PARABLU

HIGHLY SECURE FILE TRANSFER & SHARING

SUCCESS STORY

CLIENT: Leader in Marketing Analytics

INDUSTRY: Marketing Consulting

SOLUTION: BluDrive. Secure enterprise file sharing and transfer

PARABLU

Sharing information is a natural and essential part of doing business. At one time or another most businesses find the need to share confidential information with people outside the company, many times for a short period of time to enable completion of a project or goal.

Such information sharing has always been problematic for businesses. The most common employee instinct is to share data over email as an attachment. This approach has the downside that there is no control that can be exercised over how the data is used (or misused) by the other party once the engagement is complete. Secondly, transferring very large files over email can be a challenge with IT administrative limits that can be set on attachment sizes at both the sender and receiver end.

FTP (or Secure FTP) methods are also sometimes used. While in such cases, the transfer of data itself can be done securely, and there is no limit on data size - it s a clumsy option for both the sender and receiver – especially if they are not in a technical role. And this arrangement still has the downside that the data will be permanently left behind at the receiver end.

More recently cloud sharing services have been an option that companies have turned to. They have the advantage of a simple-to-use interface as well as the ability to get around data size limits. But businesses struggle with the fact that confidential data is sent into public cloud storage or data transfer – and they have little (if any) control over tracking who shared what.

THE CHALLENGE

Recently, a world leader in Marketing Analytics who recently switched to Microsoft Office 365 decided to use their OneDrive storage for such a purpose (A number of MS Office 365 find themselves having a ton of OneDrive for Storage in the cloud as part of the Office 365 deal they sign – 1TB of storage per end-user to be precise).

They however quickly realized that while OneDrive provides an excellent and easy to use interface there were a few downsides:

- It wasn't possible to upload very large files via OneDrive
- After a recipient downloaded the shared files via the link sent to them from OneDrive, they retained the files with them and there wasn't a good way to enforce destruction of the files.
- There was no reliable way for the IT admin or audit team to track file sharing / transfer activity
- Unfortunately, in addition to the file size limit, the organization also discovered other documented limitations around path length and special character limits. So, some users who tried OneDrive and found that it doesn't always work for them, simply give up using it.

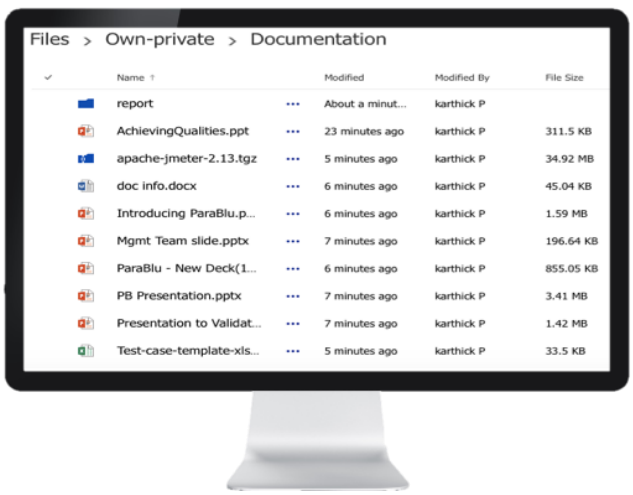
On top of all this, there were also questions and concerns around using OneDrive due to fears around security and privacy in the public cloud.

THE SOLUTION

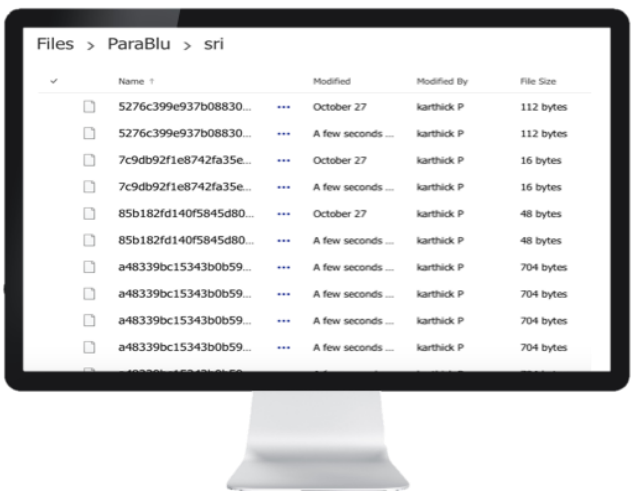
Parablu was able to offer a solution that addressed these needs perfectly. Parablu's BluDrive solution provided a simple-to-use web based interface into which users could upload one or more files and share them by simply right-clicking on a file and providing one or more email addresses. BluDrive integrates with Parablu's BluKrypt, which was designed to act as a "Privacy Gateway" and keep data safe in the cloud. BluKrypt ensures that the file data stream is encrypted before it travels to its OneDrive destination.. This encryption is persistent in that it isn't just encryption "in-flight" – the data remains encrypted with the organization's keys even once the data reaches the cloud destination and is at rest. Most importantly, the IT organization is in complete control of the encryption keys.

BluKrypt doesn't merely encrypt data – it obfuscates it thoroughly. File names, folder names etc. become undecipherable on the target storage when BluKrypt is in use. Files may also be chunked up into smaller components and encrypted separately. Parablu's solution ensures that piecing together data off the target cloud storage is completely impossible unless the user authenticated themselves appropriately, at which BluKrypt de-obfuscates and decrypts the data back to its original form.

Before encryption

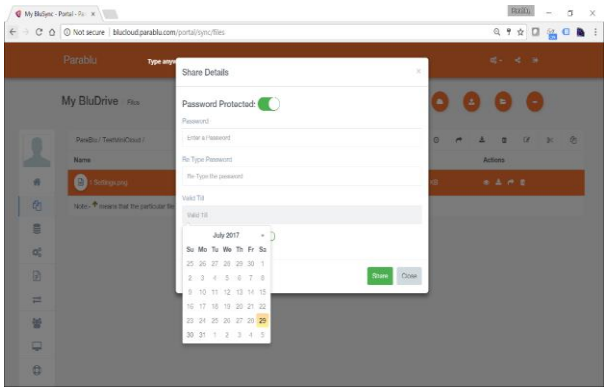


After BluKrypt encryption



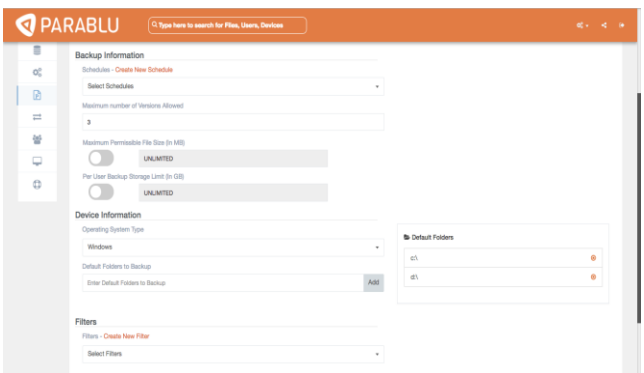
THE SOLUTION

While BluDrive makes the file sharing interface extremely easy to use, it also provides the user several options to secure the files and control how they are consumed. Upon choosing to share a file and providing an email address, BluDrive generates a secure link that is automatically emailed to the recipient. The link can be password protected and also be configured to have a limited lifetime. BluDrive's philosophy is to ensure that the files not leave the cloud repository unless absolutely necessary. So, unless the user explicitly chooses to let the recipient download the file, the recipient is only allowed to view the file in the browser and disallowed from downloading, printing or saving the shared file.



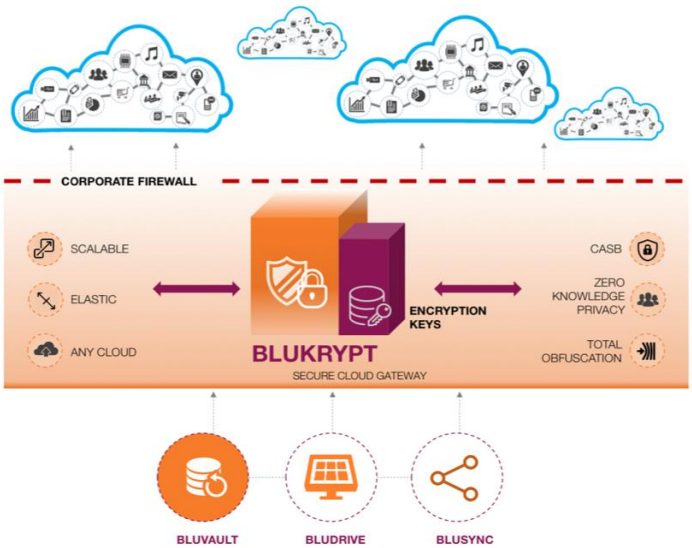
Furthermore, once a file is shared with a recipient the owner can continue to make changes to the file. The recipient will always see the latest version when they access the link they received.

Parablu's powerful policy based management also allowed the IT team to exercise control over how users utilized BluDrive. For example, they were able to enforce Highly Secure Sharing which meant that when sharing a file users were mandatorily required to specify a complex password, and specify a time expiration limit for the secure link.



The Highly Secure share option also disallows downloads of files by recipients – making the sharing "view only". Administrators can also use policies to control types of files allowed for sharing, limit sizes of files, and control purging of shared files.

THE SOLUTION



Lastly, while this illustrates Parablu's integration with Microsoft's OneDrive as part of the solution implementation, Parablu has similar integration with several cloud storage targets – such as Microsoft Azure Blog storage, Google Drive, Amazon S3, IBM Softlayer storage, to name just a few.

Parablu's mission is to help customers feel secure taking their business to the cloud. We are focused on ensuring privacy, confidentiality and security of our customers' digital assets no matter where they reside - public, private or a hybrid cloud.

> *"The Parablu team was an absolute pleasure to work with. There are very few companies we've seen that are so responsive to feedback and so rapid in their response to requirements. Parablu was able to tailor their solution to our needs in a matter of weeks."*

ABOUT US

Parablu, an award winning provider of secure data management solutions, engineers new-age cloud data protection solutions for the digital enterprise. Our Privacy Gateway powered solutions protect enterprise data completely and provide total visibility into all data movement. Our suite of products include: BluKrypt - a Privacy Gateway that completely secures critical data on the cloud, BluVault - a powerful and secure data backup solution designed for the cloud, BluSync - a secure file sharing and collaboration solution for the agile enterprise, and BluDrive - a secure file transfer solution. These solutions easily integrate with your existing infrastructure making it a seamless solution for your enterprise data protection and management needs. Get a demo today.