



## Luxury Brand Watch Manufacturer

An iconic watchmaker turns to kiteworks to collaborate with jewelers and enhance sales operations.

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- Brian,  
Systems Administrator

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### Background

This Accellion customer is a leading manufacturer of luxury wrist watches and is one of the world’s most recognized brands.

### Challenges

Sharing information wasn’t the main challenge for this company, but rather sharing information efficiently and securely. Sales and marketing personnel were relying on a third-party FTP solution to share and collaborate on proprietary information including product designs, advertisements, sales forecasts, and images of product displays. FTP was cumbersome to use and required employees to jump through extra hoops to get large files to internal colleagues and partners outside the organization. The traditional Company was admittedly cautious with respect to new technology adoption but one thing was certain: a multi-tenant public cloud solution was out of the question. Their content was simply too valuable.

“We had an immediate need to deploy a file sharing solution with enterprise-grade security that would give our employees a tool for easy and secure content access, file sharing and collaboration—wherever their work takes them,” said Brian, a Systems Administrator with the Company.

One of the driving forces to find a new solution was to support the company’s North American sales managers, who were regularly transmitting proprietary client information to U.S. headquarters using FTP, which didn’t have the built-in layers of security to meet the IT department’s data protection requirements.

“We were sold on kiteworks’ ability to securely span platforms, providing universal and instant access to files in multiple enterprise content systems, including SharePoint—from laptops, desktops, tablets and smartphones.”

### Solution

The Company deployed kiteworks as an on-premise virtual appliance. The kiteworks architecture, with its dedicated and isolated cloud infrastructure, enabled the Company to keep its servers, data storage, encryption keys and authentication all

## Quick Facts – Luxury Brand Watch Manufacturer



Deployed Since

**2013**



Number of Users

**250**



SharePoint Enabled

**Yes**



Email Integration

**Yes**



Mobile Integration

**Yes**

✓ Secure mobile solution that enables content access, file sharing and collaboration

✓ Integrates with different content systems

✓ A private cloud solution with enterprise-class security

within the IT organization's complete control—a major selling point as security was a top priority.

“When employees found out that we had the same file transfer capabilities as our global headquarters (another Accellion customer), employees started asking for kiteworks by name,” said Brian. “And when they discovered that kiteworks was more than a simple file sharing solution – that it enabled true collaboration, we suddenly had use cases that we didn’t even expect.”

kiteworks is being utilized to support:

- *Digital and print advertising:* the Company’s art department sends images of large magazine spreads to editorial contacts at various media outlets.
- *Sales initiatives:* Sales managers can instantly view up-to-date key metrics and

reports from any location, using any type of mobile device, without a VPN—a huge time saver.

- *Partner and customer communications:* Sales representatives share and collaborate on sales figures and forecasts with partners.
- *Corporate expansion:* Project managers collaborate on blueprints and building plans with developers, architects and multiple third-party contractors.

“The beauty of kiteworks is that it just works—it does everything Accellion says it does and does it well,” said Brian. “It’s a breeze to configure and customer support is excellent but just kiteworks’ ability to keep our content secure makes the investment worth it and our adoption continues to grow.”

### TOP-SELLING POINT

Provides IT the peace of mind that confidential files can be securely accessed and shared with the highest levels of security and control.

### STAND-OUT FUNCTIONALITY

Seamless access to content, regardless of where it’s stored in the network, from any device and any location.

### COOL USE CASE

Sales managers can instantly upload and share photos of partner product displays right from their smartphones, without a VPN.

### About Accellion

Accellion, Inc. enables enterprise organizations to collaborate on content with external partners securely via private cloud. Enterprises can leave existing content where it lives today, and extend it outside the firewall without having to migrate content or disrupt their business workflows. Accellion’s solutions are used by more than 15 million users and 2,500 of the world’s leading corporations and government agencies including Procter & Gamble; KPMG; Kaiser Permanente; Latham & Watkins; National Park Service; Pacific Life Insurance; Cargill; and the National Institute for Standards and Technology (NIST).

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