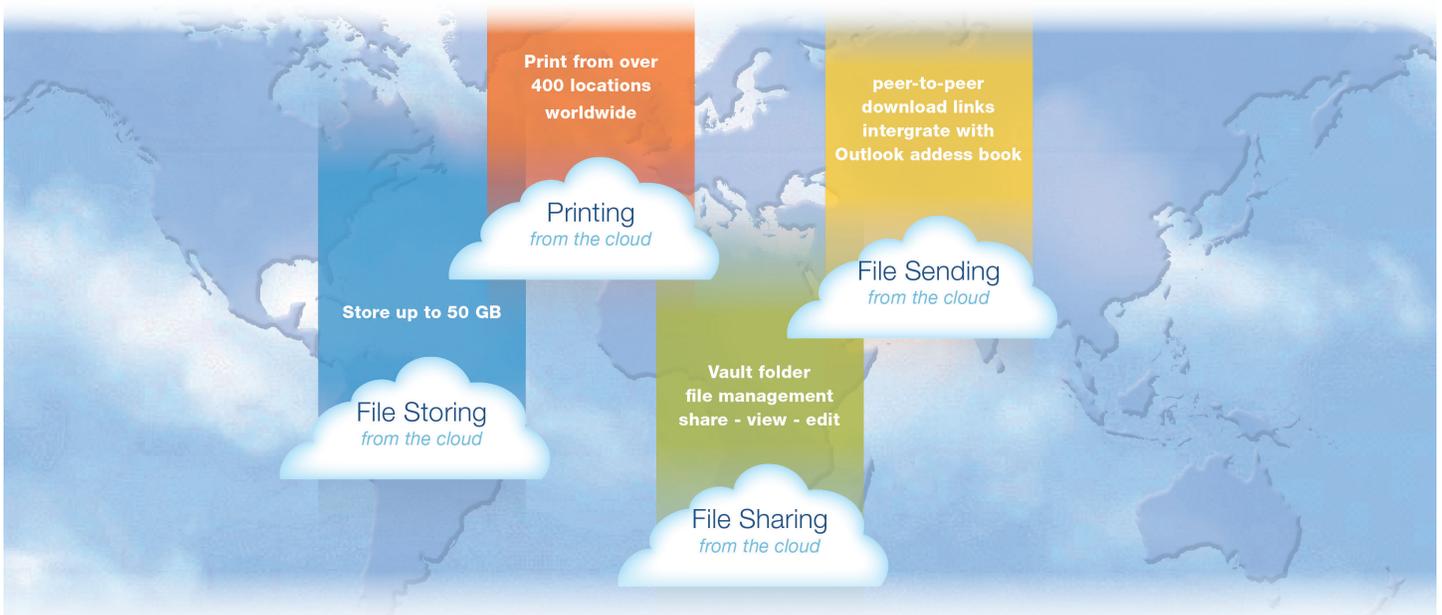
The other important component of MFT is ad-hoc file sharing (collaboration). Ad-hoc file sharing breaks down typical global boundaries with employees, business partners and customers by creating Work Spaces for project teams. In order to effectively to do this, tools require robust file structures enabling easy access to folders/files, sharing, controlling, versioning and communication modules that can effectively connect and update project teams.

Finally, every organization wants to control and create output only as demand calls for it. Forces driving such behavior are the need to reduce output costs, minimize premium shipping

costs, environmental factors (green) and eliminate redundant or wasteful output. This is where digital document shipping, called Cloud Printing Services (CPS), comes into play. CPS allows an organization to control output costs by creating output only on demand, eliminating shipping expenses by enabling digital shipping then printing locally. In addition, it is environmentally friendly because digital shipping avoids the use of gas guzzling jets and fuel surcharges.

A business process that can directly affect the bottom line of a company has to make all of the above capabilities present in one tool or one workflow, seamlessly allowing their internal cloud (intranet) to engage with a public cloud (extranet) that provides content distribution (Send), content collaboration (Share), content storage on the cloud (Storage) and output on demand anywhere in the world (Cloud Print).

By bundling MFT and CPS, ishipdocs provides a unique solution bringing together the 4 critical components of a document life cycle – Store, Share, Send and Output. This enables Enterprises and Small Businesses to create business networks and communities to securely and quickly connect their global workforce, partners and customers.

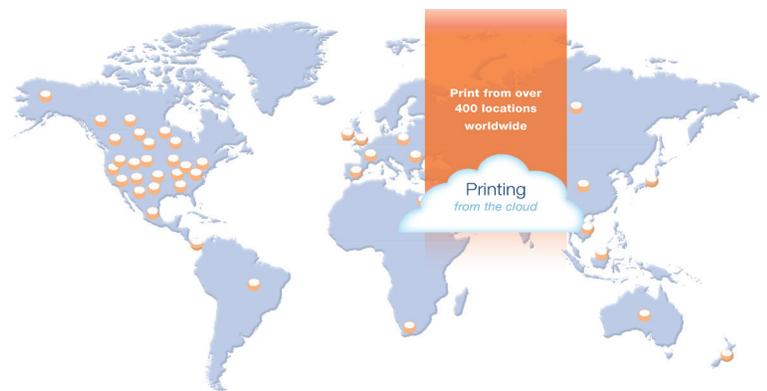


## Benefits – Managed File Transfer with ishipdocs

- ▶ **Store, Share, Distribute Securely** and **Output files** from one location.
- ▶ **Share, Modify** and **View** files securely with remote teams eliminating the need for email, FTP and travel.
- ▶ **Integrated with Outlook:** allows users to send & manage large files/attachments directly from Outlook.
- ▶ **Cloud Storage & Drop Box:** Back up your documents by storing on the cloud where it's easily accessible from any geographical location, from any medium (laptop, smart phone, e-tablet etc).
- ▶ **Manage Documents Centrally:** ishipdocs's unique tree structure of Work Space, Folder, File structure along with individual Drop Boxes allow files to be accessed, shared, distributed and managed from any location.
- ▶ **Auditing and Tracking:** ishipdocs will allow you to audit your file activity (who accessed the files, number of times downloaded, etc.) and track receipts.
- ▶ **Real time notifications and Business Intelligence:** File activity and milestones will be notified via email and data can be exported to Excel and CSV for reporting purposes.
- ▶ **Visibility and Security of files:** Centrally visible file management system and integration into existing solutions to access risk, access and authentication issues.

## Benefits – Cloud Printing Services with ishipdocs

- ▶ **Cloud Printing Services:** Send business critical documents for output and local delivery through the 400 Global Fulfillment Centers of ishipdocs.
- ▶ **Reduce Distribution Costs** through elimination or minimize the need for shipping couriers.
- ▶ **Print on Demand:** No more physical storage and shipping of documents
- ▶ **Tracking:** Proof of Delivery and email of notifications of job status.
- ▶ **MPS Work Flow Tool:** Fits into the Managed Print Services workflow of Content Management, Distribution and Output.
- ▶ **Fast Output:** From same day in the USA to 48 hours internationally.
- ▶ **One Invoice** for your output in over 50 countries.



## Email is not the solution

Doing business today requires electronic exchange of larger, more complex files. With the explosion of rich content, business documents have evolved into diverse files types such as audio, video, graphics and even powerpoint, word and excel documents are larger now. All these document types have the capability to embed graphics and files into them making them much larger than what was prevalent even a few years ago. Email servers are often configured to prohibit files sizes of 10 MB and more and are typically not designed to transport large attachments. Storing of these large attachments no longer fits the storage capabilities of original email design and is a burden on existing email storage capabilities.

Let's say a 1 MB file has to be sent to 100 employees. This means eventually 100 copies of that file will be saved on your exchange server. Is this really needed?

A robust MFT solution can be invoked directly from your email exchange and will have the ability to send a large file embedded in a link with an email instead of an attachment. This way the recipient can simply download the file via the link from the cloud where it resides. This eliminates large file transfer and storage headaches. Your cloud storage box already has the file indexed and under version control and by simply sharing the folder with the required parties, you can provide access to your files.

MFT solutions also provide tracking intelligence by providing information on who sent the files, who accessed the files, and who downloaded the files. Which email lacks.

Organizations are quickly moving towards augmenting existing email solutions with MFT solutions capable of bringing quick ROI and increased productivity.

Gartner reports that 20% of workstations equipped with email will use a software service or the cloud for email in 2012 ("Email in the Clouds: Pros and Cons," May 2009)

## Anytime/Anywhere Access to Print

Today ishipdocs networks over 400 locations globally. This network boasts a qualified, vetted team of specialized digital print service providers (PSPs) specializing in fulfillment, finishing and delivery of critical documents. Each fulfillment location meets stringent quality standards to meet strict digital output standards of ishipdocs.

The vast acceptance of CPS, a concept still in its infancy, indicates customers prefer their documents printed on demand and in a timely fashion. Project timelines, productivity and timely completion of project milestones can be affected when documents are transported via overnight couriers, at times resulting in custom delays. Given business deadlines today this is no longer acceptable.

With CPS, a large file can be sent for output, finishing and delivery to a trade show from New York City to Beijing in one day. With CPS the following happens;

- ▶ Content reaching its destinations quickly due to the digital nature of shipping avoiding couriers, planes and customs delays.
- ▶ Content being fulfilled by qualified PSPs and delivering to the desired local destinations in a timely manner.
- ▶ Environmentally friendly service because CPS is not dependent on gas guzzling jets
- ▶ Because CPS is not depended on fuel sur-changes like the shipping couriers, the cost savings are extended to the end users.
- ▶ Print on demand anytime/anywhere.

With CPS, customers enjoy savings on shipping, reduce delivery times of their critical output, increase sustainability (green) and the enable more cost-effective print on demand.

## Employee Productivity

The results of a 2008 Gartner survey show that employees who work in front of a computer spend on average 4.9 hours per week searching for documents ("Toolkit: Calculator for Valuing Search in Your Enterprise," October 2008).

This is due mainly to organizations still storing paper files in filing cabinets, boxes or storage facilities. According to a leading storage services company, organizations currently store 3-4% more boxes of paper per year than they destroy. Valuable time is wasted during a workday looking for these physical documents because employees have to vacate their work space and actually search for paper documents.

By storing documents electronically, employees can instantly access files without interrupting their work. In addition, a comprehensive MFT solution allows multiple users to view the documents simultaneously, Sharing digital files with far-flung members of a project team via the web means output is created only when absolutely necessary.

A good example of this is a corporate marketing team creating marketing collateral on a just-in-time basis. Typically when printed in large batches, these expensive documents run past their life cycle and unused stock, sitting on the shelves, goes to waste. Maybe they are recycled, or maybe they go straight to landfill.

The goal then is to create output only as needed, with a request coming via the web from anywhere the organization has employees.

An effective cloud- based tool combines MFT and CPS rendering a unique offering allowing secure share, distribution of large files and access to print anytime, anywhere while minimizing storage costs.

## Quick ROI

ROI is quick with a MFT/CPS solution because;

- ▶ It's easy to start: easy to implement, get your logins and use the tool, no software or hardware.
- ▶ Costs are low: eliminate costly software immediately.
- ▶ No maintenance charges: move or eliminate IT personnel.
- ▶ Connect with your global workforce, partner and customers through one work space and manage your content from one location.
- ▶ Your workforce easily collaborates in secure, digital workspace from anywhere in the world creating instant efficiencies.
- ▶ Distribution costs are reduced: Ship digitally, print locally.
- ▶ There's more control and visibility into your information movement and document management.
- ▶ Just-in-time printing means you print only when you have to.

## Technology

- ▶ The ishipdocs network is built on MS.net framework making it reliable, robust and userfriendly.
- ▶ ishipdocs employs Secure Socket Layer (SSL) data encryption commonly used by banks and credit card companies to create a secure connection between the user and the server receiving the information. Data is encrypted at 128-bit during transit.
- ▶ ishipdocs maintains 4 secure and reliable data centers in Fremont (California), New York City (New York), London (England) and Kolkata (India) and a 5th one is being built on Hong Kong (Hong Kong). A 6th disaster recovery site is also available in California. The Data Centers are SAS 70 certified.
- ▶ ishipdocs also uses a Content Delivery Network (CDN). An upload is always routed to the closet data center from origination, making it robust and timely. With CDN technology, the data is made available at all the Data Centers increasing download speeds and ensuring business continuity.
- ▶ ishipdocs also has the ability to automatically route an upload/download to/from the next closet data center in the unlikely event of a failure at one of the data centers. With four data centers around the world, this minimizes the failure of an upload (redundancy) with uptime being at a maximum.
- ▶ Checkpoint restart capability allows for terminated uploads to re-start from where the upload halted.
- ▶ ishipdocs requires each user to register and create its own login credentials to the network. The system will always authenticate the login credentials for each user before they are allowed to use the ishipdocs service.



## Summary

Large files transfers sent through email results in slow message delivery times, decreased employee effectiveness and higher storage costs. Files sent via FTP are at a higher security risk and have no auditing or tracking capabilities. Standalone MFT and CPS solutions do the job but do not create a complete business process with one efficient workflow. Organizations with global output requirements should not have to deal with multiple providers, service levels and invoices from various providers resulting in lack of streamlining, cost-effectiveness and efficiencies.

Organization must look towards implementing one workflow that can seamlessly integrate into an existing business process and augment it. ishipdocs permits this by integrating with Outlook, speeding up the file transfer process, allowing for secure file sharing with distant employees, partners and customers, reducing the burden on network bandwidth and storage requirements and allowing output on demand by creating output locally contributing towards significant reduction in shipping costs.

ishipdocs allows an organization to reduce its IT/shipping expenses, increase sustainability while creating a robust business process by containing all 4 components from a document's life cycle – Store, Share, Send and Cloud Print. Most importantly, ishipdocs allows a company to get control over their information workflow and manage it with one tool.