

A Custom Technology Adoption Profile Commissioned By Thru

Secure Sharing Of Intellectual Property

A Key Challenge For Innovative Technology Firms

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Introduction

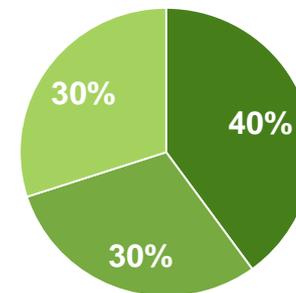
Technology and electronics companies create and consume large amounts of content. They want the assurance they can share, aggregate, manage, and secure the intellectual property that drives their business. The landscape of file sharing and collaboration solutions is scattered, and processes for secure distribution of documents must be improved.

- › Companies in the technology and electronics industries want to use the power of the cloud to engage with external stakeholders, without building yet more silos of content.
- › Unsecured email messaging and point solutions for file sharing and collaboration increase the risk of proliferating content across multiple data centers, potentially introducing security or governance gaps or confusing customers.

In December 2015, Thru commissioned Forrester Consulting to evaluate file sharing and collaboration trends and drivers for companies in the technology and electronics industries.



100 senior corporate managers and senior IT professionals at enterprises with 500 or more employees in the technology and electronics industries



■ United States
■ Germany
■ United Kingdom

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Email Is The Dominant Channel For File Sharing And Collaboration

Within the technology and electronics industries, the need for file sharing and collaboration is high; however, the current tools in use are predominantly email, file transfer protocol (FTP), and consumer-oriented freemium file sharing products.

- › Seventy-five percent of companies in these industries rely on email for file sharing and collaboration, while more than half use FTP sites.
- › File sharing and collaboration tools are most often deployed with a hybrid approach, blending on-premises and cloud technology. Sixty-three percent of technology and electronics companies reported using this approach. More than a quarter (27%) deploy via private cloud.

More than half (53%) of technology and electronics companies reported using two file sharing/collaboration tools, and an additional 42% are using three or more tools.



“Which of the following types of file sharing and collaboration technologies, tools, or solutions does your firm use?”

Email	<div style="width: 75%;"></div>	75%
FTP sites	<div style="width: 51%;"></div>	51%
Consumer (free) editions of cloud-based file sharing tools	<div style="width: 49%;"></div>	49%
Business (paid) editions of cloud-based file sharing tools	<div style="width: 44%;"></div>	44%
Managed file transfer tools	<div style="width: 25%;"></div>	25%
On-premises or hybrid enterprise file sharing tools	<div style="width: 23%;"></div>	23%
USB, DVDs, tape, or other removable media	<div style="width: 16%;"></div>	16%
Source code repositories	<div style="width: 14%;"></div>	14%
Secure deal-room or collaborative application tools	<div style="width: 12%;"></div>	12%

Base: 100 senior corporate managers and IT directors in the technology and electronics industries at US, UK, and German enterprises
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Reliance On Unmanaged Consumer Solutions Brings Risk

The bulk of software building, patching and troubleshooting within technology and electronics companies is facilitated via email attachments and ungoverned file sharing tools. In addition to these solutions putting intellectual property and competitive advantage at risk, they offer little control or rights management and have few audit and tracking controls.

- Enterprise-class solutions provide a more robust set of tools to secure and manage software builds, patches, and error logs. Flexible and familiar user interfaces, such as email clients, web, or mobile apps encourage adoption and reduce the need to self-provision unsanctioned services.

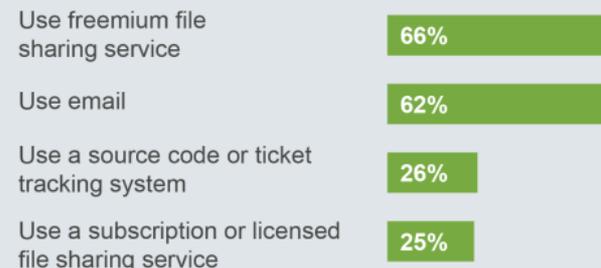
Fifty-seven percent of engineering teams use freemium file sharing solutions, risking security and company intellectual property.

“How do your engineering teams currently send and share software builds and patches?”



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“How do your support desk and teams currently send and share software patches and large error logs with customers?”



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External Stakeholders Drive The Need For Collaboration

While 79% of electronics and software companies are currently sharing files with internal colleagues, the majority are sharing and collaborating outside the organization.

- › Sixty-four percent are sharing files with customers; 48% are sharing with prospects.
- › Two-thirds are sharing with business partners, marketing/design agencies, and consultants.

“Which of the following groups do you currently share files (content, documents, digital materials) with?”

79%

Internal colleagues

67%

Marketing/design agencies and Internal consultants

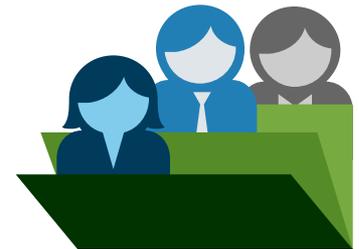
68%

Business partners

64%

Customers

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Software Delivery Is A Challenge

While external collaboration involves sharing large files and securing the seamless transfer of intellectual property, a significant piece of it also involves distribution of software patches and sharing of source code with customers and partners.

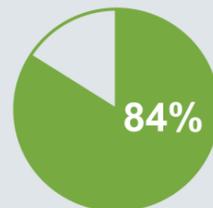
- › One-third of technology and electronics companies need to share files externally in order to distribute and track software patches and releases. The risk of using unsanctioned consumer tools means management teams have little visibility into sharing patterns or where IP has been downloaded.
- › Nearly a quarter (24%) are distributing and tracking technical materials or source code externally.

More than four out of five technology and electronics companies find it challenging to deliver software to customers and partners.

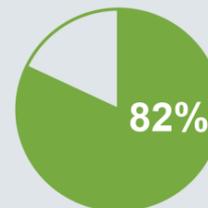


“How challenging are these items with your current file sharing and collaboration applications?”

Developer collaboration



Manage software delivery to customers/partners



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Concerns About New Solutions

As technology and electronics companies move to alleviate these challenges, they are concerned that adopting new file sharing and collaboration solutions will create additional challenges:

- › Eighty percent have concerns about content security on lost or stolen mobile devices.
- › Technology and electronics firms don't want to build new repositories of content just to get work done, as 72% cited creation of new content silos as a concern.

Fifty-four percent are concerned with the data sovereignty with cloud-only services as they consider adopting new file sharing and collaboration solutions.



“How concerned are you with each of the following factors when adopting a new file sharing or collaboration solution?”



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Anticipated Benefits Of Enterprise File Sharing And Collaboration Solutions

Security is critical for technology and electronics companies, and as they adopt new tools, there's a need to find balance between ease of use and tighter controls. As these companies consider new solutions, they must keep the following in mind:

- › While executive, compliance, and legal teams play a role in securing intellectual property, CIOs and CTOs are responsible for managing the implementation and use of these solutions.
- › Expected benefits include improved security and control; however, companies also expect to improve productivity, reduce costs, and speed up delivery of large software builds or patches.

Fifty-nine percent of technology and electronics companies anticipate improved security and control over the exchange of files and content.



“What benefits do you expect as a result of using an enterprise-grade file sharing and collaboration application designed for the technology and electronics industries?”



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Top Requirements For File Sharing And Collaboration Solutions

As enterprises in the technology and electronics industries consider implementing or upgrading file sharing and collaboration solutions, decision-makers are prioritizing what they need from new solutions:

- While security garners the largest percentage of No. 1 rankings, more than a third of companies ranked simplifying workflows and increasing efficiencies as one of their top three requirements.
- Technology firms revealed a need to provide consistent approaches to file sharing, seeking to establish processes to streamline collaboration and eliminate redundant activities.



“Please rank your organization’s top three requirements for file sharing and collaboration applications.”



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As senior corporate management and IT professionals in technology and electronics companies grapple with securing intellectual property, firms must shift away from multiple ad hoc adoptions of consumer-oriented freemium solutions and outdated technologies like FTP. Uncontrolled distribution of content via email attachments opens the door to loss of version control, auditability, and control over innovative IP. Today, tech firms are using a scattered approach to content sharing and distribution, and they incur the risk of poor customer experience and inconsistent governance. Key requirements include:

- › Enterprise-grade security, with governance and policies to protect valuable content and code.
- › Ease of use, working in familiar apps such as email to avoid disruption and adoption challenges.
- › APIs for integration with engineering, support desk, and other essential work processes.

Technology and electronics businesses seek better ways to streamline productivity without sacrificing visibility into the distribution of digital knowledge assets.

METHODOLOGY

- › This Technology Adoption Profile was commissioned by Thru.
- › To create this profile, Forrester Consulting completed a custom survey of 100 file sharing and collaboration decision-makers in the technology and electronics industries in December 2015.

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