



Randa Accessories

From Merchandising and Sales, to Finance and HR—Randa Makes Secure File Sharing Fashionable

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- Charlie Townsend,
CTO of Randa

Background

Founded in 1910, Randa is the world’s leading men’s accessories company, creating and marketing men’s neckwear, jewelry, belts, suspenders, small leather goods, seasonal footwear, hats, gloves, luggage, casual bags, and gifts via all channels of distribution, worldwide. The company collaborates with 75 market-leading brands, including Levi’s, Dockers, Tommy Hilfiger, Kenneth Cole, Nautica, Columbia Sportswear, Countess Mara, Guess, Dickies, Wembley, and Ryan Seacrest Distinction.

Challenge

As a worldwide manufacturer and distributor continuously focused on broadening its market leadership and expanding value to its customers, Randa’s employees take business seriously. With offices in 11 countries across five continents, business operations are 24x7 and growing rapidly—along with the volumes of data being generated and shared inside and outside of the organization.

“Our employees need to send really big files containing proprietary information like product design photos, sales videos, and extensive financial analyses, and email simply won’t cut it,” said Charlie Townsend, CTO with Randa. “We wanted to maintain Outlook for its primary purpose—a messaging server—and find a more efficient way to securely share files as a company.”

Randa turned to Gartner, Inc. to learn which enterprise file-sharing solutions best met their needs. Based on the analyst firm’s recommendations, Randa conducted product evaluations of kiteworks and other competing solutions. After drilling down into features, the company found kiteworks stood out for its ease of deployment, ability to easily create user folders and assign permissions, and its streamlined administrative dashboard.

“Our main goal was to find a more efficient way to get important corporate, financial, and product information into the hands of particular groups of people,” said Townsend. “It was clear that kiteworks was the right product to support our growing and fast-moving business.”

Quick Facts – Randa Accessories



Deployed Since
2015



Number of Users
520



Global Deployment
Yes



Email Integration
Yes



Mobile Integration
Yes

✓ Supports large file-sharing for hundreds of employees distributed across multiple geographies

✓ A secure solution that protects critical corporate, financial and product design information

✓ A quick-to-deploy, easy-to-use solution that enables collaboration among a global workforce

Solution

The kiteworks implementation was completed in only 30 minutes and was introduced to a select number of internal departments. Since then, Randa has made kiteworks available company-wide and user adoption continues to grow.

“A clear indicator of kiteworks’ ease-of-use is its widespread popularity across so many of our departments,” said Townsend. “The user count keeps going up—climbing every day.”

Kiteworks has proven its worth time and time again, supporting the following departments and activities:

- **Finance:** kiteworks allows Randa to securely share confidential financial and legal information internally and also with potential acquisition targets. Using kiteworks as a secure file transfer and collaboration tool gives all parties a sense of security and expedites M&A transactions.
- **Design:** Team members worldwide easily share product photos from production facilities with merchandising teams in the U.S. and U.K.
- **Sales:** Employees in China gather and analyze key sales forecasting data daily, which is instantly shared with U.S.-based teams to access at the start of each day.
- **Product Marketing:** Those in charge of creating sales and product presentations—up to 100MB in size—use kiteworks to support content review and editing cycles.
- **Human Resources:** Employees share confidential staffing reports and personnel documents with offices around the globe.
- **Accounting:** Finance teams share sales, inventory and A/R analyses and collaborate on budgets—Randa’s CFO is one of kiteworks’ biggest promoters.

“kiteworks makes our teams stronger, enabling our associates to better share and edit information and work together as groups,” said Townsend. “Plus, it makes our use of corporate resources much more efficient by not having to manage large attachments over email.”

TOP-SELLING POINT

An easy-to-learn-and-use email alternative that can be utilized by all departments to collaborate more efficiently with global teams.

STAND-OUT FUNCTIONALITY

Ability for all types of users to easily create content folders; assign permissions; and edit, review, comment, and manage sensitive documents.

COOL USE CASE

Support M&A activities, serving as a secure deal room for confidential financial and legal documents.

About Accellion

Accellion, Inc. is the industry leader in providing private cloud solutions for secure access and sharing of enterprise information across devices, enabling employees to work securely wherever. Founded in 1999, Accellion is an award-winning, private company headquartered in Palo Alto, California with offices in North America, APAC, and Europe. The company has evolved from its roots in cloud storage into a leading enterprise security software provider. More than 15 million business users and 2,500 of the world’s leading corporations and government agencies, including Procter & Gamble; Indiana University Health; Kaiser Permanente; Hogan Lovells; Bridgestone; Harvard University; the Securities and Exchange Commission; and NASA use Accellion solutions to protect confidential information, ensure compliance, increase business productivity, and reduce IT costs.

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