



ACTIVE INTEREST MEDIA

Active Interest Media: Replacing FTP in a Publishing Environment

Active Interest Media Group (AIM) publishes market-leading magazines and websites, including Yoga Journal, Optimum Wellness, and Yachts International to name a few. The company also produces and markets category-leading DVDs and books, and organizes a number of conferences, consumer shows, and seminars. In supporting the creation and ongoing management of these digital assets, AIM's internal staff exchanges several hundred high-quality media files with freelancers and other external partners every month.

In order to provide timely content to readers and meet production deadlines, media companies such as Active Interest must be able to exchange large graphics and media files efficiently between internal users and outside resources like freelancers, ad agencies, and customers. This common operational challenge can have far reaching affects on IT resources, production metrics, and partner relations.

The Challenge:

Exchange Files More Efficiently

Historically, Active Interest relied on FTP to facilitate outbound file exchange. As AIM's business evolved, their outbound transfer throughput increased to over 600 large media files per month. Transfers were managed via multiple FTP sites. File types consisted of high-resolution graphic files and print-quality PDFs. The increased volume quickly exposed FTP's key shortcomings; provisioning new users was difficult and time-consuming, the individual sites and subdirectories required ongoing manual clean up, and essential reporting features were lacking. External users also had difficulty with unwieldy FTP clients, creating a steady volume of helpdesk calls and support issues. These factors combined to place significant strain on AIM's IT staff. Aware of these challenges, AIM looked for a Managed File Transfer solution that would improve day to day operations, accelerate file transfer processes, and ultimately improve Business and IT productivity.

The Selection:

Find a Reliable, Intuitive Managed File Transfer Solution

Active Interest put forth a set of requirements and preferences for an ideal Managed File Transfer solution. It was determined that the pending MFT solution must decrease the administrative burden on IT by providing a centralized, streamlined means to provision new users, manage processes, remove old files, and report on transfer activity. The solution should also provide AIM's users with a more intuitive platform to initiate and monitor their individual transactions. With those objectives determined, AIM evaluated a number of commercial MFT solutions and selected RepliWeb Managed File Transfer (RMFT) as its next generation platform.

Benefits

- Improved End User Experience via Intuitive Web UI
- Decrease in FTP-Related Helpdesk Requests
- Simplified User Account Provisioning
- Reliable Delivery of Multi-GB Files with Full Audit

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Nelson Saenz, Director of IT

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During their search, AIM was particularly impressed with RMFT's unique provisioning features. "We were very excited to learn about RMFT's Ad-Hoc and policy-based user provisioning features," explained Nelson Saenz, Director of IT. "With RMFT, we no longer have a separate set of permissions to manage. We can set up new users in a matter of seconds simply by addressing a new package or syncing against Active Directory (AD). Once we saw that, we knew that RMFT was the way to go."

The Results:

RepliWeb Managed File Transfer

From almost day one of AIM's implementation of RepliWeb-MFT, IT Administrators, internal business users, and external partners realized immediate benefits. IT could now provision and manage users effortlessly by utilizing RMFT's ad-hoc user creation or AD synchronization. Both ad-hoc and AD-provisioned users fall under IT governance, with fully configurable send / receive restrictions. The predefined package expiration feature also proved to be a time saver, as IT staff members were no longer required to manually delete old files from scattered FTP sites and subdirectories. Furthermore, RMFT's guaranteed delivery and recoverable transfer features have ensured that critical files arrive on-time and intact. Said Nelson Saenz, "FTP was a bear to support; RMFT has taken that administrative burden off of our shoulders. It saves my team five to ten hours a week."

AIM's creative teams appreciate the speed in which file transfers occurred, the near elimination of transfer failures, and the ability to track and confirm that files were received by the intended recipients. AIM's partners experienced similar benefits, and very much appreciated AIM's investment in the new platform.

AIM now supports over 500 internal and external RMFT users, utilizing approximately half of the resources that were previously required to manage FTP. Active Interest is also pleased with the image projected to external users by RMFT's fully customizable Web UI. "It provides a professional interface between AIM and the rest of the world", said Nelson Saenz.

RepliWeb Managed File Transfer has enabled Active Interest Media to provide a more attractive, intuitive interface for users while consolidating and automating management tasks, freeing IT resources to focus on more strategic projects.

About RMFT

A comprehensive file transfer solution, RMFT allows organizations to architect efficient workflows and facilitates user-friendly file exchanges so IT resources can focus elsewhere. As a secure communications platform, RMFT offers key features such as authentication, file access authorization, encrypted transport, and comprehensive auditing over the file transfer process. As an automation solution, RMFT allows organizations to schedule and execute end-to-end transfer processes with guaranteed delivery using standard and/or proprietary protocols.

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Network Environment and Applications

- WAN Distributions
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