



5 reasons why file servers are a relic of the past.



If your customers are running a file server, they're at risk. That's because, as collaboration and mobility needs evolve, a file server just can't keep up. Here are five reasons why file servers slow down customers.



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File servers became popular in the business world because they solved two problems at once: they centralised data, and they made back-up easy. But file servers have their problems. Cost of ownership is the obvious one: not only do file servers require constant maintenance and upgrades, but—as ZDNet reports, each file server drains up to \$700 a year in electricity alone.

And that's just the tip of the iceberg. When you compare file servers to modern file sync and share tools, you realise that many essential features are missing.

1

File servers are high-cost and low-agility.

File servers are machines, and machines need maintenance and upgrades. Plus they need an IT staff to administer them and even space in the office to house them. All this adds up to significant expense. What happens when your customer expands? That's more money and more resources lost in building out more server space. Simply put, file servers can suck up precious capital that you need for other things.

2

You get no uptime guarantees.

How much would it cost a business to be down for a day? How about for even 1 hour? According to VentureBeat, about 73% of businesses have had some type of interruption in the past 5 years. While cloud-based services offer uptime guarantees of up to 99.999%, file servers can't come close. And any downtime means lost data and missed opportunities.

3

File servers aren't made for a mobile workforce.

Today's mobile workforce needs immediate access to their data from anywhere, on any device. With a file server, "mobile" means logging in to a VPN on a laptop or dealing with the hassle of configuring a mobile device connection. And even then, it might not work with all devices.

4

Sharing files externally is complicated—if it's possible at all.

In today's business world, your customers often need to view or collaborate on files. But their file server may not provide this capability. Even if it does, it's hard to set up on the server side, to say nothing of the requirements on your customer's computer. Once again, there's additional investment in time, money and energy.



Collaborating on files gets messy. Fast.

What happens when two people both need to work on a file? How do you prevent one person from overwriting the work of the other? With file servers, you don't have control over versioning and overwriting. It's a chaotic mess and a drain on productivity. Multiple copies of the same data take up precious storage space, users upload and download with abandon, data gets moved or lost. It all eats up revenue and frustrates staff.

About Intermedia's SecuriSync®

There's a better option for your business: cloud-based file sync and share. Compared to file servers, it offloads hardware and electricity costs, slashes IT complexity and, most importantly, enables modern collaboration and mobility.

However, not all file sync and share services are designed for business. Many of them have their roots in the consumer world. So when you consider file server alternatives, consider SecuriSync by Intermedia: it's designed specifically to give users the simplicity and mobility of the consumer-style tools combined with the control and protection that businesses need for secure collaboration and sharing.

With SecuriSync, your users get full mobile access to all their files for increased productivity. Your IT administrators get control over access to files and folders along with at-rest and in-transit encryption for total security. And everyone in your business will stay productive with Intermedia's Worry-Free Experience™—which includes our 99.999% uptime service level agreement and 24/7 phone and chat support for admins. Learn more at intermedia.co.uk/securisync.

Intermedia's Partner Program

For MSPs and VARs who serve SMBs, Intermedia helps you profit from the cloud without changing how you do business.

Intermedia partners sell the essential IT services their customers need to do business. This includes email, file sync and share, security, protection, back-up and many others. These high-demand services are all fully integrated and managed from a single control panel, which keeps your overhead low—and unlocks efficiencies that help generate higher margins.

Unlike other channel programs, Intermedia partners face no minimums, commitments or fees. You can choose on a customer-by-customer basis between our private label, advisor and referral models. All three models feature generous compensation and include expert marketing support and sales assistance. And they're all backed with a 99.999% uptime service level agreement, 24/7 technical support, free email migrations and white-glove onboarding that assure a worry-free experience for your customers—and for you.



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