



# Control and secure sensitive data while empowering business mobility with ShareFile

Solve top financial services industry challenges of secure data access, sync, storage and exchange with a single solution

Faced with rising market competition, banking, financial services and insurance organizations must move quickly to meet customer, employee and industry demands while addressing complex regulatory mandates and heightened security threats. To differentiate their services and gain the competitive edge, many financial services are leveraging mobility to better serve customers. Customers want faster, easier, and more ubiquitous ways of interacting with the financial services institutions. They expect their agents, tellers, loan officers and claim processors to be available and responsive. Financial services organizations also have to protect and manage large amounts of sensitive client information that must comply with the highest standards for digital storage and security. IT teams within these organizations are tasked with maintaining tight control over how sensitive data is accessed, stored and shared among internal teams and external parties. To meet these challenges, many organizations are turning to highly secure, cloud-based IT tools such as enterprise file sync and sharing (EFSS) services, which are changing the way people work for the better.

#### Financial services challenges

- **Protect customer and business data, reduce risk, and ensure compliance**, while providing customers and employees with anytime, anywhere, any device access to data
- **Deliver an innovative and seamless customer experience across all channels** including online, mobile, branch office, call center, and high-touch
- **Improve workforce productivity, satisfaction, and engagement** by empowering your top talent to work how, when, and where they choose, with IT control
- **Ensure business continuity and zero downtime** to keep your workforce productive in markets where minutes can mean millions, and customer satisfaction is key to success
- **Increase business agility** to respond to a rapidly evolving market and accelerate the time to value of mergers and acquisitions, divestitures, branch consolidation, seasonal peaks, and new product or service launches

ShareFile is a secure enterprise file-sharing solution that provides offline access, email and customer relationship management (CRM) integration, making it easy to view and send documents, even when on the go. Unlike competitors, ShareFile offers flexible data storage – on premises, in a secure cloud environment or a combination – to meet data sovereignty, compliance, performance and cost requirements.

ShareFile is an optimal tool for the financial services industry. It is specifically designed to control sensitive data to facilitate safe exchange of confidential financial documents and support adherence to record-keeping regulations. Individual files and folders are available for encrypted, password-protected download via a custom-branded client vault or through email with the ShareFile plugin for Microsoft Outlook.

- Access, sync and securely share files within the organization, across lines of business and with third parties and clients
- Send and also receive confidential data, financial contracts and educational resources to clients and track download statistics
- Provide instant mobile access to data on existing network file drives and SharePoint sites

**ShareFile delivers business results**

- Easily and securely sync, store and share sensitive client information files with encryption
- Address federal and state regulatory mandates with a secure enterprise file management service
- Boost security and gain IT control of how sensitive data is stored, accessed and shared
- Enable mobile employees to work and collaborate from anywhere on any device across any network
- Allows agents and officers to provide responsive and personal service to customers, and in doing so gain competitive advantage and win more business

To mobilize existing infrastructure investments and reduce IT costs, financial services organizations are turning to an integrated solution to control and secure their sensitive data while empowering employee, partner and customer mobility. ShareFile delivers security for corporate data, peace of mind for clients, and mobility for employees. Following are top features of ShareFile that address the needs of financial services organizations:

**Secure by design**

ShareFile allows IT to determine how sensitive data is stored, accessed and shared. Advanced security features including remote wipe, device lock, passcode protection, white/black listings and data expiration policies ensure complete control over enterprise data, regardless of where it is located. Robust reporting and auditing features enable IT to track and log user activity in real time and create custom reports to meet corporate data policies and compliance requirements. Seamless integration with enterprise directory services simplifies authentication and user provisioning.

**Flexible data storage with ShareFile StorageZones**

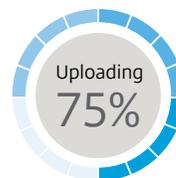
Organizations have the flexibility to choose where data is stored – on premises, in the cloud or a combination — to meet their specific requirements for data sovereignty, compliance, performance and costs. For organizations that require increased data protection, ShareFile offers customers the ability to encrypt data with their own encryption keys. By defining where data is stored, IT can build the most cost-effective and customized solution for the organization. ShareFile with StorageZones also allows IT to take advantage of the economic benefits and effortless management of a cloud-based service.

ShareFile also offers Restricted StorageZones, private data areas for customer-managed StorageZones that provide increased data security and compliance. Files and metadata in a Restricted StorageZone are encrypted with the customer's keys for zero-knowledge vendor visibility, plus file sharing/access is exclusive and limited to specified internal users who must pass a dual authentication process.

**Archiving**

Satisfy record-keeping regulations

ShareFile can archive, rather than delete account files, folders, sent messages, active and inactive links, and notifications for a minimum of three years. Set up designated third parties to search and export files, links, messages and activity logs directly from a ShareFile account.

**CRM integrations**

Improve file access, sorting and uploading

ShareFile seamlessly integrates with the CRM systems most financial organizations use today. Add ShareFile to RedTail, Worldox or Trumpet to streamline report access and distribution, eliminate manual sorting and simplify upload of multiple documents.

**Client vault**

Clients can send and receive confidential files with ease. ShareFile works for both internal employees and external clients and third parties. ShareFile balances usability with security, allowing organizations to host a client vault that offers direct delivery of client statements, forms and other confidential documents. Organizations can also request clients to upload documents.

**Sync, store and share client statements, financial reports, contracts and more**

Give users true enterprise class data services across all corporate and personal mobile devices, while giving IT all the control it needs. Users can access, sync and securely share files from any device with people both inside and outside the organization for easy collaboration and enhanced productivity. Offline access keeps productivity up even when on the go.

**Sharing confidential documents**

All financial services organizations must send and receive confidential files. Traditional methods such as attaching a file to an email, uploading to FTP sites, downloading to USB drives and sending printed documents via postal mail and courier services are fraught with security risks. In some cases, these methods do not comply with U.S. Securities and Exchange Commission regulations, leaving the confidential data exposed to threat. With ShareFile, all file types can be securely shared digitally with anyone, either internal or external to the organization. Very large files up to 100 GB can be shared. Users can preview all Microsoft office files and PDFs within their web browsers. Built-in mobile editors can be leveraged to permit free-form signatures on documents.

The “send a file” feature enables companies to collect financial documents from third parties without giving them access to their central system. Some companies have found this useful for collecting financial documents to accelerate accounts payable.

**Secure enterprise file management** - ShareFile is equipped with advanced security features including remote wipe, device lock, passcode protection, white/black listings and data expiration policies, which allow IT admins to set up and control exactly how sensitive data is

stored, accessed and shared. IT teams can track and log activity in real time and create custom reports to meet compliance requirements.

**Client reporting for easy tracking** - ShareFile provides a reporting feature for tracking user activity, so you know when your clients download the files you send them. Reports are sent based on the customizable settings you choose, so you can decide which files and actions will generate notifications. A single report may contain an audit of all activity on the account, or it can be focused on specific actions or timeframes. You can run reports on permissions or account usage to easily check if each client has access to the correct files and folders. ShareFile saves a copy of each report, providing a complete record of portal access and usage. Reports can be sent each time activity occurs or in one consolidated daily message.

**IT auditing and reporting** - ShareFile provides comprehensive capabilities to track, log and report on user file access, sync and sharing activity, including the date, type, place and network address of each user event. IT can also enable tracking through workflow tools such as the plug-in for Microsoft Outlook. Multiple versions of files can be stored to create full audit trails of editing activity. If remote wipe is initiated, IT can track file activity that occurred on the device from the time the wipe was initiated through its execution, and will receive a notification indicating whether the wipe succeeded.

**Additional security features**

**Access control policies** - Users can be granted download-only access or full upload/edit/delete rights depending on their location, role, device and other criteria. Additional restrictions are available.

**Encryption & data backup** - Client files are protected in transit between the web

application and storage tier using SSL 3.0/TLS1.0 with no less than 128-bit encryption, depending on end-user browser configuration. All client files are encrypted using AES 256-bit symmetric key encryption, a FIPS-approved encryption algorithm. Customer files are stored redundantly within the cloud storage provider's region, and ShareFile backs up all files daily. Storage and backup of customer files are configurable by the ShareFile admin according to data retention and version settings specific to each organization's requirements.

#### **Device security policies**

- The remote wipe feature allows both users and IT to wipe all ShareFile stored data and passwords on mobile devices in case of loss or theft.
- The poison pill feature enables IT to prescribe data expiration policies for mobile devices and activate audit controls to track user logging activity. This feature is available in the ShareFile apps for Apple iOS and Android devices.
- The restrict modified devices feature allows IT to restrict the use of third-party apps that can store copies of sensitive business information, while providing built-in capabilities like a mobile content editor as a secure alternative
- With the passcode lock feature, IT can require users to enter a passcode (short PIN or user-specified characters or password) every time they want to access their ShareFile account on a mobile device. This makes it easy for users to access their data while ensuring unauthorized access is denied.

**Enterprise directory integration** – ShareFile supports integration with Microsoft Active Directory via SAML or XenMobile. Two-factor authentication can be added for an extra level of security.

**Encryption key ownership** – Businesses can manage their own ShareFile StorageZones in

Microsoft Azure or Amazon S3 to benefit from the elasticity and flexibility of the cloud while maintaining ownership of their own encryption keys – an advantage typically only available on premises.

**Data loss prevention** – Enforce data security policies for sensitive and confidential data by integrating ShareFile with existing DLP (data loss prevention) systems to restrict document sharing based on the file's DLP classification. ShareFile integrates with popular DLP systems (Symantec Data Loss Prevention, McAfee DLP Prevent, Websense TRITON® AP-DATA, RSA Data Loss Prevention and others) for Customer-managed StorageZone deployments only. Enterprises, especially those in highly-regulated industries, need to be able to control file sharing based on the content inside the files themselves. Connecting ShareFile with customer's existing DLP system allows ShareFile to classify files based on their content and enforce sharing restrictions per company policies.

**Employee and client usability** – Usability of a file sync and sharing tool is extremely important as this service reflects the financial services organization's quality of service. If clients find it difficult to use the company's file-sharing service, they will become frustrated. ShareFile offers a consumer-like experience that clients find intuitive and easy to use. This experience also encourages employee adoption.

**Employee mobility and mobile apps** – ShareFile is always accessible via the ShareFile web interface and mobile apps. Mobile apps strengthen client relationships by allowing financial advisors to review documents in real time with clients on a tablet or laptop. ShareFile supports mobile work by allowing employees to send secure files no matter where they are.

With synchronization across all devices, users can be confident that they are working on the correct

version of a file. Support for Apple® iPhone®, Android, Blackberry, Windows® 8 phones and iPad, Android and Chromebook tablets is available and specifically designed to provide a brilliant and intuitive experience on these devices.

**Secure virtual data room** – Not long ago, businesses that handled complex, confidential transactions such as a merger or acquisition had to assemble boxes of documents related to the transaction in a room or office. People involved in the deal would gather in the room to review and discuss data; documents were confined to the room to ensure security.

Now that data can be stored securely in the cloud, M&A, venture capital and private equity transactions can be conducted entirely online. Virtual data rooms are digital data repositories that are tightly controlled to restrict access to the parties involved in the transaction. Businesses can share and exchange large amounts of data quickly and easily, without compromising on confidentiality.

ShareFile offers a virtual data room service. A ShareFile virtual data room provides specific benefits for businesses engaged in large and confidential transactions.

ShareFile is available in multiple languages: English, French, German, Spanish, Japanese, Korean, Simplified Chinese, Russian, Dutch and Portuguese.

### **Much more than file sharing**

ShareFile also seamlessly integrates with XenMobile, bringing together enterprise file sync and sharing (EFSS) as part of a complete enterprise mobility management solution (EMM) to deliver complete mobile device management (MDM) and mobile application management (MAM) capabilities.

### **Conclusion**

ShareFile, a secure data sync and sharing service, enables banking, financial services and insurance organizations to embrace business mobility without compromising data security and compliance. ShareFile enables mobile productivity with read-write access to data, allows employees to securely share files with anyone and sync files across all of their devices. ShareFile also allows financial institutions to securely provide and request sensitive data and documents that are needed for the service. This means that agents and officers can be responsive and win more customer business. With ShareFile, IT also gains the flexibility to store enterprise data in the most optimal locations and leverage existing investments to meet compliance and performance requirements.

See how ShareFile is helping Cherokee Investment Company to share documents, reports and media files from any device, anywhere around the globe, [view video](#).

*“The amount of information that needs to be exchanged in any given deal, whether it’s a venture deal or a real estate deal, is massive... I use ShareFile for everything.”*

JT Vaughn, Senior Analyst, Cherokee Investment Partners

*“Having used ShareFile for over five months now, it is an integral part of our daily communications with both clients and prospective clients.”*

David Gratke, Gratke Wealth, LLC

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